



प्यार बढ़ेगा, दूध बहेगा!

कपिला®

पशु आहार



Corporate Hand Book
2025

Founder's message



Back in 1991, when I first dreamt of creating a well-balanced cattle feed, most people around me dismissed the idea. To many, cattle feed simply meant dry fodder, seasonal green grass, or leftover agricultural waste. But growing up in a farmer's family, I had witnessed the real challenges — feeding gaps, low milk yields, poor cattle health, and fertility issues. I knew we needed something better.

*With barely any capital, a heart full of determination, and many setbacks along the way, I took a leap of faith and built a small, manual feed plant in Bharua Sumerpur, District Hamirpur, with a modest capacity of 50 metric tons. That's how **Kapila Pashu Aahar** was born — named after the divine cow that emerged from the Samudra Manthan. Slowly but surely, Kapila began earning the trust of farmers. They saw real results: better milk production, healthier livestock, improved fertility — and most importantly, happier animals.*

*Today, when I look back, I feel immense pride. What started as a small effort has become a powerful movement that's transforming dairy farming for thousands of families. Kapila is no longer just a product — it's a promise of quality, care, and commitment. To every farmer who placed their trust in us: you are the true heroes of this journey. We remain inspired to serve you better — **ALWAYS**.*

Mr. Surendra Nath Shihare
Managing Director

Directors message

I've always thought of "Kapila" as my kid. I have been nurturing Kapila with my positive thoughts and energies since the day we laid the foundation stone for our first facility. The idea that a mother would give her children the best nutrition has always resonated with me because I think a farmer would do the same for his livestock. Regardless of the circumstances, Kapila will always put the quality and nutrition ahead of price.



Mrs. Mamta Shivhare
Director



Ms. Taru Shivhare
Director

As a second generation to join the business my whole focus has been in embracing new ideas and implementing progressive strategies. We have cultivated a culture of innovation, which not only aligns with my personal values but also ensures our position at the forefront of the industry, adapting market shifts and consumer needs with agility and foresight. For us, it's not just a brand its "Kapila Parivar" where each farmer, consumer, dealer, distributor is an important member of this family.



My entire focus has been on providing the highest quality cattle feed since I joined the business full-time in 2018. The need for feed has increased dramatically due to environmental changes and the expansion of the livestock population. However, this has coincided with the rise in a variety of new raw materials, some of which are entirely organic and natural, while others are laden with urea, aflatoxins, and other undesirable chemical compounds. I have imposed stringent raw material screening procedures at Kapila, ensuring that we only provide the best for our livestock. In a market that regrettably prioritises price over quality, I have established a principle that KAPILA would solely concentrate on quality and never betray farmers' confidence.

Mr. Vishal Shivhare
Director

Factory Overview



- ✓ *State-of-the-art manufacturing unit, with a capacity of 3000 Metric Tons per day.*
- ✓ *Largest cattle feed manufacturing unit of India with area spanning over 75 Acres.*
- ✓ *Total Raw material storage covered space of more than 5,00,000 sq. ft.*
- ✓ *Total vertical capacity of 2,10,000 Qunital.*
- ✓ *Fully secured space for workers and their families with proper stay & fooding facility.*

Good Manufacturing Policy and Infrastructure

- ✓ **Plant Automation:** Our plants operate entirely automatically using specially designed feed manufacturing software, which is managed by skilled PLC experts. This minimizes the need for human intervention during the manufacturing process.



- ✓ **Final Product:** To us, Kapila is more than simply a brand; it's a feeling that nourishes our whole rural system, including farmers, dairy owners, their animals, and their communities. Every bag of Kapila contains a lot of love and care, just what our cows and buffaloes need.



Good Manufacturing Policy and Infrastructure

- ✓ **Raw material storage:** We have established stringent guidelines for raw material storage that adhere to the First in, first out approach. These guidelines include daily quality checks, weekly audits, and careful monitoring of raw material shelf life.



- ✓ **Lab Testing:** From incoming raw materials to completed feed, we always conduct an end-to-end examination. To perform the testing, we have a group of highly skilled chemists and their associates.



