



We don't just raise birds: we raise standards for the entire industry.



Elevate your poultry and feed industry experience with Jadeed Group of Companies:

**Delivering Excellence
Inspiring Innovation**

JADEED GROUP Of COMPANIES



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COMPANY PROFILE

*Inspiring Innovation,
Sustaining Excellence.*

Welcome to Jadeed Group of Companies, where innovation meets tradition and excellence is our hallmark. Since our inception, we have embodied the vision and values instilled by our founder, the late Mian Jan Muhammad Javaid Rathore.

*Every achievement at
Jadeed is a symbol of
true dedication, trust,
and teamwork*

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Founder Jadeed Group of Companies

Mian Jan Muhammad Javaid Rathore

A visionary entrepreneur and a pioneer of Pakistan's modern poultry industry, Mian Jan Muhammad Javaid Rathore laid the foundation of the Jadeed Group of Companies with a dream to transform the nation's food and agriculture landscape.

With his exceptional foresight, business acumen, and unwavering commitment to excellence, he turned a modest beginning into one of the country's most respected and diversified enterprises. His leadership was defined by integrity, innovation, and a deep sense of responsibility toward people and progress.

Through his dedication, Jadeed became a symbol of trust, quality, and growth — values that continue to guide every step we take. His enduring legacy remains the cornerstone of our success and an inspiration for future generations to uphold his vision of **"Excellence through Innovation."**

About Company

As we move forward under the leadership of Mr. Sohaib Javaid, our commitment to quality, integrity, and customer satisfaction remains unwavering.

Established in 2005 under the Companies Ordinance 1984 with SECP approval, Jadeed Group of Companies stands as one of Pakistan’s leading names in Poultry Breeding, Feed Producers, Agriculture, Oil Extraction, and Egg Export.



Our vision is to ensure a society of healthy people by providing an affordable source of protein and nutrition.



Develop the best product that fulfils the nutritional requirements of humankind through innovative business techniques to inspire others.

CEO Message

At Jadeed Group of Companies, we continue to move forward with resilience and determination. Despite global and local challenges, our commitment to quality and integrity remains unwavering.

While honoring the legacy of our respected founder, Late Mian Jan Muhammad Javaid Rathore, we ensured to build upon his vision by strengthening our foundation and exploring new opportunities for growth.



With a talented team and a clear direction, I am confident that Jadeed Group will continue to achieve new milestones and create lasting value for our customers and partners.

Warm regards,
Sohaib Javaid
Chief Executive Officer

How We Work



Open Communication

We promote transparent communication that builds trust, encourages collaboration and drives collective success.



Agility & Adaptability

Our agile culture enables quick response to changing markets while maintaining consistent performance.



Commitment to Quality

We follow strict quality standards to ensure excellence in every process and product.



Operational Efficiency

We optimize resources and processes to achieve maximum productivity and customer value.

Quality and integrity in every step define the way we work.

Proactive Approach to Progress

By combining research, modernization and efficiency, Jadeed Group consistently strengthens its operations and delivers excellence across every division.



Collaboration at the Core

At Jadeed, collaboration is the foundation of our success. We foster a culture where ideas are shared, feedback is valued, and teamwork drives innovation and exceptional results.



