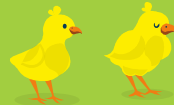




# HAPPY HENS

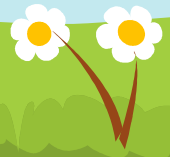
MR. ASHOK KANNAN  
MANAGING DIRECTOR  
SAI HAPPY FARMS PVT.LTD





# ABOUT US

- ❑ India's first free-range egg brand
- ❑ Founded by **Manjunath Marappan & Ashok Kannan**
- ❑ Began their venture - 2010
- ❑ Launched the Brand "**HAPPY HENS**" – 2012
- ❑ Launched Franchise Model - 2016
- ❑ First Indian certified **Free Range Eggs**
- ❑ As of 2024 - produces 25000 Eggs / Day





# VISSION



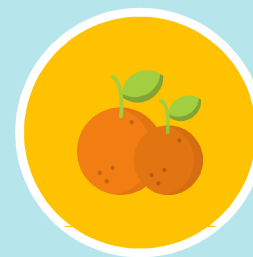
## CAGE to CAGE FREE

Transformation of the poultry industry towards cage-free and free-range systems



## HUMANE FARMING

Humane Farming, eco-friendly, and healthy food options



## ETHICAL USE OF ANTIBIOTICS

Antibiotics are used out of necessity





# IMPACT ON SOCIETY



## EGGS

Provides healthier,  
chemical & antibiotic-  
free eggs



## EMPLOYMENT

Improves farmer  
income & rural  
employment



## WELFARE

Promotes animal  
welfare & Humane  
Farm Practice



## CERTIFICATION

Certified Humane® &  
recipient of *Good Egg  
Award*



## FRANCHISE

Franchise model with  
predictable income &  
100% buyback



# PRODUCTS

**FREE RANGE  
EGGS (B2C)**

01

**CAGE FREE  
EGGS (B2B)**

02

**OMEGA – 3  
ENRICHED EGGS**

03

**FOLA+ EGGS**

04





# FRANCHISE MODEL

- ☐ Minimum Capacity – 300 to 500 Birds
- ☐ **Guaranteed market access** through Happy Hens brand
- ☐ Women & self-help groups are encouraged to participate
- ☐ Suited for farmers with small land in rural/semi-rural areas
- ☐ Produce chemical-free, antibiotic-free, nutrient-enriched Eggs
- ☐ Farmers earn ₹10,000 / Month





# FREE RANGE FARMS

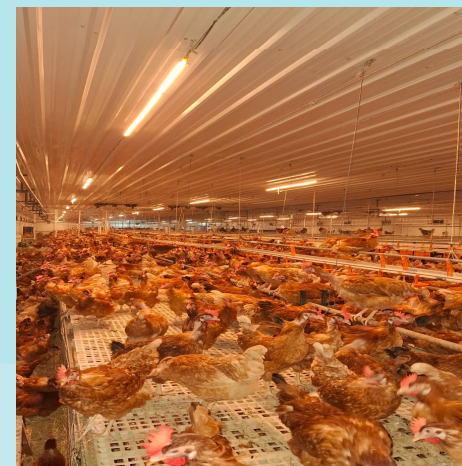
- ❑ Birds with outdoor access & natural foraging
- ❑ Minimum Capacity – 1000 to 5000 Birds
- ❑ Branded support → easy market access
- ❑ Strong urban demand for free-range eggs
- ❑ Empowerment of rural & women farmers
- ❑ Farmers earn ₹ 45,000 - ₹2,00,000 / Month





# CAGE FREE FARMS

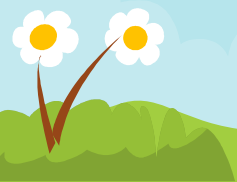
- ☐ Environmental controlled Houses & Open Deep litter Houses - No cages
- ☐ Minimum Capacity – 1500 Birds (DLH), 10000 Birds (ECH)
- ☐ Lower land requirement vs free-range
- ☐ Humane & welfare-friendly housing
- ☐ Standardized operations under brand guidelines
- ☐ Farmers earn ₹50,000/Month (DLH), ₹4,00,000/Month (ECH)





# ETHNIC BOTANICAL MEDICINE IN POULTRY

- ☐ Use of Ayurveda & traditional herbs for bird health
- ☐ Replaces antibiotics → safer, chemical-free eggs
- ☐ Boosts immunity, digestion & productivity
- ☐ Eco-friendly & sustainable poultry care
- ☐ Differentiates Happy Hens brand in market





# ECO SYSTEM

- ❑ **CFFRPPA → Cage-Free and Free-Range Poultry Producers Association of India**
- ❑ Organizes **farmer training, workshops and Technical Support**
- ❑ **Happy Hens** play a vital role in CFFRPPA
- ❑ Mr. Ashok Kannan is the first President of CFFRPPA
- ❑ Initiated lot of MOU with aligned Organizations
- ❑ CFFRPPA collaborates with the Asian Cage-Free Alliance
- ❑ Members –India, Malaysia & Indonesia.
- ❑ More countries express their interest to join.





# THANKS...