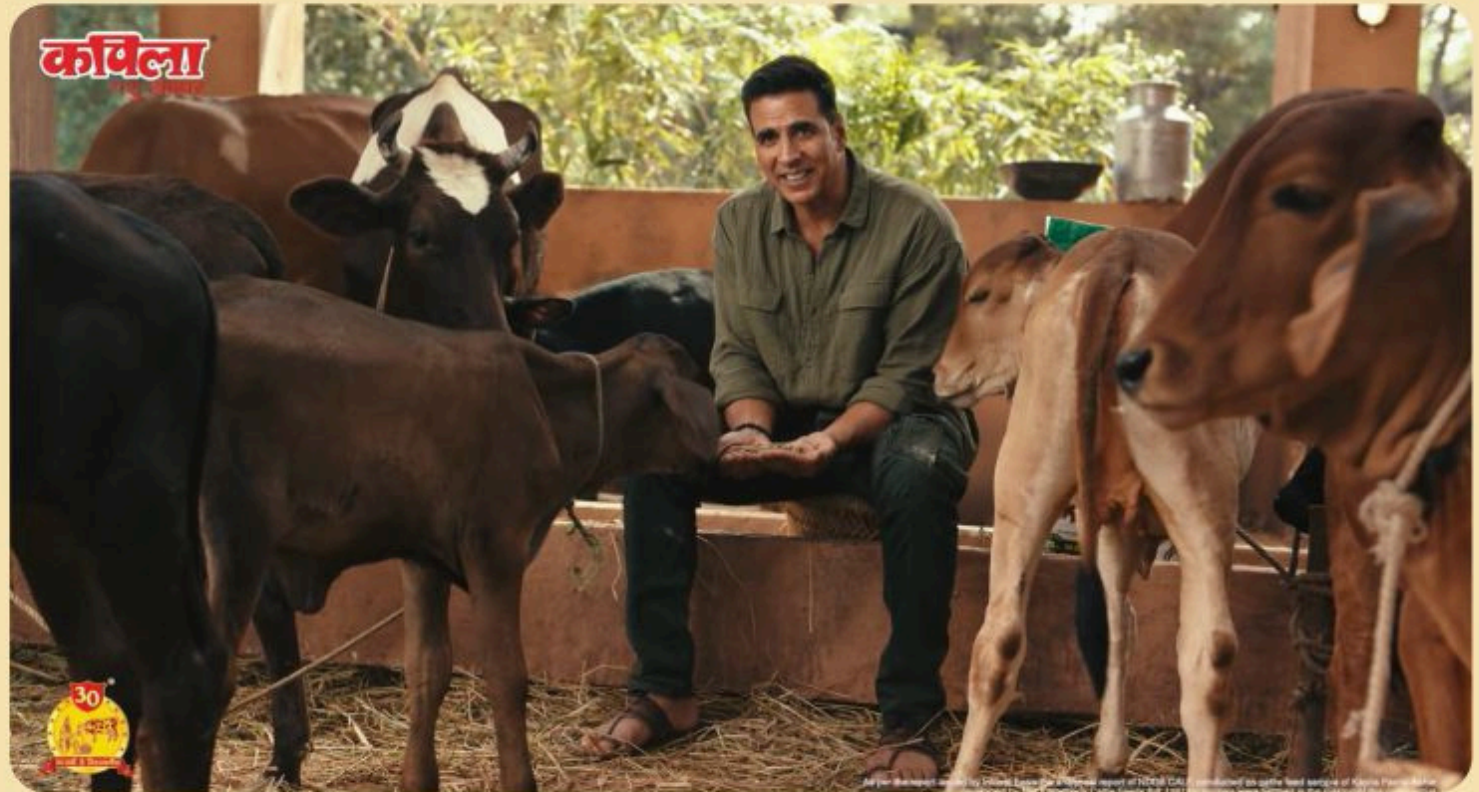
Growth of Kapila

We have reduced our reliance on raw materials from the open market by 50% by establishing our own solvent unit, which provides us with 100% natural de-oiled cakes, rice bran oil, and also aids in cost management, prevention from adulterated and low-quality raw materials for our feed, thus standing to our core value of "QUALITY FIRST."



Brand Awareness : Campaign #1

In November 2023, we engaged with Mr. Akshay Kumar ji for representing our brand on a PAN India level. While we were brainstorming ideas for a topic, our founder suggested "Byaant," which refers to the fertility and reproductive problems that are prevalent in livestock nowadays. As we looked further, the findings were just astounding. More and more cows and buffaloes began to skip their regular heat cycle and started facing fertility issues as a result of declining feed quality, which made them a burden on farmers and ultimately led to their way to slaughter houses.



**ज्यादा दूध, बेहतर ब्यांत।
कपिला पशु आहार के साथ।**

Brand Awareness : Campaign #2

Our second campaign with Akshay Kumar ji was solely on how milk is a staple in Indian households and how our society relies on its nutritional qualities. To strengthen that trust, we adopted a strategy that states that the nutrition you put into feed ultimately determines the quality of milk that we are consuming in our households.



***“Is desh ki har maa, bacha, budha, jawan, athlete – sabko
gaaye bhains ki dood ki shakti par bharosa hai”***

Regional Brand Awareness program with Shri Ravi Kishan Ji



Ravi Kishan ji is a very well-known figure in Northern part of India specially in UP&Bihar and he captivates audiences with his distinct speech style.

