



## IFFCO KISAN ties up with Amreli District Cooperative to buy cattle feed

- **The partnership will focus on creating awareness among the farmers in Saurashtra region to promote adoption of Balanced Cattle Feed to increase quality milk production.**
- **IFFCO Kisan will initially procure 300 tonnes of cattle feed every month Amreli**
- **Stringent quality check to be performed to ensure high quality feed**

**IFFCO Kisan Sanchar Ltd, a subsidiary of fertilizer major IFFCO, announced signing of an agreement with Amreli District Cooperative Milk Producers Union Ltd to procure high quality cattle feed.**

The Delhi-based company will market cattle feed under its brand 'IFFCO KISAN'.

As per the agreement, IFFCO Kisan will initially procure 300 tonnes of cattle feed from Amreli District Cooperative Milk Producers Union, and the target is to increase the procurement to 1000 tonnes over the next few months.

Amreli District Cooperative Milk Producers Union operates a mega cattle feed plant in Amreli, Gujarat, having an overall capacity of 5,000 tonnes per month.

With the latest tie-up, IFFCO Kisan now has tie-ups with ten entities for procurement/ sourcing of cattle feed.

**"At IFFCO Kisan, we have received tremendous response from customers primarily because of our focus on quality. During fiscal 2020-21, we sold 1 Lakh tonnes of cattle feed valued at Rs 160 crore and in the current financial year, we are targeting Rs 300 crore of business. Keeping the growth outlook, we are looking to tie-up with more third-party manufacturers and association with Amreli District Cooperative Milk Producers Union is a step in that direction. IFFCO Kisan will also integrate its ICT platforms to increase the awareness amongst the farmers in Saurashtra region to promote adoption of Balanced Cattle Feed to increase quality milk production'," said Ganesh Dash, National Sales Head, IFFCO Kisan Sanchar Ltd.**

The agreement was signed by Sandeep Malhotra, Managing Director of IFFCO Kisan and Dr. R. S. Patel, MD, Amreli District Cooperative. As per the agreement Amreli District will supply BIS Mark cattle feed to IFFCO KISAN, which will be sold in the Saurashtra region of Gujarat.

**Mr. Dash further said that with** huge response from customers for its quality cattle feed. The company is also planning to launch quality Calcium supplements and mineral mixtures in the month of September 2021.



“IFFCO Kisan Cattle Feed is manufactured from the best of the raw materials using the highest standards of manufacturing and as per the guidelines given by the Bureau of Indian Standards. All the Cattle Feed manufacturing units are accomplished with in-house laboratories to check the quality. To empower farmers IFFCO Kisan will start sharing the lab test reports through its mobile application, such level of transparency will encourage farmers to ask for quality while purchasing any cattle feed” Mr. Dash added.

Cattle feed business now contributes about 30 per cent of the total business of IFFCO Kisan and is a major focus of growth for the company.

Currently four variants (3 Star 4 Star 5 Star and 10 Star) are being supplied in the market, along with this Khal and nutrition supplements are also available in selected markets.

### **About IFFCO KISAN**

Indian Farmers Fertilizer Cooperative Limited (IFFCO), known for its many interventions and achievements, collaborated with BhartiAirtel and Star Global Resources Ltd., and created IFFCO Kisan Sanchar Ltd.

IFFCO Kisan is dedicated to the development of farming practices ensuring the revival of the agricultural ecosystem while not compromising on the quality. It operates in 4 major verticals - Smart Agriculture Solution Provider; Cattle Feed Business, Agri Tech, Telecom and Call Centre Services.

IFFCO Kisan has revolutionized the agricultural sector with technology while uplifting farmers with its services like mobile advisory, IFFCO Kisan Agriculture App, and Kisan call centre. Working closely with its institutional partners, the company also helps farmers associations and FPOS upgrade the quality of products and viable options to sell their produce directly to the manufacturing units.