

OINK & CO. FARMS

The Local Farm
Where Quality Meets Care!

Investor Pitch Deck



Oink & Co.

Sustainable Farming Impact

Oink & Co. promotes sustainable pig farming practices that minimize ecological impact. This approach supports environmental stewardship and responsible waste management.

Economic Growth Potential

The pig farming sector presents significant economic growth potential due to rising domestic and export demand for pork. Oink & Co. seeks to capitalize on this opportunity by providing high-quality piglets and pork products, thereby contributing to local employment and income enhancement.

Oink & Co.

Problem Statement:

Oink & Co. Farms addresses the critical need for modernizing India's pig farming sector, particularly in Tamil Nadu, to meet the rising protein demand sustainably. Traditional practices struggle with efficiency, animal welfare, and environmental impact, hindering growth and market competitiveness.

We aim to revolutionize this sector by implementing advanced technologies and ethical practices, ensuring high-quality pork production while fostering economic development and environmental stewardship.

SWOT Analysis



S

Strength

Pigs are highly efficient feed converters, producing more live weight gain from a given weight of feed than most other meat-producing animals. This leads to quicker returns on investment.



W

Weakness

Tamil Nadu government's pig breeding policy focuses on enhancing pig rearing through nutritional security, infrastructure development, and value addition of pork products. This support can significantly benefit local farmers and businesses.



O

Opportunities

Pigs are susceptible to various diseases, requiring robust biosecurity measures and veterinary care. This presents a challenge for farmers in maintaining healthy livestock.



T

Threats

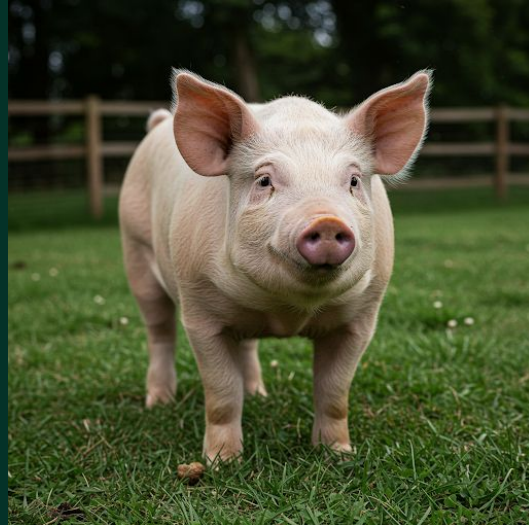
Price fluctuations in the pork market can impact profitability. This volatility poses a risk for farmers and businesses relying on stable market conditions.

B R E E D S

Known as the mother breed, Yorkshires excel in maternal traits, including high litter sizes (10-14 piglets) and excellent milk production.

They are lean, muscular pigs with a high percentage of lean meat, appealing to consumers seeking healthy pork.

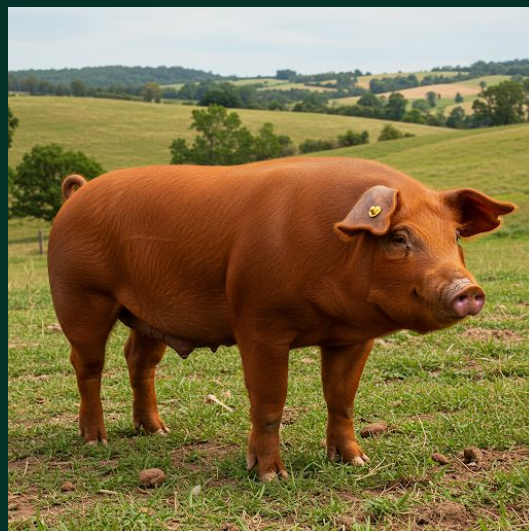
Yorkshire Breed



Durocs are renowned for their superior meat quality, particularly their marbling and tenderness.

They are robust and adaptable, with excellent growth rates and feed efficiency.

Duroc Breed



Breeding and Management Practices

Crossbreeding Techniques

Focus on Yorkshire and Duroc breeds, known for their adaptability and quality meat production. Implement cross breeding strategies to enhance growth rates and feed efficiency.

