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Avanti Feeds has been a key driver in India's shrimp export growth. How do you see global demand trends shaping your product strategy over the next five years?

Avanti Feeds has played a pivotal role in positioning India as a global leader in shrimp exports, and its forward strategy reflects both evolving demand trends and the need for sustainable, technology driven aquaculture. Over the next five years, global consumption patterns are expected to shift toward healthier, protein rich diets, with shrimp remaining a preferred choice in North America, Europe, and East Asia. At the same time, buyers are increasingly insisting on certified, antibiotic free, and environmentally responsible products. Avanti's product strategy focuses on strengthening its integrated aquaculture model with shrimp feed, hatcheries, processing and coordinated support for farmers for sustainable shrimp culture—to ensure consistency and traceability across the value chain. By diversifying feed formulations to improve feed conversion ratios and reduce ecological impact, and by expanding into emerging markets the company

aims to balance volume growth with innovation in sustainable solutions.

Sustainability is becoming critical in aquaculture. What steps is Avanti taking to ensure environmentally responsible farming practices and traceability across its supply chain?

Avanti began its sustainability journey a decade ago, focusing on low FCR feed to reduce carbon footprint and environmental impact in shrimp farming.

The company has embedded a "farm to fork" philosophy that emphasizes traceability, environmental stewardship, and farmer empowerment. By promoting moderate stocking densities, we help farmers lower input costs, energy demand, and ensure long-term sustainability. Its scientifically formulated feeds are designed to minimize waste and reduce the ecological footprint of shrimp farming, while advanced aqua labs and digital platforms provide monitoring and quality assurance. With a network of over 16,000 farmers supported by 350 professionals, Avanti delivers training and technical support to encourage adoption of sustainable, environment friendly aquaculture practices by farmers.

Avanti Feeds drives sustainability by reducing reliance on marine fish protein by use of algal inputs, insect meal and other vegetable proteins, while sourcing traceable FIP-certified fish meal. It safeguards the environment through DCF-certified soya and lowers carbon emissions through renewable energy

adoption. By ensuring transparency and compliance with international standards, Avanti positions itself as a trusted supplier in markets where environmental responsibility is non negotiable.

Technology is transforming aquaculture with innovations like IoT-based water quality monitoring and AI-driven feed optimization. How is Avanti leveraging these technologies to improve productivity and farmer profitability?

Avanti Feeds leverages digital innovation to enhance productivity and farmer profitability. IoT-based water monitoring enables real-time pond tracking to reduce mortality and improve yields, while AI-driven feed optimization ensures precise feeding, lowering costs and boosting margins. Avanti promotes usage of new technology feeding machines to cut the labour and feed costs to farmers. While advancing IoT-based tools to bring greater accuracy and modern technology benefits to shrimp aquaculture. The company also applies predictive analytics for early disease detection and prevention, embedding these tools into its farmer service model.

Avanti undertakes extensive Research & Development to ensure sustainable aquaculture growth and effective disease management in aquaculture through its state-of-the-art, well-equipped laboratories. This farmer-centric approach builds loyalty, strengthens resilience against global demand shifts, and positions Avanti for sustained leadership in shrimp exports. ■