



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

Delivering Excellence
Inspiring Innovation

JADEED GROUP Of COMPANIES

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PROFILE

Welcome!

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

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ABOUT COMPANY

As we embark on a new chapter under the leadership of M. Sohaib Javaid Rathore, our commitment to quality, integrity, and customer satisfaction remains unwavering.

Jadeed Group of Companies - Pakistan was established as a limited liability company under the Companies Ordinance 1984, with approval from SECP on July 11, 2005. We are a leading entity in the Poultry Breeding, Feed Manufacturing, Oil Extraction, and Egg Export sectors in Pakistan, proudly holding the position of one of the largest Breeding Companies nationwide.



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



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

CEO Message

Dear Valued Stakeholders,

In the face of unprecedented challenges, both globally and locally, Jadeed Group of Companies stands resilient. Despite the trials of the past year, we have persevered, adapting to the changing landscape and emerging stronger than ever. As we mourn the loss of our esteemed founder, Mian Jan Muhammad Javaid Rathore, we honor his legacy by continuing to uphold the values he instilled in our organization.

At Jadeed, we recognize the impact of external factors such as the pandemic, economic fluctuations, and political unrest. Yet, we remain steadfast in our dedication to serving our customers and communities. Through strategic planning, innovation, and unwavering determination, we have navigated these turbulent waters and emerged poised for growth and success.

Looking ahead, our focus remains on consolidation and growth, as we strive to enhance our presence in existing markets and explore new opportunities for expansion. With a talented team, a commitment to excellence, and a clear vision for the future, I am confident that Jadeed Group of Companies will continue to thrive in the years to come.

Thank you for your continued trust and support.

Warm regards,
Sohaib Javaid



HOW WE WORK

01

We believe in open and transparent communication, both internally and externally. We encourage honest dialogue, active listening, and clarity in all communications to foster trust and collaboration.

03

Quality is non-negotiable for us. We adhere to stringent quality assurance standards at every stage of our work processes, ensuring that our products and services consistently meet the highest quality benchmarks.

02

We adopt an agile approach to our work, allowing us to respond quickly to changing market dynamics and customer needs. Our agile methodology enables us to adapt, iterate, and deliver value in a fast-paced environment.

04

We strive for efficiency in everything we do. Whether it's streamlining workflows, optimizing resources, or minimizing waste, we are dedicated to maximizing efficiency to deliver value to our customers and stakeholders.

Jadeed Group has responded proactively, employing teamwork, research and development, modernization, economies of scale, and efficient resource utilization.



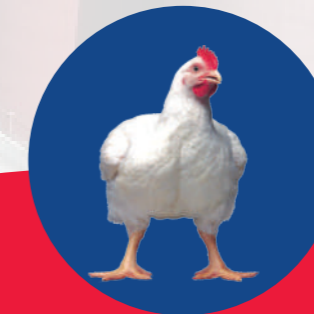
At Jadeed, collaboration is at the core of our work philosophy. We believe in fostering a collaborative environment where ideas are shared, feedback is valued, and teamwork is encouraged. By working together, we leverage the diverse expertise of our team members to achieve exceptional results.



Our approach revolves around our customers. We prioritize understanding their needs, preferences, and challenges to deliver tailored solutions that exceed expectations. By placing the customer at the center of our operations, we ensure that every decision and action is aligned with their best interests.



At Jadeed, we are committed to continuous improvement in all aspects of our work. We embrace innovation, embrace change, and constantly seek ways to enhance our processes, products, and services. By fostering a culture of continuous learning and adaptation, we stay ahead of the curve and deliver excellence at every step.



Jadeed Group places a strong emphasis on collaboration, prioritizing teamwork to harness a wide range of expertise and encourage innovation. Our dedication to customer satisfaction means that we make decisions with a focus on understanding and surpassing the needs and expectations of our clients. We are unwavering in our commitment to ongoing enhancement, embracing innovation and flexibility to remain competitive in a constantly evolving market landscape. Transparency, agility, and a steadfast commitment to quality are fundamental aspects of our work culture, ensuring effectiveness and superior performance in all our undertakings.

OUR SERVICE

At Jadeed Group of Companies, we offer a comprehensive range of services aimed at meeting the diverse needs of our clients. Our services include:

Poultry Breeding

Leveraging advanced breeding techniques and industry expertise, we produce high-quality poultry breeds ROSS -308 to meet the demands of the market.

Feed Manufacturing

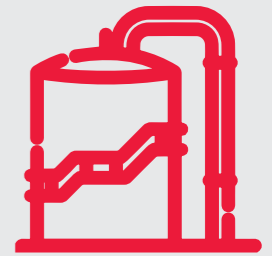
With state-of-the-art facilities and stringent quality control measures, we manufacture nutritious and balanced feed formulations tailored to the specific requirements of different poultry breeds.

Oil Extraction

Our modern oil extraction and refining facilities produce premium-quality cooking oil, meeting international standards of excellence.

Egg Export

We export fresh and high-grade hatchable eggs to international markets, ensuring timely delivery and adherence to quality standards.



