



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!

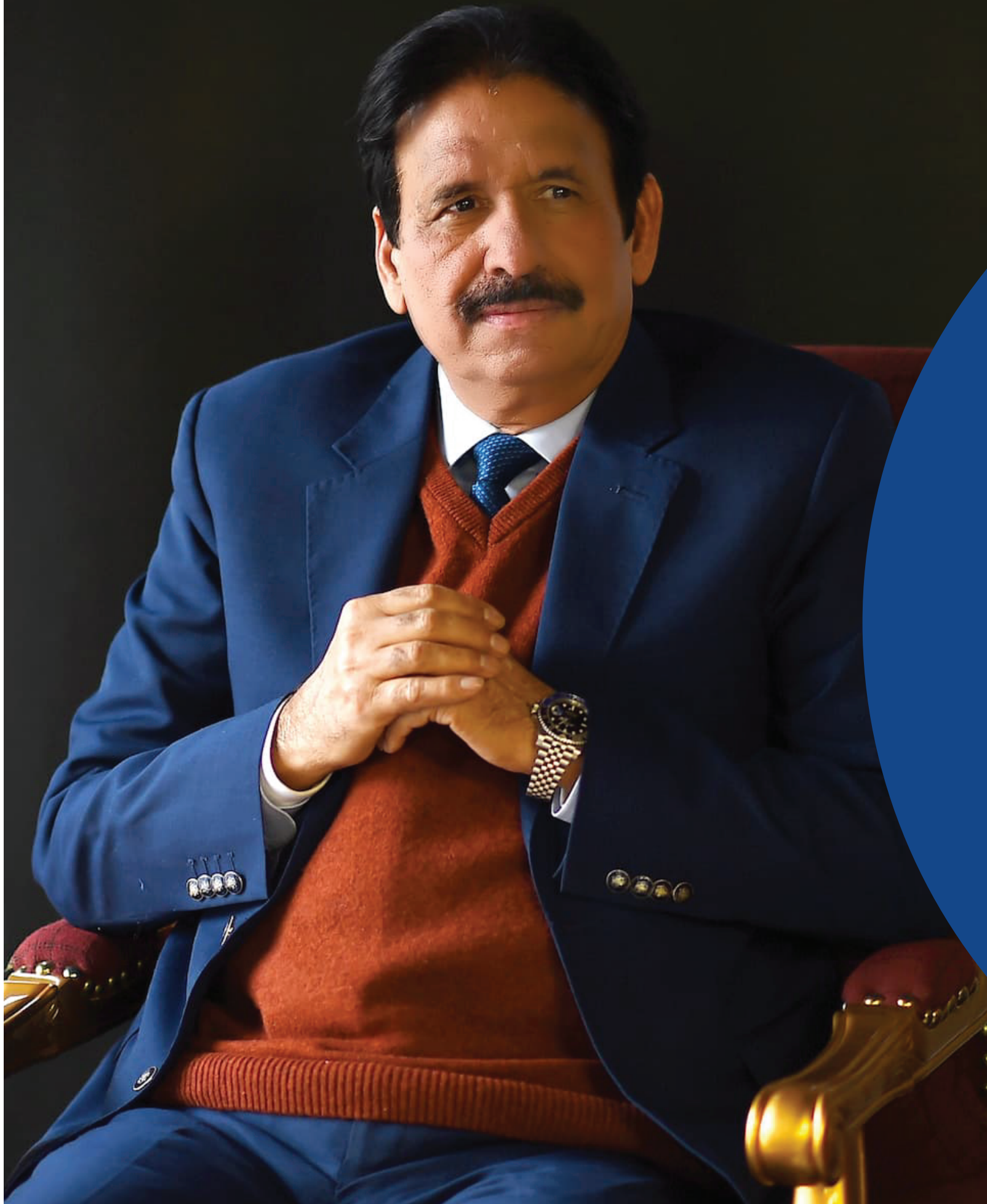
Welcome to Jadeed Group of Companies, where innovation meets tradition, and excellence is our hallmark. Since our inception, we have strived to embody the vision and values instilled by our founder, the late Mian Jan Muhammad Javaid Rathore.

