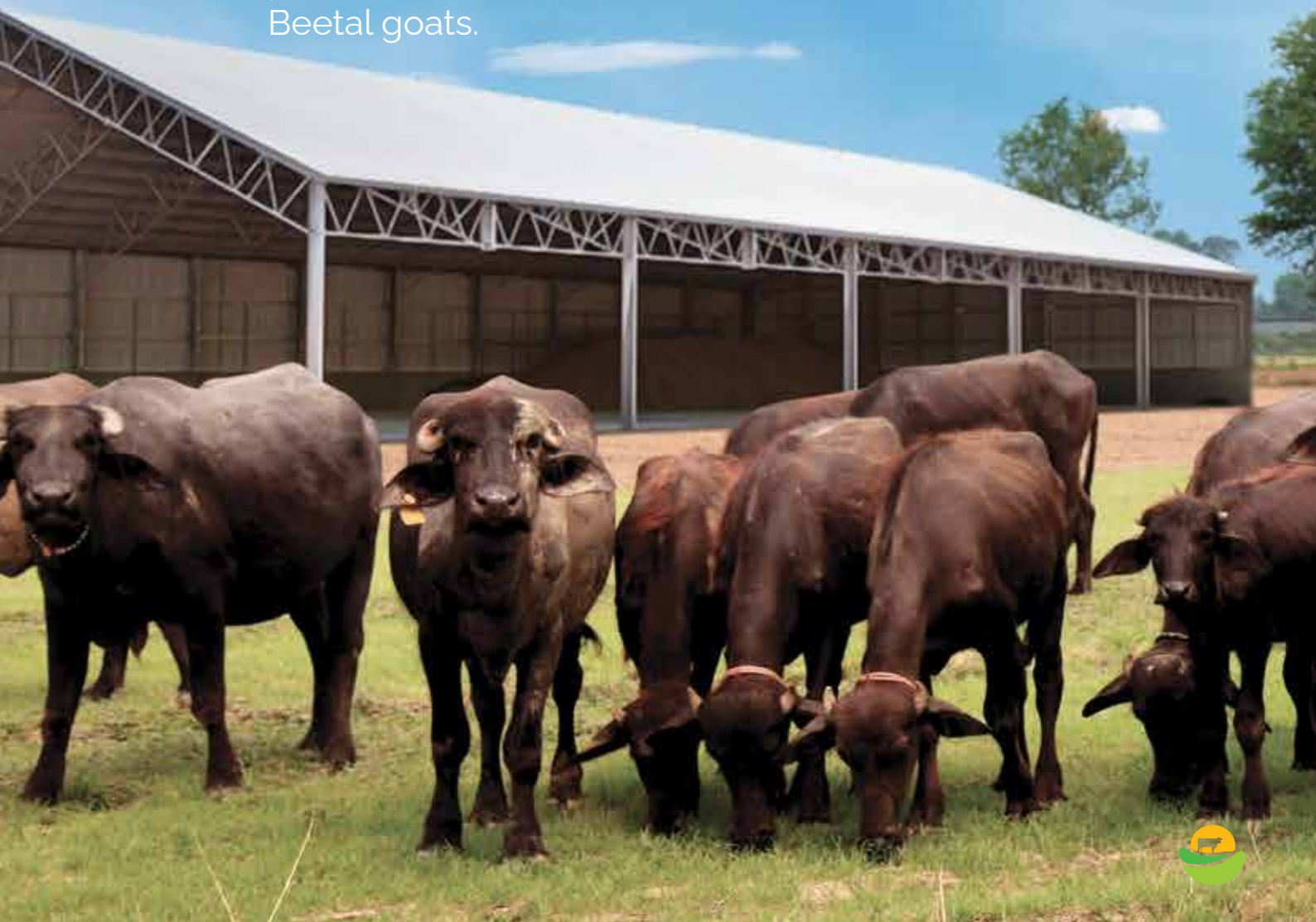
Graceful Project
Valuable Investment
Healthy Returns

GRAZE VALLEY
HEALTHY LIVING HABITAT

Graze Valley, promoted by Cattle Valley Pvt. Ltd., is an ambitious project to enable the eco-friendly and sustainable breeding and trading of goat and male buffalo under stall feeding method.

After setting up a total ecosystem at global standards on the lap of the western ghats with enough green and wholesome water throughout the whole year, the project plans to create a natural habitat to enhance the breeding and growth of the two most productive species of the present: Murrah for buffalo and Malabari & Beetal goats.



- **2** types of animals
- **20** project components
- **200** acres of lush green land
- **200000** goats for trading a year
- **200000** buffaloes for trading a year

2
Types
Graceful Breeds

Malabari & Beetal Goats
• 1200 goats for farming per year.