Disease Management

Implement strict biosecurity measures, including regular vaccinations and sanitation protocols. Conduct regular veterinary check ups to monitor animal health and promptly treat any sick animals.

Nutritional Strategies

Provide a balanced diet tailored to each growth stage, utilizing high-protein starter feed for piglets. Optimize feeding strategies to enhance feed efficiency and reduce costs.

Space Allocations

Ensure adequate space for animal welfare and productivity, with specific space needs for sows, growers, and finishers. Allow pigs access to both indoor and outdoor spaces to promote natural behaviors.

Market Niche and Profitability

Market Demand Insights

The demand for high-quality pork is increasing in Tamil Nadu and surrounding areas.

Focusing on lean, flavorful pork from Yorkshire-Duroc crosses can capture a premium market segment.

Profitability Drivers

High growth rates, feed efficiency, and superior carcass quality contribute to increased profitability.

Efficient management practices, such as optimized feeding and disease control, enhance profitability.

Quality Benchmarking

Setting quality standards is essential to meet the rising demand for pork.

Comparing with industry leaders helps identify best practices for continuous improvement.

Infrastructure and Housing

Shed Design

The primary housing structure will be a 60 ft x 30 ft (1,800 sq. ft.) shed. It will be constructed using a cost-effective combination of steel pipes, brick walls, and a tin sheet roof.

The structure will have separate areas for sows, boars, and piglets to accommodate different stages of pig development.

Support Facilities

A dedicated area of 1,200 sq. ft. will be used for feed storage and waste management. This setup ensures a consistent feed supply and efficient waste management.

Outdoor Grazing Area

A 5,000 sq. ft. open space will be fenced off for grazing and movement. This area provides pigs with access to natural sunlight, promoting their well-being.

Cost Efficiency

The total infrastructure cost is optimized at ₹1,180,000 through the use of affordable construction materials. Strategies include utilizing a hybrid feeding system and basic solar power for low-cost electricity.

Construction Material Cost Breakdown

Cement Costs

100 bags at ₹350 each, costing ₹35,000. Essential for strong foundations.

Brick Expenses

10,000 pieces at ₹8 each, costing ₹80,000. Provides structural integrity.

Steel Rod Pricing

500 kg at ₹60 per kg, costing ₹30,000. Reinforced concrete structures.

Sand Allocation

3 truckloads at ₹6,000 each, costing ₹18,000. Crucial for concrete mixes.

Roofing Sheet

800 sq. ft. at ₹90 per sq. ft., costing ₹72,000. Protects from the elements.

Farming System: Semi-Intensive Approach

Rationale for Semi-Intensive

The semi-intensive approach balances the controlled environment needed for optimal breeding and piglet rearing with the natural benefits of outdoor access for growing and finishing pigs.

This system allows for the optimization of the strengths of both Yorkshire and Duroc breeds, enhancing overall productivity.

Key Management Practices

A comprehensive care and management program will be implemented for optimal health, productivity, and welfare throughout the pigs' life cycle.

Best practices in animal husbandry will be integrated with local resource availability, including processed restaurant waste.

Market Demand Alignment

The farming system aims to produce high-quality pork that caters to discerning consumers, emphasizing natural rearing practices and animal welfare.

Strong relationships with local restaurants, hotels, and processing plants will be established for stable market outlets.

Care and Management

Feeding Strategies

A balanced diet of grains, protein supplements, and forages will be provided.

Feed formulations will be tailored to the specific needs of each growth stage.

Feeding Strategies

Close monitoring for signs of illness or distress will be conducted.

Regular veterinary check ups will be conducted to monitor animal health.

Feeding Strategies

Creep feed, a high-protein diet designed for young piglets, will be introduced at an early age to supplement milk intake.

A mixture of grains, protein supplements, and forages will be provided, supplemented with properly processed restaurant waste.

Feeding Strategies

Restaurant waste will be processed to remove harmful materials and incorporated into the pigs' feed gradually.

The amount of restaurant waste added will depend on its nutritional value and the specific needs of the pigs.

