

Growel Feeds launches a new generation extruded functional shrimp feed 'Nutriva F15'



have now introduced a new functional shrimp feed called 'Nutriva F15'. It is an immunity enhancing extruded shrimp feed developed in collaboration with Menon Renewable Products, Inc., USA. Nutriva F15 contains 'MrFeed', a patented immunity enhancing nature-derived ingredient developed by Menon Renewable Products, Inc., USA. MrFeed has been widely tested all over the world and found to be very effective in managing diseases. It elicits and enhances the immunity of the shrimp to fight against invading pathogens. Starting 6-Aug-2018, technical seminars were conducted on the West coast (Surat & Daman) and East coast (Kakinada, Bhimavaram & Kaikaluru) successively to explain the effectiveness of Nutriva F15 to the shrimp farmers and business associates.

Growel Feeds' Executive Directors, Mr M.V.N. Sessa Chary and Mr P.S. Narendra, Technical Director, Dr Victor Suresh, Vice President – Sales & Marketing, Mr



Dr Suresh Menon, Founder Chairman, Menon Renewable Products, Inc., USA



Growel Feeds Pvt Ltd, India and Menon Renewable Products, Inc., USA exchanging an agreement which makes Growel Feeds to become the exclusive commercial partner for 'MrFeed' in India for Menon Renewable Products, Inc., USA. - at a press conference held at Taj Gateway Hotel, Vijayawada on 12-Aug-2018

Vijayawada: Located 60 km east of Vijayawada, Growel Feeds Pvt Ltd is one of the leading shrimp feed and fish feed producers in India.



P.S. Narendra, Executive Director, Growel Feeds

With an annual production capacity of 2,00,000 ton shrimp feed and 2,00,000 ton fish feed, Growel Feeds Pvt Ltd has its presence in national and international markets. The company's shrimp feed brands Marigold, Nutriva, Nutriva Plus, Sprint LS and Tigeron

and fish feed brands Grofin, Growmax, Carpmax, Nutrila, Rainbow are quite popular in aqua farming community. These brands have high demand in national and overseas markets. Growel Feeds currently exports its products to 12 different countries. The company's commitment to quality, innovation and service has been attributed as the main reason for this success.

The well-being of



M.V.N. Sessa Chary, Executive Director, Growel Feeds

aquaculture community is the major objective of Growel Feeds Pvt Ltd Shrimp disease



Sandip Ahirrao, Vice President - Sales & Marketing, Growel Feeds

management is of foremost concern to the aqua farmers. To meet the increasing customer requirements, Growel has been innovating effective feed products through continuous research. They



From left: Dr Sergio Nates, Dr Suresh Menon, M.V.N. Sessa Chary and P.S. Narendra at a press conference held at Taj Gateway Hotel, Vijayawada on 12 August 2018.

Sandip Ahirrao and General Manager – Technical, Mr B. Ravikumar and Menon Renewable Products' Founder Chairman, Dr Suresh Menon and Senior Vice President – Sales, Dr Sergio Nates participated in the seminars and interacted



Dr Sergio Nates, Senior Vice President - Sales, Menon Renewable Products, Inc., USA

with the delegates who turned up in large numbers. Through various presentations, the delegates were explained how Nutriva F15 promotes shrimp health. The aqua farmers were encouraged to follow responsible aquaculture by doing away with antibiotics and resorting to the functional feed, Nutriva F15. The seminars were followed by question & answer sessions.

Several on-farm trials were conducted for 18 months with Nutriva F15 before scaling up the production to commercial level. An agreement was signed between Growel Feeds Pvt Ltd and Menon Renewable Products, Inc., USA at Vijayawada on 12-Aug-2018. This agreement makes Growel Feeds to become the exclusive commercial partner for 'MrFeed' in India for Menon Renewable Products, Inc., USA.

With an history spanning over 25 years, The Growel Group initially started with Growel Formulations in 1994, and later expanded to Growel Feeds, Growel Processors, Growel Labs. Growel Hatcheries is in pipeline. With the vision and mission of well-being



Ravikumar Bangarusamy, General Manager – Technical, Growel Feeds

of the people working in the various professions of aquaculture, the group named itself as 'Growel'.



Dr Victor Suresh, Technical Director, Growel Feeds

The Growel Group currently has an annual turnover of ₹1,500 Crore.

The management said that they are a part of the society and apart from business,



Delegates comprising of aqua farmers and business associates at the first Technical Seminar on Nutriva F15 held at Courtyard by Marriott, Surat

they also give importance to their commitment towards the society. One of their corporate social responsibility activities is the supply of drinking water to 12 villages around their company.

Daily 60,000 litres of drinking water produced in their reverse osmosis plant is utilized for this purpose. The company also built a community hall and dedicated it to the public. Growel realizes that 'Today's Children are Tomorrow's Citizens', and hence it is greatly contributing to the development of government schools. The company keeps its premises very clean and lush with greenery in-line with eco-friendly industrial practices.