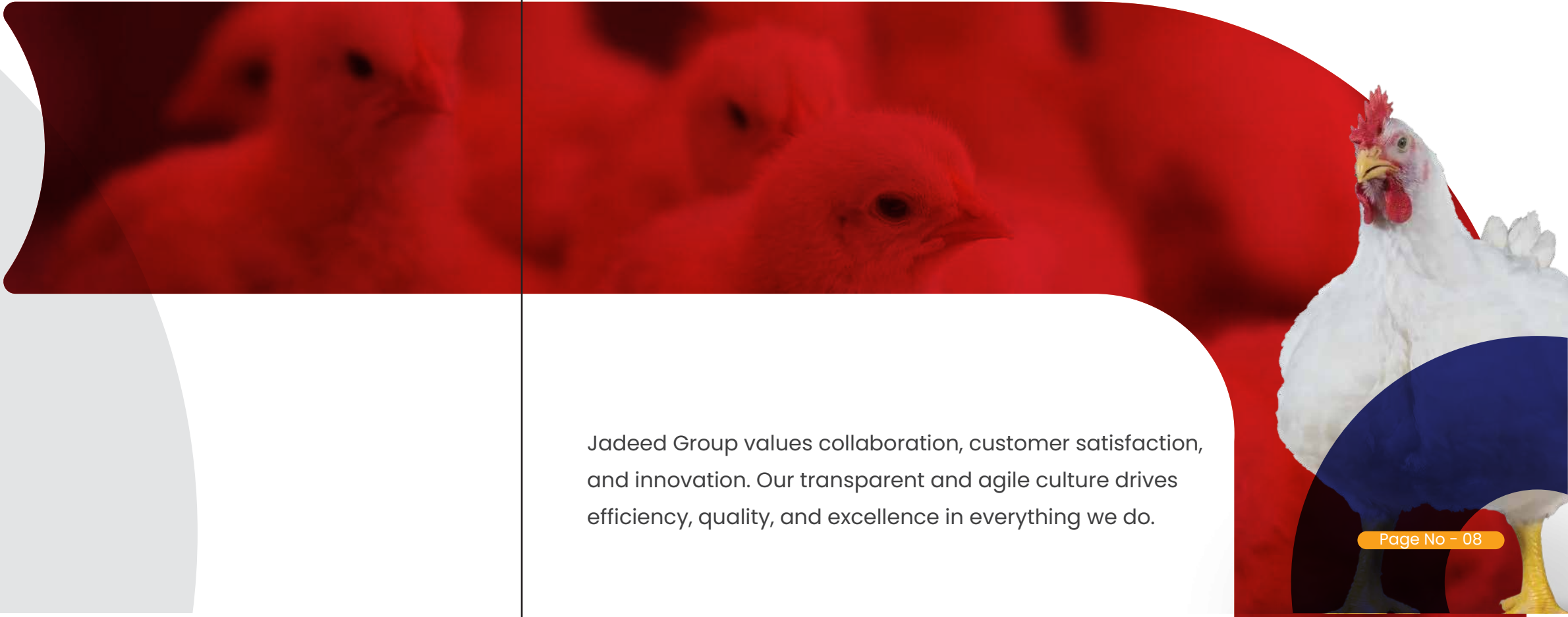
Customer Focus

Our strategy revolves around our customers. We focus on understanding their needs and challenges to deliver customized solutions that exceed expectations.



Continuous Improvement

Through innovation, learning, and adaptability, we continuously enhance our processes, products and performance, ensuring we always deliver better than before.



Jadeed Group values collaboration, customer satisfaction, and innovation. Our transparent and agile culture drives efficiency, quality, and excellence in everything we do.

Our Core Divisions

At Jadeed Group of Companies, we offer a comprehensive range of services designed to meet the evolving needs of Pakistan’s poultry and agribusiness sectors. Our operations are built on innovation and trust, ensuring excellence at every step.

01

Poultry Breeding

Producing high-quality parent and grandparent stock (**ROSS 308**) through advanced breeding technology and strict biosecurity standards.

02

Feed Manufacturing

Supplying premium, balanced, and nutritious feed formulations tailored for optimal poultry health and performance.

03

Oil Extraction & Refining

Operating modern oil extraction and refining units to produce high-grade cooking oil that meets international quality benchmarks.

05

Agriculture & Farming

At Jadeed Farms, we combine tradition with modern agricultural science to cultivate premium forage crops such as Alfalfa and Rhodes grass, alongside high-value crops like sweet potatoes, turmeric, chilies, and spices. With a strong focus on sustainability, quality, and export readiness, our farms supply consistent yields trusted by livestock, dairy, and food sectors across Pakistan and the GCC.

04

Egg Export

Exporting fresh, high-quality hatchable eggs to international markets with strict adherence to quality and delivery standards.

06

Hatchery Operations

We produce high-quality chicks using advanced incubation technology under strict biosecurity standards, ensuring healthy and high-performing flocks.

07

Food Products & Processing

Delivering purity, taste, and quality through our range of spices, rice, and cooking oil, trusted by households across Pakistan and beyond.

Operational Milestones



2006 — Rawat Hatchery

Established with 24 multi-stage machines at the time of separation. Expanded in 2007 with 24 additional machines, marking the start of Jadeed's production journey.



2010 — Khanewal Feed Mill

Equipped with an initial capacity of 60 tons, later expanded in 2018 to an additional 60 tons. Produces high-quality, nutritionally balanced poultry feed for the Khanewal facility.



2012 — Khanewal Hatchery

Established with 48 multi-stage machines and expanded the same year with 56 single-stage machines. Capacity set to further increase in 2024.