Feeding Strategies

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Livestock Procurement and Operational Expenses

Initial Livestock Investment

Total cost for livestock and feed is ₹9,28,000. This includes expenses for female and male piglets, feed for six months, and vaccination and medicines.

Breeding Stock Quality

Focus on acquiring high-quality breeding stock, specifically Yorkshire and Duroc breeds. Yorkshire females are chosen for their superior maternal traits, while Duroc boars improve meat quality and growth rates.

Financial Planning Strategies

Effective cash flow management is crucial for covering operational expenses. A contingency fund will be established to handle unforeseen costs and maintain financial stability.

Strategic Market Access and Infrastructure

Transportation Network

Tamil Nadu boasts a robust transportation network, including highways, railways, and road infrastructure, facilitating efficient distribution of piglets and pork products to markets within the state and neighboring regions.

Market Proximity

The state's strategic location provides easy access to major consumption centers, including Bengaluru, as well as markets in neighboring states like Andhra Pradesh and Kerala.

Marketing Strategy

Local Partnerships

Collaborate with local farmers by providing high-quality piglets, technical assistance, and training on modern pig farming practices.

Partner with meat wholesalers, retailers, and restaurants to establish a reliable distribution network for pork products.

Brand Identity

Develop a compelling brand story that highlights Oink & Co.'s commitment to quality, sustainability, and ethical practices.

Craft clear and consistent brand messaging that resonates with target audiences.

Direct Sales Channels

Develop a user-friendly online platform for showcasing piglets, pork products, and organic fertilizer.

Enable online ordering and delivery to enhance customer access across Tamil Nadu.

Marketing Tactics

Utilize social media marketing to engage with potential customers, build brand awareness, and drive online sales.

Organize farm tours and open days to showcase sustainable farming practices and commitment to animal welfare.

Key Financial Considerations

Profit Analysis

Income Projections	Year 1	Year 2	Year 3
Gross Margin (Rs.)	₹1,345,500.00	₹4,875,500.00	₹7,990,500.00
Revenue	₹1,350,000.00	₹4,920,000.00	₹8,035,000.00
Gross Margin (%)	99.67%	99.10%	99.45%
Cost of Sales	₹4,500.00	₹44,500.00	₹44,500.00
Operating Expenses	₹3,500,000.00	₹2,184,000.00	₹2,154,000.00
Research and Development	₹3,070,000.00	₹1,614,000.00	₹1,474,000.00
Sales and Marketing	₹0.00	₹100,000.00	₹120,000.00
Administrative	₹430,000.00	₹470,000.00	₹560,000.00
Net Income	-₹2,154,500.00	₹2,691,500.00	₹5,836,500.00
Profitability	-129.59%	55.72%	73.88%



Cash Flow Management

Effective cash flow management will be crucial for covering operational expenses and reinvesting in the business.



Funding Requirements

The initial investment of 25 Lakhs INR will be essential for establishing the farm and covering initial operating costs.



Risk Mitigation Strategies

The business plan will include strategies to mitigate risks, such as disease outbreaks and market fluctuations.

Business Model

Investment Opportunity

Oink & Co. presents a compelling investment opportunity in the dynamic Indian pork market, highlighting its management team, business model, and commitment to sustainability.

Sustainability Commitment

We are committed to revolutionizing pig farming by prioritizing organic feed, responsible breeding, and a healthy, natural environment for our pigs.

Successful Farming

With a strong management team and a well-defined business model, Oink & Co. is poised for significant success in the pig farming industry.

Meet the CEO & Founder



Deepak Babu

Deepak's 12 years caring for pigs at boarding school sparked a lifelong passion for ethical animal husbandry. Combining this with a decade of business experience, he founded Oink & Co. His vision: to revolutionize pig farming with sustainable, compassionate practices, proving that business success and ethical animal care can go hand-in-hand. Oink & Co. is more than a business; it's Deepak's commitment to responsible farming and a lasting legacy.



Join Us!

We invite investors to join us in this exciting venture and share in the rewards of a thriving and ethically responsible business.

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