



Hind Agro Exports India Pvt. Ltd. (HAEIPL)

Incorporated: **2019** | Headquarters: New Delhi

Recognitions: Government of India–recognized **StartUp** | Registered **MSME**

Vision

To redefine the non-vegetarian food experience through Innovation, Quality, and Direct Farm-to-Fork connectivity.

Overview

Hind Agro Exports India Pvt Ltd is a vertically integrated agro-food enterprise having specialization in a wide range of agro-based products and food items, including animal husbandry produce such as livestock, fresh and frozen meat, meat products, and other animal derived products.

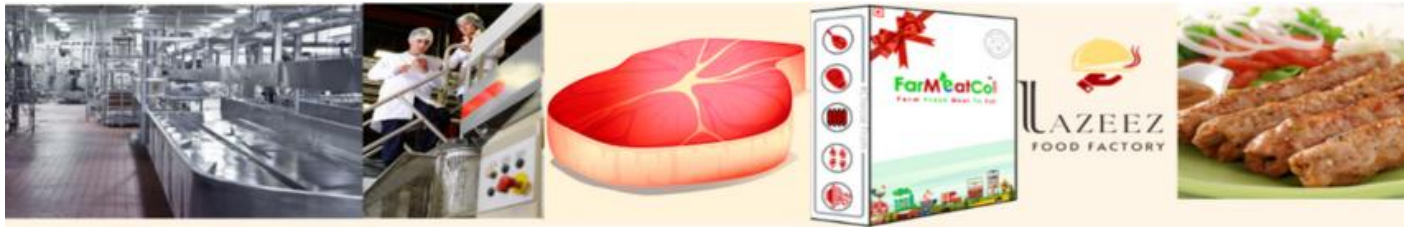
According to its memorandum, HAEIPL is authorized to operate state of art abattoir, food processing unit and cold chain infrastructure, catering to both domestic and international clientele.

Business Model:

- ❑ **B2B:** Supplying to **Exporters**, Institutional buyers, Hotels, and QSRs
- ❑ **B2C** (Domestic E-Retail): Direct-to-consumer via digital e-retail channels

Major revenue is being generated through B2B: A successful business model has been completed for the core business of supplying B2B (Institutional Buyers and Exporters) in domestic market, validating operational efficiency and market readiness for export clients.

HAEIPL is driven by **founders** who possess extensive knowledge and experienced in sourcing, trading, handling of livestock meat and meat products belonging to same community engaged in meat industry, committed to achieve goals, revenue and performance while catering to the needs of meat enthusiasts.



Brand Focus – **FarMeatCo**

Key Highlights

Positioning Technology-led Farm-to-Fork platform revolutionizing meat delivery.

Product Range: Fresh cuts, raw ingredients, ready-to-cook and ready-to-eat non-veg offerings

Channels: B2B + D2C

Supply Chain: Direct sourcing from farmers with robust end-to-end cold chain network

Value Proposition: Freshness, quality, traceability, and convenience

FarMeatCo, a Flagship brand of HAEIPL, which aims to revolutionize the meat industry through technology- driven strategy ensuring top-notch freshness.

Lazeez Food Factory is co Brand of Cloud kitchen vertical, which caters to the demand for ready-to-eat meals for end consumers.

*A pilot launch has been successfully executed, confirming customer demand, operational viability, and product-market fit.

Strategic Expansion Plan

HAEIPL is actively pursuing the **establishment or acquisition of an integrated meat processing plant** to strengthen its supply chain, expand capacity, and meet growing demand in both B2B and B2C segments. This will enable:

- Enhanced production capabilities
- Compliance with global food safety standards
- Streamlined Farm-to-Fork operations
- Scalable exports and Domestic supply

Products: Vacuum Packed Fresh / Frozen Boneless Meat



Each FarMeatCo Box Contains

- Meat that's Always Fresh, Never Frozen
- 100% Natural, Tender and Juicy Meat n Meat Products
- Authentic Products From Our Organic Farms to your Kitchen
- Products Certified by Veterinary Doctors And Lab Tested
- Products free from Preservatives and Chemicals

HAEIPL : Audited Financials of the Company from FY20 to FY24 (Rs in Lacs)

Sr No.	Particulars	2019-20	2020-21	2021-22	2022-23	2023-24	*Provisional* 28.02.2025 2024-25
1	Sales	440.07	486.76	998.07	618.67	833.21	3004.01
2	Direct Cost	432.39	472.92	973.09	598.93	815.76	2906.41
3	Gross Profit (C= A-B)	7.68	13.84	24.98	19.74	17.45	97.60
4	Other Income	0	0.54	0	0.3	0.32	-
5	Expenses	7.4	13.96	23.54	21.02	16.25	29.96
6	Earnings Before Interest, Taxes, Depreciation & Amortization (F = C+D-E)	0.31	0.42	2.83	1.5	2.88	67.64
7	Profit Before Tax (I = F-G-H)	0.28	0.42	1.44	-0.98	1.52	65.14
8	Tax	0.07	0.11	0.37	-	0.40	16.93
9	Profit After Tax (K = I-J)	0.21	0.31	1.07	-0.98	1.12	48.21

Welcome Aboard

Get in Touch with Us

We're here to respond to any questions you might have.

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