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Jan Mohammad Javaid



Founder Jadeed Group of Companies



Late Jan Mohammad Javaid, the visionary founder of the Jadeed Group of Companies, was a man of extraordinary foresight and determination. His commitment to excellence, integrity, and innovation laid the foundation for what has grown into a leading name in the poultry industry. With a profound understanding of business dynamics and an unwavering belief in progress, he transformed a humble venture into a thriving empire, setting benchmarks for quality and sustainability. His enduring legacy continues to inspire us to reach new heights, driven by the values he cherished and the dreams he envisioned.

ABOUT COMPANY

As we embark on a new chapter under the leadership of M. Sohaib Javaid, 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, Agriculture, 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 Moammad 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 standard

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.



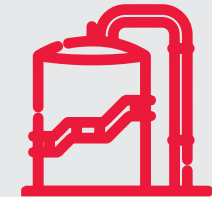
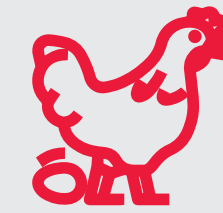
Our approach revolves around our customers. We prioritize understanding their needs, preferences, and challenges to deliver tailored solutions that exceed expectations. By placing the customer at the center of our operations, we ensure that every decision and action is aligned with their best interests.



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.



INNOVATING FOR A SUSTAINABLE FUTURE

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.

Hatchery

Our hatcheries use cutting-edge technology to ensure optimal hatching conditions, maintaining strict biosecurity standards.

Agriculture

We specialize in producing essential crops like wheat and rice, contributing to food security through sustainable and modern agricultural practices.

OUR PROJECTS

Discover the innovative projects undertaken by Jadeed Group of Companies:

Notable milestones include the establishment of Jadeed Feeds Industries and Jadeed Oil Extraction, along with state-of-the-art hatcheries at various strategic locations. These facilities are equipped with cutting-edge technology, ensuring the production of high-quality poultry feed, oil, and healthy chicks to meet the growing industry demands.



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.



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.



AGRICULTURE

Our agricultural projects focus on expanding crop production, utilizing innovative techniques to enhance the yield of rice and wheat, ensuring high-quality produce for the local market.



BREEDING FARMS

PS hatcheries are equipped with cutting-edge technology to ensure top-quality breeder operations. These facilities uphold the highest standards in poultry production.



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.



HATCHERY

Jadeed Group has established multiple hatcheries across the country, equipped with state-of-the-art technology, to meet the growing demand for healthy and productive chicks in the poultry industry.

MEET THE MANAGEMENT

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 team 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 6000 employees actively working.