His firm tone not only alerts farmers to the issues but also explains the remedy in an easy-to-understand and humorous way. We developed a line of shorties to address several issues, including fertility, low milk output, poor feed quality, low milk quality and importance of natural feed. At a time when people's attention spans are extremely short, these shorties have helped us engage people in a positive way.

***“Dil se Khila-sirf Kapila,
Desh ka No.1 Pashu Aahar”***

Regional Brand Awareness program with Shri Riteish Deshmukh ji



Riteish Deshmukh is one of Marathi cinema's biggest stars. The award-winning actor has helped us promote our brand in Maharashtra. His kind, easy, and informative approach to teaching farmers how to purchase the proper feed has really aided our ability to connect with Maharashtra farmers. Our focus has always been on fertility and quality first, followed by cost.

**“देशाचा नंबर
#1 पशु आहार”**

Kapila's Presence



- ✓ **States Covered Across India – 18**
- ✓ **No. of distributors – More than 500**
- ✓ **Trusted by Dairy Farmers – more than 1 crore dairy farmers**
- ✓ **Daily Production Capacity - 3000MT**
- ✓ **Cattles Served Every Day - 50,000**
- ✓ **Customer Satisfaction Rate – 5/5**

Happy Animal-Happy Farmer-Happy Family



Growing up in a very rural area and realizing the value of milk as a source of daily income, our founder established the maxim that a happy animal leads to a happy farmer, who in turn leads to a happy family. His concern for the animal and its well-being has always been our driving force. For nearly 35 years, Kapila has established itself as a brand that farmers trust, and we are constantly striving to further strengthen that relationship. Putting the needs of the cattle first has always been our guiding principle.



Inauguration of New Cattle Feed Manufacturing Unit by Hon'ble DM, Kanpur Dehat



AGM 2024: Honoring the Ever-Growing Kapila Legacy at Sheraton Grand Chennai Resort.



Introducing Supreme & Premium Packing Range



SUPREME RANGE

PREMIUM RANGE



KapVita

Animal Feed Supplement



Kapila Cattle Feed is a trusted nutritional solution designed to meet the daily dietary needs of cattle. For more targeted nutrition, Kapvita focuses specifically on fulfilling their essential nutritional requirements, helping improve overall health, digestion, and productivity. Together, Kapila and Kapvita ensure your animals receive complete and balanced nutrition - keeping them healthy, strong, and high-performing.



विश्वास कास सम्मेलन

- ✓ *Kapila Vikas Vishwas Sammelan is a regional initiative conducted across districts to connect with our sub-dealers, retailers, and small shopkeepers.*
- ✓ *These meetings aim to understand their challenges, exchange feedback on product experiences, and offer motivation and support.*
- ✓ *Through open dialogue and shared insights, we strengthen our relationships and empower our partners to grow reinforcing our commitment to mutual trust and progress.*
- ✓ *At Kapila, we believe in growing together and the Kapila Vikas Vishwas Sammelan is a meaningful step in bringing that belief to life.*

