kifi™

MORE SMILES FOR FISHERFOLK, SEA-FOODIES & INVESTORS

kifi

Fresh fish and seafood
from all coastal states of India

Chemical-free fish for consumers

Superior-grade fish for
domestic and global markets

PROCUREMENT	STORAGE	EXPORT
DISTRIBUTION	WHOLESALE	RETAIL

Kifi™ is promoted by Helofish Supply Chain LLP

SUPERIOR FISH FOOD, SUSTAINABLE LIVELIHOODS

EXPORT

- We will begin catering to the Middle East soon
- China, Japan, European Union and the US markets in a phased manner

kifi

DOMESTIC

- 1 sophisticated processing plant
- 7 distribution centres with chilled storage facilities
- 7 wholesale points across Kerala
- 100 retail outlets across Kerala
- E-commerce app and home delivery

SOCIAL IMPACT

- Expand the markets for fishing community
- Provide quality and safe fish products to consumers
- Meaningful socio-economic development by providing sustainable livelihood opportunities for over 28 million people of the marginalized and vulnerable communities

LEGAL COMPLIANCE

Adhering to FSSAI, MPEDA and ISO 22000 standards

fssai

ISO 22000

GROWING LIVELIHOODS, GROWING RETURNS!

WHY INVEST?

- Long-term investment in premium quality food industries
- Global range of operations
- Steady and captivating returns on your investment

VISION

To be a leader of sustainable seafood supply chain in the domestic and international markets, and to contribute towards social and economic growth of the country

GOALS

- Professionally restructure the fish supply chain; Promote an integrated and sustainable model
- Ensure happy returns for all stakeholders; benefits to fisherfolk and fish farmers
- Achieve 12% market share of the current unorganised domestic fish supply in Kerala within two years
- Build a strong sourcing and distribution system for fish products from all coastal states and selected fish farmers with an estimated daily requirement of about 320 MT

PROJECT PHASES

	Supply Chain Network	Procurement, Process and Technology	
40 retail outlets and 6 distribution centres **PHASE 1**	13 retail outlets in major cities (Tier 1 cities) 27 retail cluster units in selected tier 2 and tier 3 cities 6 distribution centres with chilled storage facilities	Procurement The company will have a system to procure fish from all the major landing centres in India Farmed fish will also be collected from select farmers across the country	Process and Technology A procurement, storage and distribution network will be set up to ensure fish quality and keep the products below 4 degrees Celsius. The distribution centres are facilitated with chilled storage facilities and ice production units. The company will have a strong network of quality assurance personnel to ensure the quality of fish at the procurement points as well as storage, distribution and retail centres.
60 retail outlets, 1 distribution centre, 7 wholesale centres and 1 processing plant **PHASE 2**	14 retail outlets in major cities (Tier 1 cities) 46 retail cluster units in selected tier 2 and tier 3 cities 1 distribution centre, 7 wholesale points attached to the distribution centres, 1 processing plant	The processing plant will be set up on a one-acre land in Kochi	The processing plant will be equipped with freezing facilities, provisions for expanding to value-added products and a state-of-the-art testing laboratory

THE WORLD NEEDS MORE FISH MORE, WITH BETTER QUALITY

GLOBAL

- The annual fish export from India is 1.3 MMT, but the global demand is 180 MMT. There lies a vast addressable market opportunity

- The annual fish production in India is 14.2 MMT, but Kerala's share is just 0.7 MMT. There lies a vast untapped market outside Kerala coasts as well

DOMESTIC

- Only a very few fish retailers in Kerala have large procurement and distribution networks. Very few are professionally organized
- The unhygienic handling of fish leads to the spoilage and contamination of fish
- The absence of facilities to maintain a cold chain below 4 degrees Celsius throughout the distribution chain
- Heavy dearth of fish supply in lean seasons. We can address this market by virtue of our chilled storage and cold chain facilities

UNFLINCHING QUALITY COMPLIANCE

FSSAI regulations | MPEDA guidelines | ISO 22000

PROCUREMENT

- A professional procurement network including quality assurance personnel
- Procurement of both inland and marine fish
- Procuring fish from all major landing centres in India
- Farmed fish collected from hand-picked farmers across the country
- Systematic logistics plan

STATE-OF-THE-ART PROCESSING PLANT

- Processing plant in one-acre land in Kochi
- Value-added products
- Freezing facilities
- Cold storage facilities
- Sophisticated effluent treatment plant
- State-of-the-art testing laboratory
- Domestic supply in all seasons a year
- Ice production units at warehouses

GLOBAL STANDARDS FOR HYGIENE AND QUALITY

- Pest control
- Odour control
- Supply chain quality assurance
- Storage below 4 degrees Celsius
- Clean and suitably dressed workers
- Cleansed and sanitized vehicles and boxes
- Chilled storage facilities in each distribution centre

THE VISIONARY LEADERSHIP

Mr. K. M. ASHARAF
CHAIRMAN

Mr. Asharaf is always interested in empowering entrepreneurs around him.