Sohaib Javaid
CEO



Safwan Javaid
Director



Talha Yasin
COO



Mian Jan Mohammad Javaid
Founder

OUR TEAM



Dr. Abdul Shakoor
NSM GP Sales



Dr. Amir Zeb
General Manager Production
Parent Stock



Dr. Mehboob Elahi
General Manager Production
Grand Parent Stock



Rao M. Kashif Yameen
Senior Manager Feeds
Production



Dr. Jan Muhammad
Deputy General Manager
Production Hatcheries



Aamir Shehzad Mughal
Group Chief Financial Officer



Sohail Mehmood
Chief Internal Auditor - North



Saboor Sadiq Rana
Chief Internal Auditor - South



Riaz Ahmed
Company Secretary



Babar Ashraf
Manager Human Resources



Izhar Ahmad Khan
Manager Information
Technology



Muhammad Tahir Khan
Senior Manager HVAC

OUR TEAM



Dr. M. Atif Shahzad
General Manager
Chicks Sales North Region



Ch. M. Abul Rauf
General Manager
Chicks Sales Central Region



Dr. Muhammad Ilyas
General Manager
Chicks Sales South Region



Dr. Zafar Ullah
Senior Manager
Research & Development



Waqas Ali
Deputy General Manager
Sales Oil



Muhammad Shahid
Manager
PRP



Dr. Khqan Khalid
Deputy General Manager
Feeds Sales Rawalpindi Zone



Dr. Khalid Mehmood
Deputy General Manager
Feeds Sales Gujranwala Zone



Dr. Amir Naveed
Deputy General Manager
Feeds Sales Lahore Zone



Nauman Khan
Manager
Refinery



Muhammad Ali
Senior Manager
Imports



Sufyan Ul Haq Siddiqi
Sr. Manager Purchase - Infinity



Dr. Imtiaz Haider
Deputy General Manager
Feeds Sales South 3



Dr. Shah Nawaz
Deputy General Manager
Feeds Sales South 2



Dr. Junaid Majeed
Deputy General Manager
Feeds Sales South 1



Adil Zaheer
Senior Manager Purchase



M. Waseem Khan
Senior Manager Tax



Dr. M. Afzal Raza
Executive Manager
Training & Coordination

OUR PRODUCTION FACILITIES

2006

Rawat Hatchery

Established with an initial 24 multi stage machines, followed by an expansion to an additional 24 machines in 2007.

2007

Karachi Hatchery

Established with 8 multi stage machines.

2010

Khanewal Feed Mill

Established advanced feed mills with an initial capacity of 60 tons, later expanded in 2018 to produce an additional 60 tons, enhancing the production of high-quality, nutritionally balanced poultry feed at the Khanewal facility.

2011

Sheikhupura Unit 1 & 2

Sheikhupura Hatchery unit 1 & 2 was inaugurated with 40 Multi stage machines, and later expanded in 2020 with the establishment of Unit 2, increasing the 60 single stage machines.

2016

Shahkot Feed Mill and R&D units

Established Shahkot Feed Mill alongside a state-of-the-art Research and Development unit within the same year to optimize Feed Conversion ratio FCR. This R&D facility, staffed with expert veterinary professionals including PhDs, aims to enhance feed quality and production efficiency. Later extended in 2020

2012

Khanewal Hatchery

Established in 2012 with 48 multi stage machines, and later expanded the same year with an additional 56 single stage machines to increase capacity in 2024.

2015

GP Hatchery Kotmomin

Established with 36 single stage machines.

2019

Oil Mill

Jadeed Group's oil mill operates with a capacity of refined 100 metric tons per day, utilizing advanced extraction technology. This state-of-the-art facility ensures the production of premium quality cooking oil, serving both local and national markets starting in 2024 with a focus on efficiency and quality.

2021

Rice Mill

Installation of rice plants in Khanewal and Shahkot, with a combined capacity of 30 tons per hour.

2024

Further expansion

Jadeed Group is preparing to launch its FIRST RETAIL BRAND through premium quality cooking oil. To diversify further, Jadeed Group has expanded into agriculture, focusing on rice and wheat production, and established Infinity Basket, a grocery business. Additionally, the Group has acquired a commercial plot in New Blue Area, Islamabad, for the Jadeed Trade Center — JTC, a skyscraper project inaugurated in 2023 and set for completion by 2028 (Insha'Allah).

OUR CORPORATE SOCIAL RESPONSIBILITIES

Jan Mohammad Javaid Trust: A Legacy of Service and Community Empowerment

Jan Mohammad Javaid Trust stands as a testament to Jadeed Group's commitment to social responsibility and community development. Established to honor the vision of Mian Jan Mohammad Javaid, the Trust is dedicated to uplifting communities through education, healthcare, and social initiatives.

At Jadeed Group of Companies Trust, we are driven by a mission to uplift communities, empower individuals, and contribute to sustainable development initiatives. Through strategic partnerships, innovative projects, and compassionate outreach, we strive to make a meaningful difference in the lives of those in need.