Basti



Fatehpur



Gonda



Prayagraj



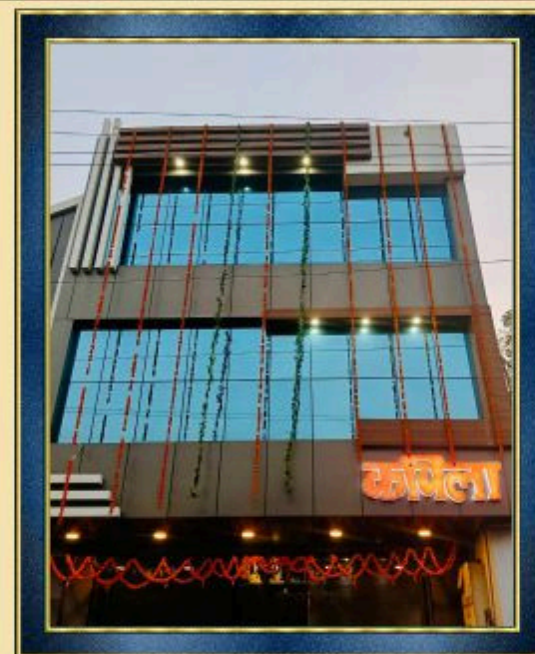
Hardoi



Etawah



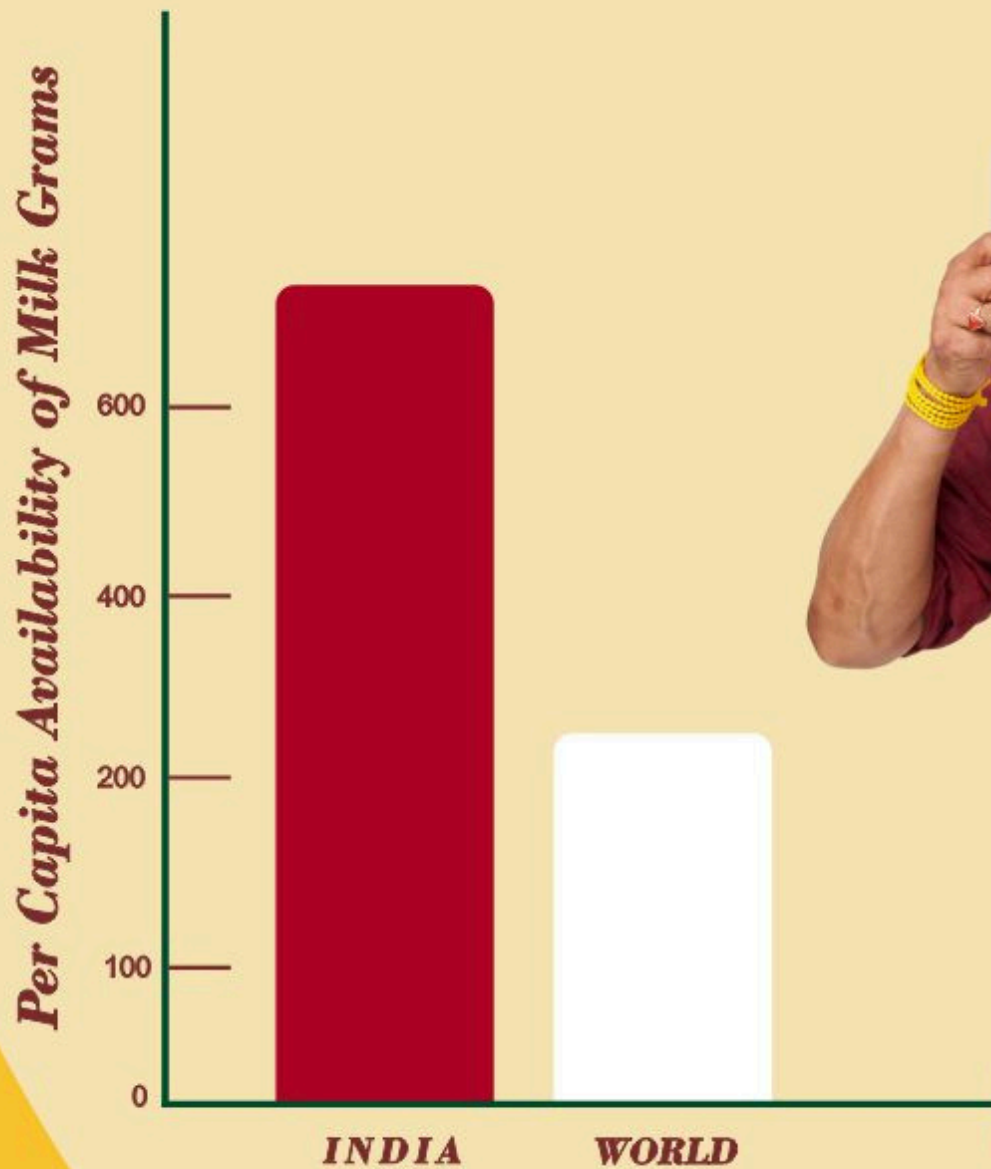
Festive Moments with Kapila Family



India is the No. 1 milk - producing nation in the world.

India is now the world's top milk producer, with 600g per capita milk availability far above the global average of 400g. This milestone reflects the dedication of our farmers and the growth in cattle population. However, the rising number of cattle brings a pressing need for high-quality, balanced nutrition. Kapila Pashu Aahar is committed to bridging this gap with scientifically formulated, nutritious feed that enhances cattle health, productivity, and longevity.

MILK-PRODUCING NATION



Our Vision

Our Vision is to ensure every cow receives proper care, respect, and nutrition. By equipping farmers with quality feed and ongoing support, we promote ethical livestock care and empower rural communities.



Target 2030: Key Goals

- ★ *Expand production to meet growing demand.*
- ★ *Reach underserved regions with reliable feed.*
- ★ *Strengthen partnerships with dealers and farmers.*
- ★ *Offer long-term support via training and technology.*
- ★ *Drive sustainability with innovation and a farmer-first approach.*

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Together for a Better Tomorrow

Kapila is more than a brand it's a mission. Together with India's farmers, we are not just feeding cattle, but nurturing growth, dignity, and rural prosperity. Kapila Pashu Aahar redefining cattle care with compassion, commitment, and quality.



Thanks