Eat Lively

INVEST WISELY

MEATiN™

FARMS AND FOODS

FLAIR FOR FOOD

THE LIVELY MARKET

Everywhere on the globe, three trends turn crystal clear.

CRAZE FOR QUALITY FOOD

CARE FOR HYGIENE IN LIFE

CHANCES OF INVESTING IN F&B

Everything has changed.

- Social life
- Life styles
- Food habits
- Family relations
- Business opportunities
- Investment priorities

Everything is changing.

During the long days of unhappiness,
We have learnt a happy lesson by experience.
Second to the Grace of God,
It's our health that is most important.

FACTS THAT PROVE

THE LIVELY SCENARIO

Through establishing a state-of-the-art slaughter house and integrated farming, **MEATIN FARMS AND FOODS LLP** is an initiative to professionalize livestock management and meat retail. We plan to adopt an integrated method which includes farming, meat production and supply to the right customers. Following 100% halal, 100% scientific and 100% legal methods, MEATIN look forward to emerging itself as a global brand in meat industry from India.

THE TEN-POINT MEATIN MATH

1. Nine out of ten people in Kerala prefer non veg food.
2. Annual consumption of meat in Kerala amounts to 6 lakh tons.
3. 22 lakh cattle and 14 lakh goat/sheep are slaughtered every year.
4. Only 3% of 26,000 poultry stalls in Kerala have proper license.
5. All over India only 50 plus slaughter houses function.
6. Indian meat is the best sought after item abroad.
7. 80-90% of meat export from India is from the north Indian states.
8. Demand for easy to cook packed food is rising like anything.
9. Smart logistics and smarter outlets are present in villages even.
10. Headaches on waste management is rather a habit these days.

THE TEN-POINT MEATIN GOALS

1. Professionalizing meat production
2. Adopting an integrated & sustainable model
3. Ensuring humane treatment for animals
4. Holding up Halal practices in meat production
5. Ensuring the supply of safe to eat meat products
6. Catering to the demands of the domestic and global markets
7. Development of social economy
8. Environmental protection
9. Supporting entrepreneurs in a win-win format
10. Ensuring happy returns for stake holders

FINE AND FAITHFUL

THE LIVELY VISION

MEATIN project aims at spearheading a sea change in meat production and slaughtering methods in Kerala since the existing livestock management and supply system is crippled by the big issues of quality and hygiene in the state. We are getting established in a 30 acres of expansive, lush, green of land in Palakkad district with planned retail outlets across the length and breadth of Kerala.

PHASE 01: KOZHINJAMPARA, PALAKKAD, KERALA.

PHASE 02: ERATTUPETTA, KOTTAYAM, KERALA.

FAIR AND FAMILIAL

THE LIVELY SHARE

MEATIN offers 100% safe to eat meat products. Meat is scientifically processed and stored in a hygienic premises and then safely packed and transported to ensure freshness and reasonable pricing. Waste materials will be recycled as different products and marketed separately.

In the second phase it is proposed to institute a bigger capacity modern slaughter house in Kottayam district to cover market needs of south Kerala.
The slaughter house is to be set up in accordance with APEDA, HACCP, FSSAI and HALAL standards.

THE TEN-POINT MEATIN COMPONENTS

1. Slaughter House for large animals: Capacity: 200 animals/day
2. Slaughter House for small animals: Capacity: 500 animals/day
3. Poultry Processing Unit 8000 birds/day
4. Rendering Plant: 5000 batches a day
5. Lairages
6. Effluent Treatment Plant
7. Biogas Plant
8. Biofilter Plant
9. Freezing Unit
10. Packing & Dispatch Unit

FORESIGHTED FACES

THE LIVELY TEAM

MEATIN Farms and Foods is planned after years long research and in-depth analysis by a team of domain experts and super successful entrepreneurs. Led by a winning team headed a visionary with international business and investment exposure, MEATIN is all set to take off livelier.