2007 — Karachi Hatchery

Established with 8 multi-stage machines to strengthen supply and meet regional market demand. This expansion laid the foundation for nationwide hatchery growth.



2011 — Sheikhupura Unit 1 & 2

Inaugurated with 40 multi-stage machines, later expanded in 2020 with Unit 2, adding 60 single-stage machines. Enhanced hatchery efficiency and production scale.



2015 — GP Hatchery Kotmomin

Commissioned with 36 single-stage machines on March 15, enhancing Jadeed's breeding and hatching capacity.



2016 — Shahkot Feed Mill & R&D Unit

Established alongside a state-of-the-art Research & Development facility led by veterinary PhDs to optimize FCR. Extended in 2020 to strengthen feed quality and innovation.



2021 — Rice Mill

Installed rice plants in Khanewal and Shahkot with a combined capacity of 30 tons per hour. Expanding into agri-processing and food diversification.



Future Vision — Jadeed Trade Center (JTC)

A landmark skyscraper project in Islamabad's New Blue Area. Inaugurated in 2023 and set for completion by 2028 (Insha'Allah), representing Jadeed's vision for the future.



2019 — Oil Mill

Built with a refining capacity of 100 metric tons per day using modern extraction technology. Produces premium-quality cooking oil for local and national markets.



2024 — Further Expansion

Launched the first retail brand through premium cooking oil and expanding into agriculture via Infinity Basket. Diversified growth into retail and agri sectors.

CREATIVE TEAM

Our management team represents a blend of vision, expertise, and dedication — united by a shared commitment to excellence and innovation. Each member contributes unique skills and perspectives that strengthen our culture of collaboration and drive Jadeed Group toward continued growth and success.

With over 6,000 dedicated employees across Pakistan, we take pride in the people who define our progress and uphold the values that make Jadeed a trusted name in the industry.



Mian Jan Muhammad Javaid (Late)
Founder



Sohaib Javaid
CEO



Safwan Javaid
Director



Talha Yasin
COO

Key Projects & Initiatives

Through innovation and strategic expansion, Jadeed Group continues to develop world-class facilities that strengthen its presence in Pakistan’s poultry and agribusiness sectors.

01

Grand Parent Farms
Operating state-of-the-art GP farms equipped with modern technology to produce superior parent stock ensuring genetic excellence and consistent performance