Mr. Asharaf is a multi-faceted serial entrepreneur who manages multiple ventures around the world. After decades of professional and business experience in the GCC region, today he leads business networks across multiple domains. He is the founder of many organizations in diverse sectors, such as Royal College of Engineering and Technology, Arafa Hospital, Panchami Gold and Diamonds, Panchami Pharma Associates and MEATiN Farms and Foods. In addition to these organizations, he leads Graze Valley Healthy Living Habitat, Degreen Resort Pvt. Ltd., and R3 BioGreen Energy Solutions in senior executive positions. Mr. Asharaf is an active philanthropist who is always interested in empowering entrepreneurs around him.

VIEW PROFILE

Mr. SAMEER ZAINUDHEEN P. O.

MANAGING DIRECTOR

His innovative business acumen enabled his businesses to grow steadily.

An Electrical and Electronic Engineer by profession, Mr. Sameer has always held entrepreneurship close to his heart throughout his 16-year career. He started his first venture, The Crea Inn, with his wife in the UAE in 2018. Today, he plays a crucial role in multiple companies including R3 BioGreen Energy Solutions, MEATiN Farms and Foods and DeGreen Resort. Mr. Sameer stays focused on companies that can make an impact on the society. His innovative business acumen enabled him to enter a stream of successful ventures and helped his businesses to grow steadily. Mr. Sameer is a great team player and is currently stepping into the fisheries sector.

DIRECTORS

Mr. Kamarudheen P.

Mr. Mohammed Shafeeq A.

Mr. Jalaludeen N. A.

Mr. Aboobakker V. V.

Mr. Mohamed Nabeel

Mrs. Raheena T.

Mr. Kadirmon R. V.

Mr. Abdul Gafoor V. K.

Mr. Ali C. K.

Mr. Mohamed Rafeeq K. S.

Mr. Jaimon Joseph

Ms. Chithra M.
Corporate Relations Manager

PROVEN BUSINESS ACUMEN

Dr. Muhammed Rafeeque K. T.

Project Consultant

Dr. Muhammed Rafeeque K T has seventeen years of experience in the seafood industry and has been delivering consulting, auditing and training services for various national and international organizations. He provides consultancy services for various seafood projects in India, Oman, Maldives, Sri Lanka and the UAE. Dr. Rafeeque holds a master's degree in Industrial Fisheries and Ph.D. in Multiple Food Safety Management System Standards. He provides training services, market research, feasibility studies, management system consulting and technical consulting services to the food industry through his firm. The Kifi project is getting all technical aids from a team of professionals with expertise in fisheries and market research, led by Dr. Rafeeque.

Mrs. Sajani P.

Consulting Team Member

A graduate of Professional Fisheries, Mrs. Sajani has been in the fish processing industry for over 30 years, with deep experience in quality assurance and production management. As a Food Safety Management System Consultant, she has implemented National and International Food Safety Standards (HACCP, ISO 22000 and BRC Global Standard) in leading processing units, Catering sections of fish processing units, and the agricultural sector across South India. She has participated in various Food Safety Audits by US FDA and European Union. Mrs. Sajani is one of the key persons behind the planning and implementation stages of the Kifi project.

Mr. Shamim C. Ibrahim FCA

Financial Consultant

Mr. Shamim has 20 years of extensive professional experience in financial consulting, audit and taxation matters for corporate and non-corporate entities. He serves as a consultant and auditor for many MNCs, groups of companies, startups, trusts, partnership firms and proprietary concerns across various industries. He caters to overall finance functions of conceptualizing, budgeting and implementing financial planning and management, setting up procedures and controls, working capital management, profitability monitoring, capital restructuring, project implementation and internal financial controls. Mr. Shamim is the analytical mind powering the Kifi project.

Mr. Sajeev Subramanian ACS

Practicing Company Secretary

Mr. Sajeev is an associate member of the Institute of Company Secretaries of India (ICSI) and has over seven years of experience in the corporate sector. He specializes in corporate and securities laws, capital markets transactions, business planning, mergers & acquisitions, financial restructuring, strategic investment, funds planning & arrangement etc. He is currently serving Chairman of the Palakkad chapter of the Institute of Company Secretaries of India (ICSI). Mr. Sajeev aids us with his expertise in law and statutory compliances.

The fishermen know that the sea is dangerous and the storm terrible; but they have never found these dangers sufficient reason for remaining ashore.

-Vincent Van Gogh

Let's enjoy a heroic journey together, ensuring success for thousands of families, and share the fruits of hard-earned success.

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