MR. MOHAMED ASHARAF K
CHAIRMAN

It was after decades long professional and business experience in the GCC and elsewhere that Mr. Asharaf founded Royal College of Engineering & Technology in Thrissur district which totally reshaped the landscape and mindscape of the region. First into healthcare through establishing ARAFA Hospitals Changaramkulam and then active in pharma distribution and diagnostics in India and F&B in Malaysia, Mr. Asharaf is an active philanthropist who is always interested in empowering entrepreneurs around him. Next into gold retail through Panchami Gold, he runs multiple outlets in two districts for almost a decade. At the helm of establishing Newtons International School, Mr. Asharaf is now into farms, food and retail. It is after successfully installing rendering unit in Palakkad that Mr. Asharaf is venturing into MEATIN.

MR. ALI VARIKUNNATH
MANAGING DIRECTOR

Enough and more international business and managerial exposure at an early age,
Mr. Ali is entering into entrepreneurial roles in India. Already a director of Newtons International School, he has been actively exploring the prospects of taking MEATIN to the global market.
While being part of Albawardi Tools & Hardware Co. KSA he was honoured with best performer of the year 2017 by Emerson, USA and the best performer of the year 2019 by Emerson, Switzerland.

MR. SHIBU K. MOHAMED
CEO

Entering into the service industry way back in 1997, Mr. Shibu founded Microtec Education Group, a leading education group in India assuring quality education at the tertiary levels. The recipient of Shri Chithira Thirunnal Award for business excellence and Nehru Award for leadership in education services, Mr. Shibu has been part of diverse educational events and expos in various parts of the globe. He is now acting as the Director of Inoa Builders and Developers as well.

DIRECTORS

MR. RAFEEQUE ARAKKAKATTIL
VICE CHAIRMAN
Director
R3Bio Green Energy Solutions

MR. ROOSHID MOHIYUDHEEN C A

MR. ANFAS K MOHAMED

MR. NASIR NERIYAR

MR. NAZEER V M

MR. JADEER AKTHAR M

MR. ARSHAD ASHARAF

MR. MOOSAKUTTY M M

EXPERIENCED EXPERTS

THE LIVELY LEAD

DR. MOHANAN PILANKUVEETIL
CONSULTANT, PROJECT

An internationally acclaimed figure in livestock management and slaughter house establishment. Dr. Mohanan has provided consultancy for many slaughter house projects all over India. He has published 2000 plus articles, 30 plus books and delivered 150 plus talks & interviews. He has quite a handful of feathers on his cap.

- Auditor certificate holder, HACCP & ISO LEAD.
- Member, advisory board, FIB, GoK
- Consultant, KEL and slaughter house projects, GoK
- Senior Project Officer, CEE India
- M.D. Meat Products of India
- Consultant, INDOCERT in animal husbandry
- Training faculty for NORKA ROOTS, KITCO and NIT

C.S. ASHIQUE A.M., FCS
CONSULTANT, COMPANY AFFAIRS.

A name synonymous with success among investors and entrepreneurs in Kerala and the GCC, Mr. Ashique is one of the founders of M/s Ashique Sameer Associates. With offices in Calicut, Kannur and Dubai, Mr. Ashique has been the brain and inspiration behind quite a good number of global brands with roots back in India. Fellow member of ICSI, a celebrated management consultant, an expert in corporate laws, business structuring, merger and acquisitions and FDI he has to his credit 15 years' excellent track record with that rare Midas' touch about him. Apart from ASA, Mr. Ashique heads M/s ASAK Corporate Professionals, a rare conglomeration of leading chartered accountants, company secretaries, advocates, management professionals and engineers.

Honoured by the Ministry of Corporate Affairs for forming the highest number of LLPs in the shortest time, Mr. Ashique was behind the demerger of the The Leela Palace, amalgamation of Malabar Gold and the takeover of The Raviz.

MR. SAFWAN C K
CONSULTANT, FRANCHISE BUSINESS

Safwan has over 7 years of experience in business, franchise and marketing consulting, a career that has spanned panKerala, helping many big brands to expand their client network. His mastery over brand communication has landed him successful consulting stints with brands across industries, including F&B, education, construction, retail, health & fitness etc.

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