



Republic of Chicken

Committed to Quality

The brand, Republic of Chicken, is promoted by Alchemist Foods Ltd., which is an enterprise with diversified interests. In a very short span of time, Republic of Chicken has grown into one of India's leading broiler integrators

The advertisement features a vibrant red background. In the top left, there is a yellow star-shaped logo with a rooster in the center, surrounded by the text 'REPUBLIC OF CHICKEN' and 'EASY COOK'. To the right, the word 'Chicken' is written in a large, bold, white cursive font with a black outline. Below it, 'Thai Sesame Kebab' is written in a blue banner. The main image shows a plate of golden-brown, sesame-seeded chicken kebabs served with fresh green lettuce and a small bowl of dipping sauce. In the bottom left corner, there is a circular 'KEEP FROZEN' logo and the text 'Serving Suggestion'. In the bottom right corner, the text reads 'Boneless Chicken marinated with sesame & rich flavor'. The Alchemist Foods logo is visible in the top right corner.

Image shown on the packet is of ready to eat product & not the content of this packet

KEEP FROZEN

Serving Suggestion

Boneless Chicken marinated with sesame & rich flavor

An ALCHEMIST FOODS BRAND



Republic of chicken deals with the breeding, hatching, processing, marketing and distribution of poultry products across north and east India. After processing, it supplies its premium poultry products to leading institutions and hypermarkets apart from serving through its 100+ international-standard retail outlets spread across NCR, Chandigarh, Punjab, Haryana, West Bengal and Himachal Pradesh.

END-TO-END OPERATIONS

Republic of Chicken works on the vertical integration model, which gives it complete control over quality of its products, right from the egg to the finished product. It has its own breeder farms, where through integrated poultry operation following strict rules and precautions, chicken is kept hygienic, safe from any disease and free from any contamination. Special measures are taken to prevent the spread of avian diseases.

Its primary processing plants are HACCP & ISO 9001:2008 certified, and using state-of-the-art equipment and technology, birds are bred, properly handled, humanely slaughtered, and are finally used to manufacture processed products. As it's a food processing business, right from receiving of ingredients to processing, packaging and storage of materials, strict health and hygiene tests are maintained. To supply the product to its customers in a safe and timely manner, Republic of Chicken has a high-quality warehousing and an impressive distribution network. It stores and transports all its products in a frozen state.

As the demand for high-quality poultry products such as processed chicken and value-added chicken products is increasing in India, Republic of Chicken has decided to shoulder the responsibility through its impressive chain of stores across the country. In addition, it has decided

to cater to the growing demand by utilizing the modern trade and institutional business channels.

CUSTOMER FIRST

A proven fact of business and marketing is that customer expectations and requirements regarding processed food are always high. Thus, Republic of Chicken is committed not only towards delivering only premium-quality chicken products to its customers, but also towards delivering seamless, customized and functionally excellent retail experience to every customer.

To render a world-class experience to its customers, it uses state-of-the-art facilities and equipment such as processing equipment from Meyn of Holland, and Integrated Refrigeration System from York; Automated Chick Weigh System from Meyn that ensures birds of consistent weight for specific customer requirements; in-house frozen storage facility; and dedicated cold supply chain in the form of its own fleet of refrigerated trucks in its primary plants.

Similarly, for its secondary plants, its quality features include HACCP & ISO 9001-2008 certified processing facilities; a wide range of world-class processed chicken products; products that are free from added colors or flavors, preservatives or MSG; capability to customize and mass produce ready-to-cook products; technical collaboration with Norfolk Foods to bring in the latest production technology; and automated production facilities that ensure high-quality products with consistency.

CERTITUDES

- Its products are always available at a competitive price, and it ensures that all service-level parameters are measured, reported and reviewed periodically for timely corrective actions.
- It uses the world-class mono-carton packaging for processed products.

BEACON OF TOMORROW

- In addition to its existing 100+ world-quality retail outlets in about seven States of India, Republic of Chicken has plans to open another 100 outlets in 2015-16.
- It has developed a processing capacity of 2,000+ birds/hour in its primary processing plants.

HEMIST venture

300g

in marinated with
h flavored spices