02

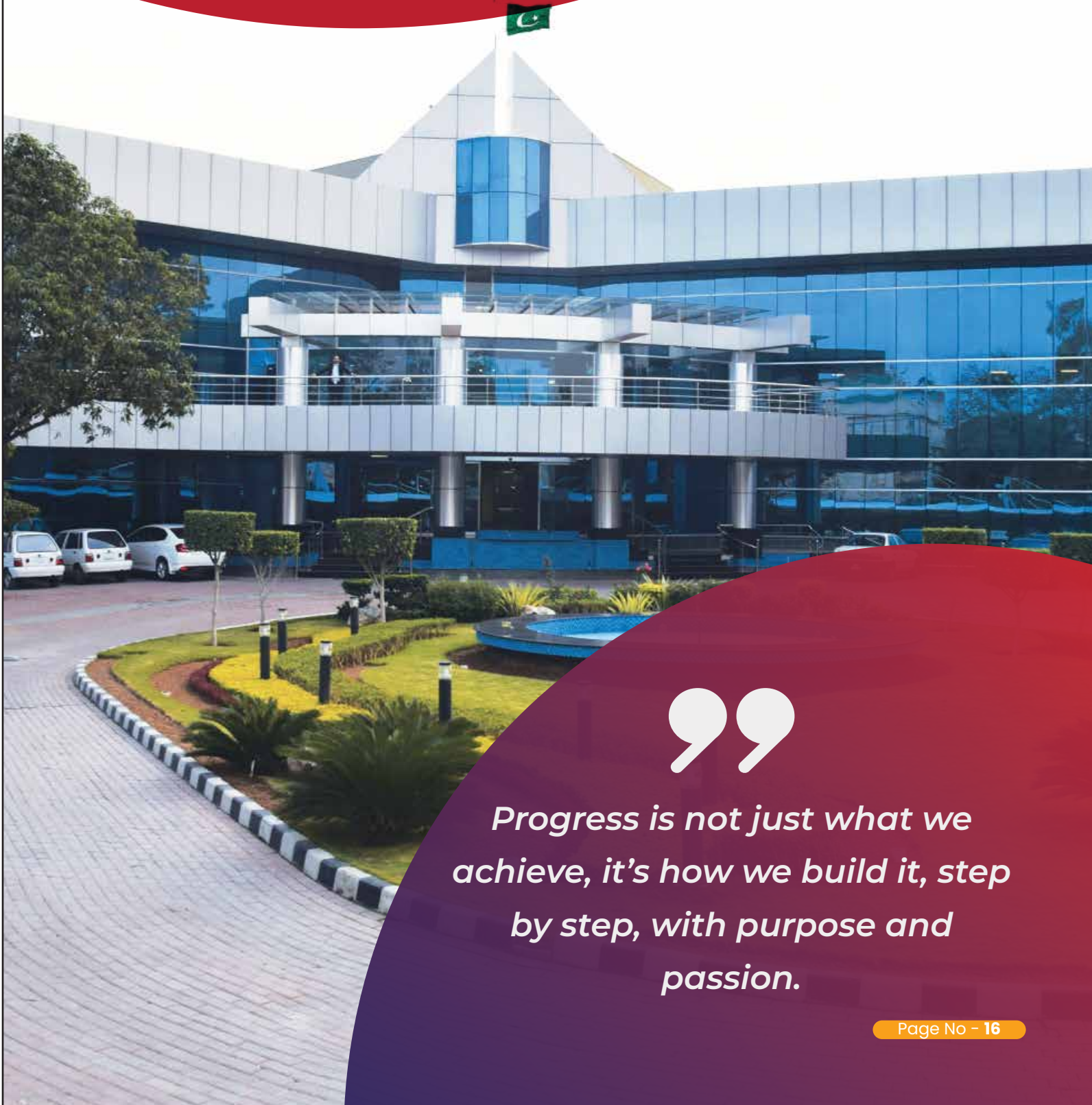
Breeding Farms
Focused on high-quality poultry breeding with advanced hatchery systems and strict biosecurity standards to meet growing national demand

03

Feed Mills
Our fully automated feed mills in Khanewal and Shahkot produce balanced, nutritious feed using precision formulation and world-class machinery.

04

Oil Mill
Jadeed Oil Extraction (Pvt.) Ltd. ensures premium-quality edible oil production through advanced extraction and refining systems that meet international standards



“
Progress is not just what we achieve, it’s how we build it, step by step, with purpose and passion.

Success Story



In 2025, Mr. Sohaib Javaid, CEO of Jadeed Group of Companies, was elected as President of the World’s Poultry Science Association (WPSA) Pakistan Branch. This prestigious achievement reflects his visionary leadership and Jadeed Group’s growing influence in advancing poultry science, innovation, and sustainable development both nationally and internationally.

As the exclusive distributor of ROSS 308 (Aviagen, USA) in Pakistan, we have set new standards in breeding performance, feed efficiency, and product quality. Our state-of-the-art Research & Development facility at Shahkot Feed Mill, managed by qualified veterinary experts and PhDs, continues to enhance feed formulations for superior results.



Achievements

Jadeed Group operates Asia’s largest feed mill at Shahkot and maintains the largest fleet of climate-controlled vehicles for egg collection and chick delivery. With a strong focus on research, innovation, and quality, we continue to expand into new sectors, including the Jadeed Trading Center (JTC) in Islamabad.



Our success is built on innovation, trust, and an unwavering commitment to excellence.

Rank No. 1 Recognition

- ◆ Ranked No. 1 Broiler Breeder Brand in Pakistan.
- ◆ Sole importer and distributor of GP ROSS 308 (Aviagen, USA).
- ◆ Operator of Asia’s largest hatchery and modern oil extraction & refinery facility.



Empowering Communities, Enriching Lives

Jan Muhammad Javaid Trust: A Legacy of Compassion and Commitment

The Jan Muhammad Javaid Trust (JMJ) reflects Jadeed Group's unwavering dedication to social responsibility and community well-being. Established in memory of Mian Jan Muhammad Javaid, the Trust continues his vision of empowering people through education, healthcare, and welfare initiatives that create lasting impact.

At JMJ Trust, we believe that true progress lies in service. Through purposeful projects, strategic partnerships, and sustained outreach, we are committed to building stronger, healthier, and more self-reliant communities across Pakistan.