Empowering Through Education: A New Dawn for Future Generations

JMJ trust sponsors multiple schools across the country, ensuring access to quality education for underprivileged children. We believe in nurturing future leaders by providing the foundation for a brighter tomorrow. Believing in the power of education to uplift communities, the Trust has taken significant steps in providing quality education to underprivileged children. The transformation of the former Army Public School into Jadeed Public School is a testament to this commitment. Currently, over 350 students receive comprehensive free education, covering all expenses, including teachers' salaries, building maintenance, school fees, and essential stationery. This initiative ensures that no child is left behind due to financial constraints, fostering a brighter future for the youth of Khanewal.

In addition, the Trust has expanded its support for public education by constructing two new buildings, Zainab Block and Ch Fateh Muhammad Block, for the Government High School. These facilities provide modern and conducive learning environments that cater to the growing student population, enhancing the quality of education and promoting academic excellence.

"Education makes a nation easy to lead, but difficult to drive, easy to govern, but impossible to enslave."



Healthcare Initiatives: Lifelines for the Community

JMJ Trust also supports various healthcare projects, offering medical aid, free clinics, and partnerships with hospitals and local government to provide essential health services to underprivileged communities.

Healthcare remains a cornerstone of the Trust's mission. At the Dialysis Center established within the DHQ Government Hospital Khanewal, 10 state-of-the-art dialysis machines provide life-saving treatment to patients with kidney disorders. This facility serves as a lifeline for countless individuals who would otherwise lack access to essential care.

The Trust also funded the creation of a Thalassemia Center at the DHQ Hospital, addressing the critical needs of patients suffering from this genetic blood disorder. This specialized center offers comprehensive treatment and care, significantly improving the quality of life for affected individuals and their families.



Social Welfare: Building Stronger Communities

Jan Mohammad Javaid Trust goes beyond education and healthcare, demonstrating an unwavering commitment to social welfare. In addition to providing an air-conditioned "Mayyat Bus" service free of charge, the Trust also organizes a Ramadan ration drive, distributing groceries and essential food supplies to support the needy during the holy month. Through its Income Support Program for Widows, the Trust provides a monthly stipend to over 132 women, offering financial support and empowering them to lead dignified lives. These initiatives reflect the Trust's mission to uplift the community, ensuring help is extended where it's most needed.

A Vision for Sustainable Impact

Driven by the values of integrity, compassion, and service, the Jan Mohammad Javaid Trust remains focused on its mission to uplift the community through sustainable, impactful initiatives. The Trust continues to honor the vision of Mian Jan Mohammad Javaid, ensuring his legacy lives on through every child educated, every patient cared for, and every family supported.

Through collaborations with local organizations, we are involved in numerous community upliftment projects, from infrastructure development to supporting small businesses, reflecting our commitment to sustainable development.

The Trust's efforts are a shining example of how dedicated action and community support can drive meaningful change, one life at a time. With ongoing projects and future plans, the Trust is poised to expand its impact, further enriching the lives of countless individuals and fostering a more inclusive, compassionate society.

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 itself as the 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 stock holder 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 Trade 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 automated temperature 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