Murrah Buffaloes
• 1000 buffaloes for farming per year

20
Graceful Components:

1. Eco-friendly land utilisation
2. Sustainable development model
3. Multi-dimensional marketing options
4. Diverse product potentials
5. Rainwater harvesting for water saving
6. Own site veterinary hospital
7. Hydroponic fodder cultivation.
8. TMR machines for mixed ration.
9. Silage for fodder storing
10. Mechanised feeding solutions
11. Solar system for energy
12. Biogas plant for recycling
13. Biosecurity systems for quality control
14. Quarantine sheds for health monitoring.
15. Individual tagging for animal identification
16. State of the art rendering unit
17. Sophisticated ETP
18. Total insurance against eventualities
19. Separate space for separate species
20. Smart and digital system for online monitoring

200

Acres of lush green land

At Usilampatti, A Krishnapuram, Madurai, Tamil Nadu.

- Goat rearing: 10 acres
- Goat trading: 10 acres
- Buffalo rearing: 10 acres
- Buffalo trading: 55 acres
- Civil Construction: 15 acres
- Fodder production: 100 acres

200000

Goats & Buffaloes for trading a year

Since the market demand is much higher than the rearing capacity of the project, the company will involve in trading as well utilising the resources. Purchasing of animals and transportation will be done by government approved agencies following the PCA Act. Experts will involve in the selection and transport of animals. Once on the site, they will be put in to quarantine for observation and later antemortem examination will be done to assure quality standards.

The Graceful

Plus Points

Goat Farming

- Low initial investment
- Minimum housing requirements
- Prolific breeders friendly with humans
- Male and female goats have equal value
- All the products and by-products are useful

Buffalo Farming.

- 80% of Keralites are non veg 80% of non veg prefer beef
- 1 Million plus buffaloes are consumed in Kerala every year
- 75% are brought from northern India
- Demand for beef is on the rise
- 400% value appreciation within a year

The Graceful
Projections

Healthy Returns

Given the rising demand for quality food all over the globe and the craze for the red meat, investing in long term wholesome projects in animal husbandry related segments is all the more rewarding than any other options especially in the post Covid scenario.
Graze Valley's vision of procuring a very large expanse of land and a sustainable mode of development enhances the chances of healthy returns.

