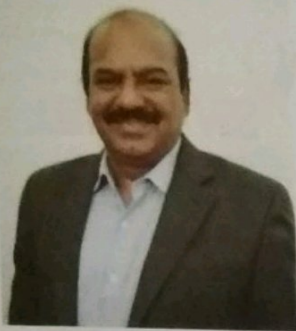


Soundararajan transformed the growth of Indian Broiler industry with his excellent ideas and effective implementation of contract broiler farming.



B. Soundararajan, Chairman, Suguna Group

Mr B. Soundararajan, Chairman, Suguna Group of Companies honoured with Poultry Fortune “Life Time Achievement Award 2017” at Poultry CEOs Forum India & PF Awards 2017 held on August 4, 2017 at Hyderabad.

Mr Soundararajan born in 1961, a first generation entrepreneur hailing from a village near by Coimbatore in Tamil Nadu. His motto throughout his life has been enriching lives of rural India.

He currently serves as Managing Director in Suguna Holdings Pvt Ltd and Director in five of its subsidiaries and Prabhat Dairy. He also serves as the Chairman of CLFMA, which is the only all India representative of the livestock industry in India.

Soundararajan has business interests in Poultry, Animal Healthcare and Dairy sectors. He has also globalized business activities by forming companies abroad like in Sri Lanka, Bangladesh and

B. Soundararajan, Chairman, Suguna Group honoured with ‘Life Time Achievement Award 2017’



B. Soundararajan, Chairman of Suguna Group of Companies receiving Poultry Fortune ‘Life Time Achievement Award 2017’ from TPBA President Dr G. Ranjith Reddy and K. G. Anand, General Manager, VHPL, Hyderabad on August 4, 2017 at Hyderabad. All segments of poultry industry were present on the dais and presented the Award to Soundararajan. There was a standing ovation in the Award function hall when he was receiving the Award.

Kenya. He is an efficient Strategy designer, converting ideas into action.

Under his leadership, Suguna Foods has provided livelihood to 25,000 farmers and has been ranked as 3rd in Asia’s top 10 poultry producers and ranked as 11th largest poultry company globally. Suguna became the First Asian Poultry Company to implement ERP. Suguna Foods is also the market leader in Broiler business.

Soundararajan was instrumental in raising the living standards of many of poultry farmers. He gives shelter to more than 100,000 people in the process of Poultry

Integration and he has also made the broiler chicken meat, affordable for the common man. He plays an important role in Food security of the country.

Soundararajan has won numerous awards including Best Performance Award from “National Productivity Council”, New Delhi – 7 times in 8 years, “Young Entrepreneur Award from CII, “Asian Livestock Industry Award” from Malaysian Government.

Innovator to the core, Soundararajan pioneered the

concept of Contract Farming in India. Through his innovative business concepts, he reduced the

number of cost centers from 14 to 4 in Suguna Foods. Suguna has so far distributed more than 45 lakhs trees saplings, donated educational aids to many Schools in rural areas. He also set up Suguna Institute of Poultry Management, a non-profit organization and a partner of Skill India program, which helps in students from rural areas to become successful entrepreneurs and skilled employees for the poultry industry.

Suguna Group has annual business turnover of Rs 6,500 crores. Mr Soundararajan transformed the growth of Indian Broiler industry with his excellent ideas and effective implementation of contract broiler farming. Infact he is a role model for achieving broiler industry’s growth in the country and he was a motivation to many broiler integrators who became big and bigger.



B. Soundararajan being felicitated with Life Time Achievement Award