

Arohan Foods

Northeast people savour their pork. But some entrepreneurs in Assam are taking their love for the meat to the next level. Anabil Goswami and Arindom Hazarika, two youths from the state who left their corporate jobs to start Arohan Foods, a pork processing firm, in 2013.

Arohan's flagship brand, Choice Pork Natural, is currently retailing across 40 cities and 500 outlets. It sells from sausages to salami, pickle to ham and bacon. The number of pigs in Northeast is very high. Pork production consists primarily of backyard and unorganised sector producers. The complete absence of organised players in the region's pork business, especially in the processed-packaged segment, caught the attention of the duo. Soon, the idea of a processed pork brand emerged.

Arohan Foods is supported by National Research Centre on Pigs. It works with small-holder pig farmers to improve their animal husbandry practices. The firm ensures highest quality pigs for sourcing. Farmers are informed of what nourishments are needed to be given, how to keep pigs healthy, what vaccinations need to be given and at what time, provide nutritional advice. Intervention in modern and scientific advisory support system are also being provided.

Matured pigs are purchased from the farmers at the stable market price irrespective of the seasonal prices and are brought to the factory, where the products are slaughtered. After processing, they market it across India. They also have outlets in Delhi and other places across the nation. They also do a sample test after production, only then the product is released in the market.

Arohan Foods is uniquely positioned as the first integrated pork processing business in India. The firm has a first-mover advantage, as pig farming is underdeveloped nationwide. Also, the market for processed pork (sausage and bacon) is nascent.