Empowering Through Education

Education remains at the heart of JMJ Trust's mission. By sponsoring multiple schools nationwide, the Trust ensures quality education for underprivileged children. The transformation of the former Army Public School into Jadeed Public School stands as a hallmark of this vision.

More than 350 students currently receive completely free education, covering tuition, staff salaries, supplies, and maintenance. To further strengthen public education, the Trust has constructed two modern facilities, Zainab Block and Ch. Fateh Muhammad Block, at the Government High School in Khanewal, fostering an environment of learning and opportunity.



*Education makes a nation easy to lead
but difficult to drive; easy to govern but
impossible to enslave.*

Healthcare Initiatives

Healthcare is a defining pillar of the JMJ Trust. At the DHQ Government Hospital Khanewal, the Trust operates a Dialysis Center equipped with 10 modern dialysis machines, offering vital treatment to patients with kidney disorders.

In addition, the establishment of a Thalassemia Center at the same facility provides comprehensive medical care and support for patients suffering from this chronic blood disorder, bringing hope and relief to countless families.



Social Welfare and Community Support

Beyond education and healthcare, JMJ Trust actively supports community welfare initiatives that uplift and empower. The Trust provides a free, air-conditioned "Mayyat Bus" service, conducts annual Ramadan ration drives, and operates a Widow Support Program, offering monthly financial assistance to over 132 women, enabling them to live with dignity and independence.



A Vision for Sustainable Impact

Rooted in the values of integrity, compassion, and service, Jan Muhammad Javaid Trust (JMJ) continues to honor its founder's vision by delivering sustainable and meaningful change. Through collaborations with local organizations, the Trust supports community infrastructure, education, healthcare, and livelihood initiatives, building a more inclusive and resilient society.

With every child educated, every patient cared for, and every family supported, JMJ Trust carries forward the noble legacy of Mian Jan Muhammad Javaid, ensuring that his spirit of service continues to inspire future generations.

NURTURING GROWTH, FEEDING EXCELLENCE



**Delivering premium quality feed and healthy chicks
to ensure stronger growth, better productivity, and
lasting trust in every flock.**

JADEED AT IPEX CENTER LAHORE 2025



Jadeed Group Showcases Excellence at IPEX Lahore 2025

A proud participation highlighting innovation, technology, and leadership in the poultry and food industry, connecting with partners, professionals, and visitors from across the region.









Celebrating Team Spirit, Passion, and Excellence

The Jadeed Sports Gala 2025 brings together our employees from across all divisions to celebrate unity, energy, and teamwork. This annual event promotes a healthy work culture, strengthens collaboration, and reflects our belief that success begins with a strong, motivated team.

"Where passion meets performance — together, we play, we grow, we win."



ROSS 308

The World's No.1 Broiler Breeder, Perfectly Suited for Pakistan



Ross is the world's number one broiler breeder brand. With a product range that offers customers the solution for all requirements, first-class genetics and product performance and a comprehensive global distributor network, it's no wonder Ross is the breed of choice for the global poultry industry. It is the most suitable breed for Pakistan.



ROSS-308 PARENT STOCK

- High Numbers of Egg
- Excellent Fertility
- Good Hatchability
- Lowest Cost per Broiler Chick



ROSS-308 BROILER

- World's Number One Broiler and FCR Leader
- Fast Growing
- Feed Efficient & High Meat Yield



- You are next Beneficiary Ross-308 Parent Stock



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0313-5419188

Jinnah Road Near Zoom Pump, Banigala
0302-3887092

Sector A, Bahria Enclave, Islamabad
0327-7755501

PREMIUM FORAGE FOR EXPORT MARKETS



We specialize in the production of high-quality forage crops that are in constant demand across the GCC and beyond. Our operations are built to serve commercial livestock, dairy, and bulk buyers with consistency and reliability.

ALFALFA
1000 T
1000 tons per cut

RHODES GRASS
500 T
Multiple Crops in 1 Years



FOR QUERIES & BULK ORDERS:

RAJA ADEEL
0309-5557016

JAM HAFEEZ-ULLAH
0308-3200805

NAVEED AHMAD KHAN
0302-5551018

EXPERIENCE THE PURE GOODNESS OF NATURE

From the finest Jadeed Rice to the richness of Jadeed Oil and the rich aroma of Jadeed Spices, we bring you quality that makes every meal memorable.



Naturally Cholesterol-Free



100% Refined



Rich in Unsaturated Fats