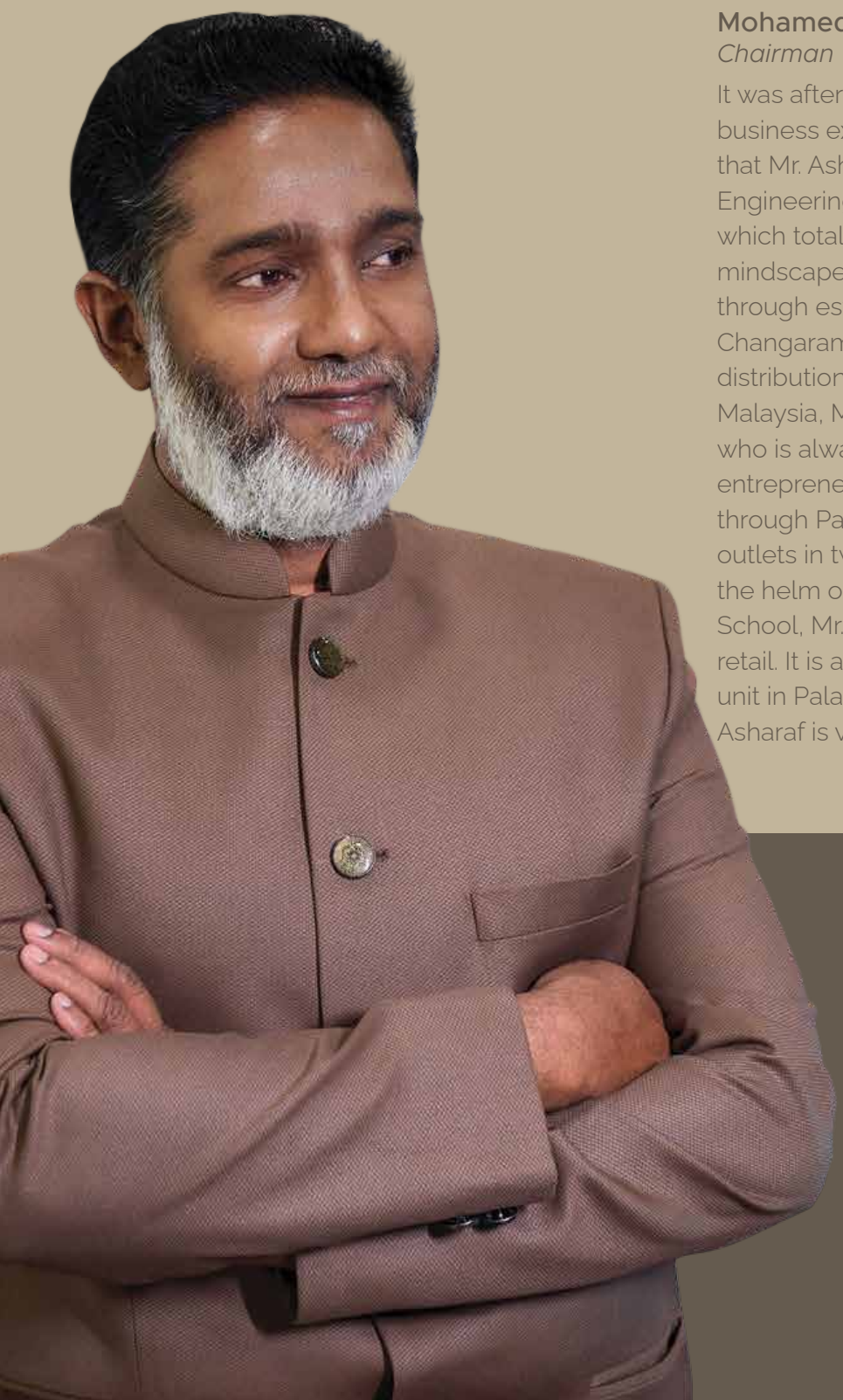
The Graceful
Future

Farm Tourism

Exploring the possibilities of the locale and the rich habitat with diverse and exotic flora and fauna all around, Graze Valley envisions triple expansion plans in near future. Utilising the present land expanse and through the further purchase of affordable properties around augmented with eco-friendly and aesthetic architectural marvels,
We do plan to launch a Farm Tourism project in near future after setting up a prodigious bio diversity park and poultry farm.

The Graceful **Team**

GRAZE VALLEY has an exceptional team of experts to establish, enable and lead it on to global standards and ensure a spectacular victory.



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 running a rendering unit in Palakkad and launching MEATIN that Mr. Asharaf is venturing into GRAZE VALLEY.

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 partner with Majid Al Maali Trading KSA., Majid Al Maali Home Appliances, KSA., Menahi Dafer Al-Dossary Trading Est, KSA. (Proto Tools USA.), Mira Supermarket, KSA., R3 Bio Green Energy Solution LLP, Palakkad. He has also been actively exploring the prospects of taking MEATIN to the global market as its Managing Director and is Vice Chairman with De Green Resorts ,Munnar. Mr. Ali is a partner with Cybil International LLC, Dubai. While being part of Albawardi Tools & Hardware Co. KSA he was honored with best performer of the year 2017 by Emerson, USA and the best performer of the year 2019 by Emerson, Switzerland.

P. A. Zainulabdeen
Vice Chairman

A well qualified professional holding several accolades and awards on Sales and Marketing from internationally acclaimed Companies. Mr. Zainulabdeen was the Topper & Winner of entire Middle East Championship programme during 2016 - 2017 conducted by RIDGE Tools Elyria, Ohio USA. During the tenure of his career he decorated 15 years as Corporate Sales Manager and attended Seminars in Germany, Belgium and USA. And above all, no doubt he excels his talent as:-Speaker - Trainer - Team leader - Humanitarian and Social worker.

Abdulla Thodika
Vice Chairman

Experienced professional having 17 years of experience in the fields of oil and gas engineering design, construction industries, Mr. Abdulla is presently working as corporate engineering manager in oil and gas division at a major LSTK contracting company in KSA. He is the Managing Partner of a company engaged in the field of food retail. Apart from that Mr. Abdulla leads another firm bulk trading home appliances in the GCC.

Dr. Mohanan Pilankuveetil
Director & Project Consultant

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

EXECUTIVE DIRECTORS

SABEER ABDUL RAHMAN

SHAMEEL P P

JADEER AKTHAR. M

DIRECTORS

KAKKAT ALI IBRAHIM

FAZIL RAHIM

MUJEEBU RAHIMAN A V

ANVAR
THAZHATHE PEEDIKA

AJMAL NASEEB

SULAIMAN MOHAMED

SHAHITH M SHARAF

SHAJI P U

MOHAMED SAFWAN

MOHAMMED SHAHZAD

Cash combined with courage in a time of crisis is priceless.

Warren Buffett

True,
The whole world is facing a crisis.
Hold on to your health.
Hold on to healthy habits.
Hold on to habitual chores.
And above all...
Hold on to His Grace.

Graze Valley
opens options for holding on to healthy habits holding on to His Grace.
Choice is yours.
Once you too join hands with us,
We will, sure, move up.

Warm Welcome

GRAZE VALLEY
HEALTHY LIVING HABITAT

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