OUR EVENTS



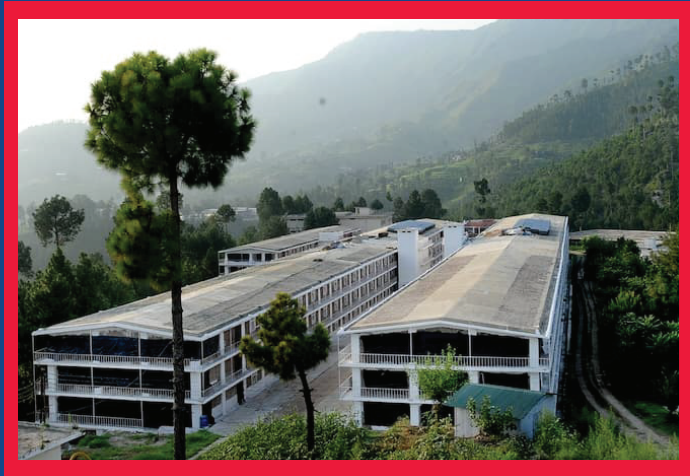
EXPO 2023



SPORTS GALA



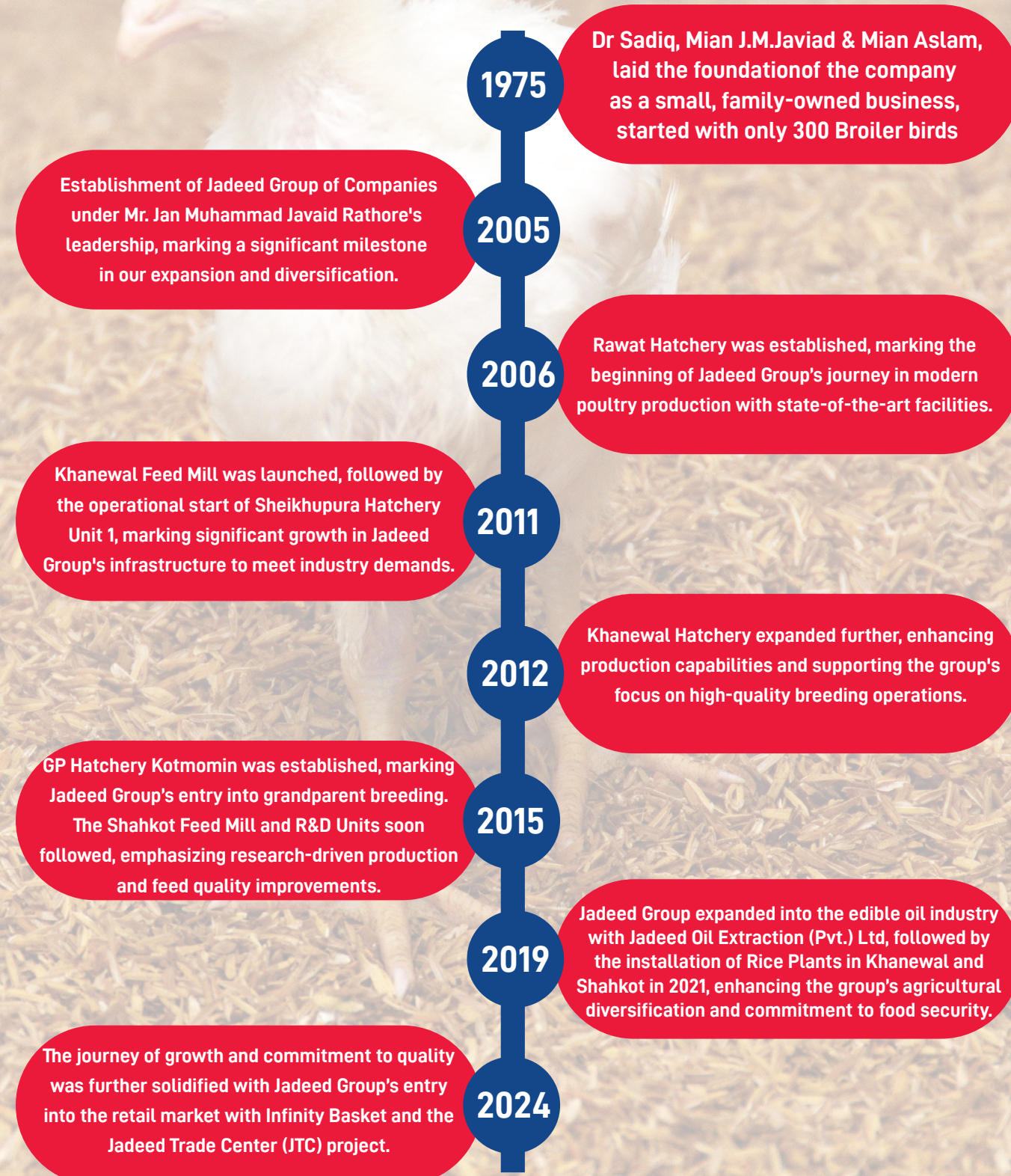
OUR PROJECTS



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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