MONTHLY PRODUCTION CAPACITY
45M EGGS

OUR PROJECTS

Discover the innovative projects undertaken by Jadeed Group of Companies. The relentless pursuit of excellence and continuous improvement has propelled Jadeed Group to expand its business manifold and diversify over the years. Notable milestones include the establishment of Jadeed Feeds Industries (Pvt) Ltd and Jadeed Oil Extraction (Pvt) Ltd.



GRAND PARENT

Jadeed Group operates a GP Hatchery and plans to further expand its capacity with the latest technology to meet the growing demand for parent stock.



BREEDING FARMS

Jadeed Group operates a GP Hatchery and plans to further expand its capacity with the latest technology to meet the growing demand for parent stock.



FEED MILLS

Jadeed Group operates feed mills in Khanewal and Shahkot, each with a production capacity of 120 tons per hour. Equipped with machinery imported from Famsun China and Buhler Company, these mills collectively boast a total capacity of 240 tons per hour.



OIL MILL

Jadeed Oil Extraction (Pvt.) Ltd in Khanewal, featuring oil extraction and refinery capabilities with daily capacities of 500 MT and 100 MT, respectively.

MEET THE TEAM

Each member brings unique skills and perspectives, enriching our collaborative environment and fueling our innovation. From creative visionaries to meticulous problem-solvers, our team embodies a commitment to delivering top-notch results. Get to know the faces behind our success and discover the talent driving our forward momentum.

Meet our exceptional Management, a diverse collective of dedicated, united by passion, expertise, and a drive for excellence. Over all we have 7000 employees actively working.



Mian Jan Muhammad
Founder



Sohaib Javaid
CEO



Safwan Javaid
Director



Talha Yasin
COO

OUR PRODUCTION FACILITIES



Rawat Hatchery
established with 24 machines at the time of separation.



Rawat Hatchery
extended with an additional 24 machines.



Karachi Hatchery
established with 8 machines.



Sheikhpura Unit 1
inaugurated with 40 machines.



Khanewal Hatchery
set up with 24 machines at the time of separation.



Khanewal Hatchery
extended with an additional 24 machines.



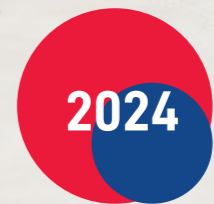
GP Hatchery Kotmomin
established with 24 machines on 15th March.



GP Hatchery
Producing top-quality feed with efficiency and reliability in Shekhpura.



Sheikhpura Unit 2
commenced operations with 60 machines.



Further expansion
at an unspecified location with 56 additional machines.

SUCCESS STORY

Jadeed Group is licensed by the Saudi Government and has been exporting poultry products to Saudi Arabia for the past two years.

By the grace of Almighty Allah, Jadeed Group has established "JADEED" as a leading brand in the poultry and feed industry since its inception.

Recognizing the interconnectedness of poultry and feed within the supply chain, we have merged our poultry and feed businesses under unified management. This integration, coupled with a focus on developing and enhancing our business processes, positions us to adapt swiftly to evolving market dynamics.

Fully cognizant of the challenges facing the Poultry and Feed Industry, Jadeed Group serves as the exclusive distributor of the world-renowned broiler breeder, ROSS 308, of Aviagen Group USA in Pakistan. The exceptional suitability of ROSS 308 for the Pakistani climate, coupled with its outstanding performance and cost-effectiveness, has propelled us to the forefront of the poultry industry in a remarkably short span of time. This success is attributed to the delivery of quality products and achieving the highest Feed Conversion Ratio (FCR) to satisfy our esteemed customers.

Jadeed Group upholds unwavering standards of quality and does not compromise on excellence. To optimize FCR, we have established a state-of-the-art Research and Development facility at our Shahkot Feed Mill, overseen by a team of veterinary professionals, including PhDs. This facility has enabled us to develop tailored feed formulations for various breeds, particularly ROSS 308, cementing our position as a significant player in the Feed Industry.



Jadeed In the Hospitality Sector

As per our mission, Jadeed Group of Companies is committed to expanding our resources to ensure a constant supply of high-quality meat products for our customers. We are proud to announce our expansion into the hospitality sector with the acquisition of a unique piece of land in Islamabad for the establishment of the Jadeed Trading Center—JTC.

Achievements

Our Shahkot feed mill stands as the largest feed manufacturing plant in Asia. Our Research and Development department boasts some of the industry's finest and highly qualified professionals, including PhDs. With gratitude for our past achievements and optimism for the future, we look forward to continuing our legacy of excellence and innovation at Jadeed Group of Companies.



Jadeed Group boasts the largest fleet of environmentally controlled vehicles for egg collection and chick delivery in Pakistan



Rank No: 1 Boiler Breeder Brand
Sole importer and distributor of GP Ross 308 Aviagen (USA)
Asia's largest hatchery, and a state-of-the-art oil extraction and refinery facility

HISTORY TIMELINE

We honor the remarkable legacy of the late Mr. Jan Muhammad Javaid , our revered founder and visionary CEO.

His indomitable leadership not only reshaped the landscape of the poultry industry but also earned him the status of a revered patriarch within the field.



OUR Contact



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