



MEADERS
ANIMAL FEEDS

Alimentons la Croissance

COMPANY PROFILE SHEET

Chairperson

Clairette Ah-Hen

Directors

Jean-Pierre Lim Kong

Emmanuel Wiehe

Vivekanand Ramtohol

Gaetan Bestel

Olivier Fanchette

David Montocchio

Iqbal Mohungoo

Executive Management Team

Iqbal Mohungoo

Managing Director

Dowan Jordaan

Operations Manager

Christelle Tonta

Finance Manager

Janeessa Hurhungee

Technical Manager

Vinay Bekarma

Systems & Quality Manager

Navish Fokeerah

Sales Manager

Our Vision

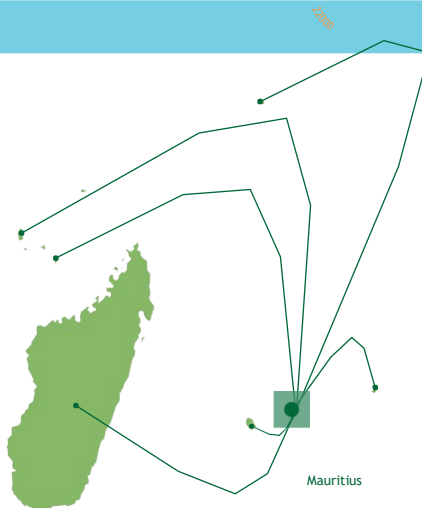
To be the preferred animal feed producer in the region.

Our Mission

To continuously produce and distribute animal feeds of superior quality that will consistently give our customers maximum value and provide stakeholders with an optimal return.

Objectives

We, at Meaders, aim at producing superior quality feeds for farm animals and pets and satisfy our customers' needs by providing a strong and up to date technical support, making use of the latest technologies whilst continually striving to provide safe working conditions and striving to reduce our impact on the environment



- Seychelles
- Comoros Islands
- Mayotte
- Reunion Island
- Madagascar
- Rodrigues

Key Milestones

1992

Founded following partnership between Rogers & Co. Ltd and Société Wiehe & Montocchio Cie (today known as Inicia Ltd - specialist in the production and distribution of eggs under the label Oeudor).

End 1992

Van Aarsen International, chosen as main contractor for the erection of the factory to be the most modern of the Indian Ocean.

1993

Started construction of the factory in April and ended same in December.

1994

- Started production on animal feeds. The first batches were delivered under the brand name Meadow.
- Increased its annual production from 10,000 tonnes to 25,000 tonnes annually. This was the initial phase.

1998

- Acquired new shareholders' clients.
- Increased the production rate to 15 tonnes per hour. New maize and soyabean meal silos were therefore built and production doubled to reach 50,000 tonnes annually.

2003

- Completed the 3rd phase with the setting up of additional maize silos of 5,000 tonnes capacity. The factory was modernized and all the production processes were automated.
- Increased production to 65,000 tonnes annually.

2012

- Completed the 4th phase with the installation of a second line which has a production capacity of 20 tonnes per hour.
- Increased the storage capacity to 14,000 tonnes of raw materials and 500 tonnes of finished products.
- Installed a new weighbridge for its delivery lorries.

2014

- Celebrated its 20 years of existence.
- Created a subsidiary company in Seychelles, Meaders (Seychelles) Ltd, in October.

2015

- Carried out a rebranding exercise with a new logo and tagline with the following main objectives:
- To give the company a fresh corporate image aligned with its new brand strategy.
 - To reposition the company in the animal feeds' market.
 - To distinguish the company from its competitors.
 - To reinforce the company's relationship with its customers.

2017

- Completed the 5th phase with the setting up of additional storage space for maize & soyabean meal

2018

Launched Total Mixed Ratio (TMR) in the market.

2019

25 Years of Existence.

2022

Turnover Rs 1.94
BillionMT- 100,000 MT

Financial Highlights

For the year ended 30 June 2022	Rs (in millions)
Turnover	2,331.9
Profit attributable to shareholders	55.20
Share Capital	43.40
Reserves	578.00
Total Assets	1,641.10

Fast Facts

- An animal feed manufacturing company incorporated in 1994.
- Produces feeds for poultry (broiler & laying hens), cattle and dairy cows, pigs, goats, rabbits, ducks, dogs and primates.
- Manufactures feeds under the following brand names: MeadBro, MeadLAY, MeadRUM, MeadPLUS, MeadPIG, MedaLICK, Chewli, Ti-Chewli, Croq'Dog, Meaders Ti-Paké.
- Sells to regional market namely Rodrigues, Seychelles, Comoros Islands, Mayotte, Reunion Island, Madagascar and Mozambique.
- Innodis Ltd is the majority shareholder and the other major shareholder is Inicia Ltd.
- Is one of the leading companies in the agro- industrial sector of the island.
- Annual production of 100,000 tonnes and turnover of Rs2,331.9 million for the group.
- Has one of the most modern production units in the Indian Ocean.
- Lays strong emphasis on its tagline "Alimentons la Croissance" and on its Vision, Mission and Objectives statement.
- Is a member of the Association of Mauritian Manufacturers for the collective brand 'Made in Moris'.
- Conforms to the African Feeds Manufacturers Association (AFMA).
- Is ISO 22000:2018 by SGS
- Awarded the trophy of the Mauritius Business Excellence Award 2010 and Exporters Award 2014.

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