



सत्यमेव जयते

Ministry of Commerce & Industry
Government of India

National Logistics Excellence Award 2021



**INDIA
LOGISTICS**

Mukka Proteins Limited.

**Category: Industry Excellence
Award**

Rank : 2nd Runner Up

Summary of Best Practices across excellence themes

Supplier Ecosystem development	Intralogistics and Warehousing	Demand and Distribution	Technology Transformation and Innovation	Sustainability	Skill development & Diversity
<p>We believe that the secret to our achievements is in Giving our customers what they desire, and our belief in the implementation of up-to-the-minute techniques and resources in our operations.</p> <p>Client's satisfaction is our utmost priority and that is why we work both diligently and intelligently to ensure that the needs of our clients come first.</p> <p>We have clients spread all across the world, our products are accepted and appreciated in International Markets. Especially Japan, Korea, China, Taiwan, Srilanka, Russia,EU, South America and Middle East Countries</p>	<p>While the landscape is changing, many intralogistics companies lack the necessary means of managing automation equipment effectively, and tracking machine wear and patterns of inefficiencies, resulting in poor OEE. Addressing these issues requires a link between asset management and production, often missing from the traditional machine automation model.</p> <p>Using a user friendly platform from shipwaves where all the shipments can be managed in one place along with other modules such as Realtime visibility, global shipment radar, automatic alerts advanced freight tracking and have filtered data for analysis purposes</p>	<p>In anticipation of steep fall in consumption of Fish and Fisheries products, apprehensions of fall in prices, the farmers slow down aquaculture during March, April and May '20 which is normally the beginning of the peak season for aquaculture industries.</p> <p>However, despite a drop in short-term consumption, the situation progressively improved with the stability of global demand for fish and fishery products. Although the COVID-19 has had a negative impact in the short term, it is projected to stabilise in the long run.</p>	<p>Mukka proteins focuses primarily on the quality of the product. Pioneering technology, innovations, integrity and social responsibility form the guiding force. We are committed to quality and our experts ensure the quality and reliability of our products.</p> <p>The manufacturing is done under extremely hygienic conditions and the supervision of thoroughly trained Quality Management team and all our products are scientifically tested and manufactured. The company's mission is to transform the success on large scale and touch base across the globe, and to increase the existing clientele and deliver quality consistently.</p>	<p>It is a widely known fact that environmental protection starts on an individual level. Yet, we often find it difficult to implement simple practices that help our environment in everyday life. The Company aims to be the most efficient and reliable Fish Meal and Fish Oil manufacturer and carries out its business/operations with utmost regard for safety and care for the environment.</p> <p>The Company is committed to protecting and improving the environment and abide by the laws & regulations concerning the environment. Client's satisfaction is our utmost priority and that is why we work both diligently and intelligently to ensure that the needs of our clients come first. We have clients spread across the world, our products are accepted and appreciated in International Markets.</p>	<p>Learning and development is key for every workforce to learn and develop the skill of all the employees in the organization</p> <p>At Mukka as an industry we rejuvenate people and systems. It's crucial to bring in engineers, experience designers, product managers, executives from finance, operation and sales entrepreneurial mindsets.</p> <p>So far, Mukka Proteins is led by all the generation, entry age of as low as 21 years, we are a platform for such young talent to showcase and standout. We have embraced and encouraged gender diversity by providing women with equal career opportunities.</p>

Best Practice/initiative – I

Best practice initiative or activity

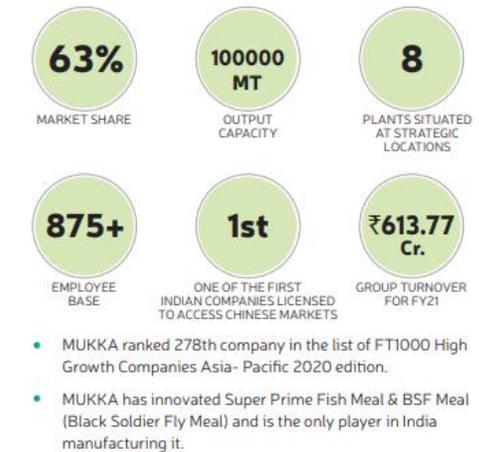
We think that giving our clients what they want, as well as our belief in implementing cutting-edge techniques and resources in our operations, are the keys to our success. As a result, we've been able to develop cost-effective, cutting-edge manufacturing solutions that emphasize contemporary technology and high-quality workmanship. Our continuous efforts to improve the efficacy of our Quality Management Systems have resulted in fish meal and fish oil that are worthy of imitation.

Business impact created

- Mukka Proteins uses a vertically driven product approach to build aquaculture brands with greater sourcing linkages using technology and process innovation. We have also been extremely well received as there is huge whitespace in branded staples, even in large consumption categories such as Fish meal and Fish oil.
- Mukka plant is certified by Karnataka Pollution Board as Zero Discharge plant for complying with ecologically sustainable waste management policies. Every activity, be it in Fish Meal, Fish Oil and Fish Soluble has steadily focused on creating better experience in every aspect of life. We always try to research, innovate, improve on service and quality providing most accurate information and added value in order to fulfill or client's demands.

Transformation potential and scalability

Both our fishmeal and fish oil at Mukka Proteins, are produced from a well-managed sustainable fishery and are of the highest quality standard. Applicants can highlight the potential of the best practice in transforming the logistics sector and feasibility of implementation across various elements of value chain. We combine hands-on experience, cutting-edge technology, and unrivalled industry knowledge to deliver comprehensive aquaculture solutions designed to survive and thrive in the open ocean.



Best Practice/initiative – II

Best practice initiative or activity

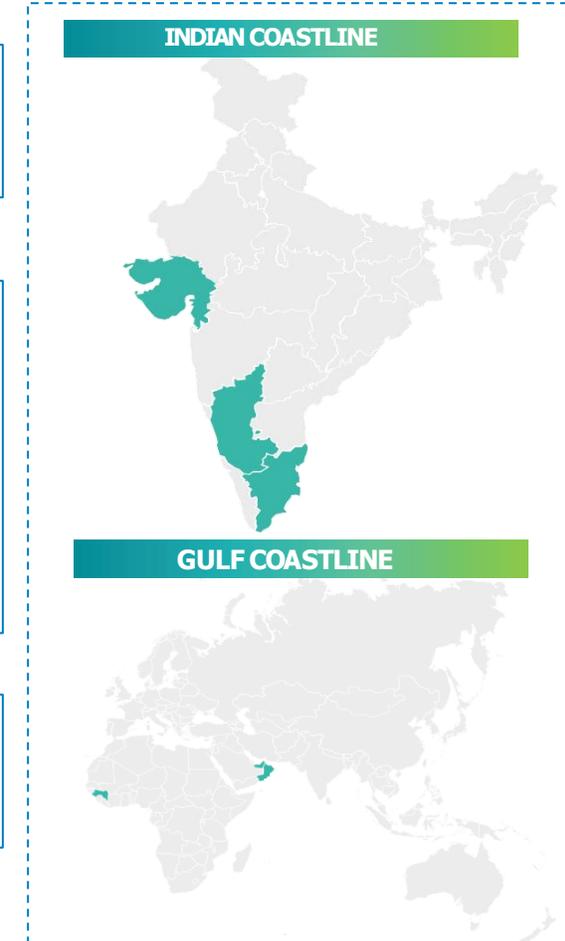
Build a large network of supply partners and aggregate major portion of supply of raw fish across coastlines of INDIA | MIDDLE EAST | AFRICA

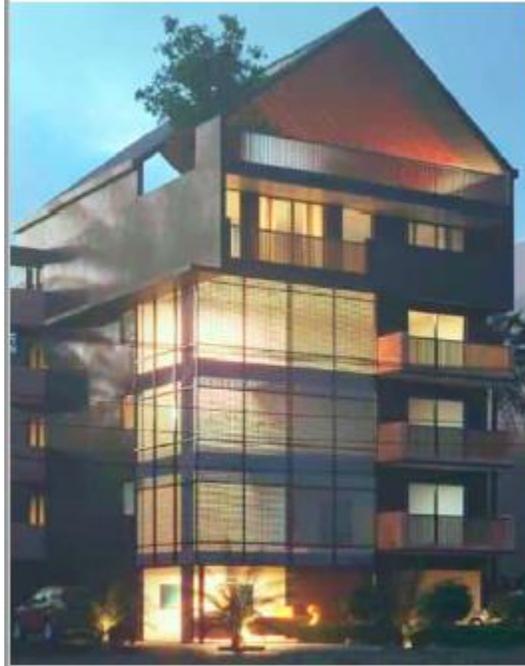
Business impact created

- Our manufacturing units are located at strategic geographical locations of Indian coastline i . e . Mangalore, Porbandar, Jaffarabad, Taloja and Tamil Nadu which helps us in easy availability of raw material.
- We have blending units wherein we can blend fishmeal with different level of protein contents to obtain fishmeal at the desired specification of our customers.
- We have long term relationships with our clients and are preferred supplier for reputed global animal feed players.
- Further, strategical location is a geographical diversification capture global market.

Transformation potential and scalability

Enter into Tie-ups with various local fish processing plants to strengthen our supply chain network and also contribute towards zero wastage of fish unfit for human consumption.





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