

# UNDERSTANDING THE ECONOMIC ADVANTAGE OF SUNGROW ADVANCE++ FEED

## INTRODUCTION

In today's poultry business, margins are tight, and every rupee spent on feed must deliver maximum return. **SUNGROW Advance++** is designed to not only improve bird health and performance but also reduce production costs through better feed conversion.

To help our customers clearly understand the value of SunGrow, we present two practical scenarios based on real flock trial data. Both scenarios use the same product and same baseline conditions, but demonstrate value from two distinct perspectives:

### SCENARIO

- **Scenario 1 shows the actual trial results** where **SUNGROW Advance++** improved both weight gain and efficiency — a full performance uplift.
- **Scenario 2 answers a common customer question:** “Even if bird weight stays the same, will I still save money with **SUNGROW Advance++?**” It isolates just the efficiency benefit (FCR) and calculates cost savings at equal output.

These two views help you evaluate SUNGROW Advance++ benefit whether you're focused on performance, cost-efficiency, or both.

# SUNGROW advance++

## FEEDING PROFITS | NOT JUST BIRDS



SUN.BIOTIC  
ANIMAL HEALTH



# SUNGROWadvance++

FEEDING PROFITS | NOT JUST BIRDS

## PROFIT GROWS WHERE SUNGROW GOES


PERFORMANCE BASELINE (FLOCK: 10,000 BIRDS)

Parameter	Control	SUNGROW Advance++	Advantage
Flock Size	10000	10000	—
Birds Sold	9238	9458	214
Mortality (%)	7.62%	5.48%	-2.14%
Total Live Weight (kg)	21155.02	23440.96	2285.94
Total Feed Consumed (kg)	37741	37740	-1
Avg. Body Weight (kg)	2.29	2.48	0.19
FCR	1.784	1.61	-0.174
CFCR	1.74	1.488	-0.252
Mean Age (days)	45	42	(Better Conversion)

THIS DOCUMENT PRESENTS A COMPARATIVE ANALYSIS BETWEEN CONTROL FEED AND **SUNGROW ADVANCE ++** POWERED FEED BASED ON FIELD TRIAL DATA. TWO SCENARIOS HAVE BEEN EVALUATED TO HIGHLIGHT THE BENEFITS OF SUNGROW POWERED FEED IN BROILER FARMING.

SCENARIO 1: REAL TRIAL OUTCOME –  
HIGHER WEIGHT GAIN WITH SUNGROW

IN THIS SCENARIO, THE ACTUAL PERFORMANCE OF BOTH FEED TYPES IS COMPARED USING TRIAL DATA FOR A FLOCK OF 10,000 BIRDS.

Parameter	Control	SUNGROW Advance++	Difference / Benefit
Birds Sold	9,238	9,452	214
Total Live Weight (kg)	21,155.02	23,440.96	2,285.94
Feed Consumed (kg)	37,741	37,740	-1
FCR	1.784	1.61	-0.174
Revenue @ ₹90/kg	₹1,903,951.80	₹2,109,686.4	₹205,734.60
Feed Cost / Kg	₹36.00	₹37.25	₹1.25
Feed Cost	₹1,358,676.00	₹1,405,815.0	₹47,139.00
Net Benefit (Gains from better weight	 <b>16 INR / BIRD</b>		₹158,595.60


3X ROI on the Flock

**CONCLUSION:** DESPITE SLIGHTLY HIGHER FEED COST, SUNGROW ADVANCE ++ DELIVERS SIGNIFICANTLY MORE REVENUE DUE TO IMPROVED WEIGHT GAIN AND BETTER FCR. THE OVERALL PROFIT PER FLOCK INCREASES BY **₹1.58 LAKH.**

# SUNGROW advance++

## SCENARIO 2: EQUAL OUTPUT – FEED EFFICIENCY COMPARISON

THIS SCENARIO ASSUMES BOTH GROUPS PRODUCE THE SAME TOTAL LIVE WEIGHT AS THE CONTROL GROUP, AND EXAMINES THE IMPACT OF USING SUNGROW ADVANCE++ FEED CONVERSION EFFICIENCY

Parameter	Control	SUNGROW Advance++	Difference / Benefit
Total Live Weight	21,155	21,155	Same
Feed Consumed (kg)	37,741	34,060	-3,681
FCR	1.784	1.61	-0.174
Feed Cost / Kg	₹36.00	₹37.25	₹1.25
Feed Cost	₹1,358,676	₹1,268,719.4	-₹89,956.56
Net Benefit (Savings in Feed Cost)	 <b>9 INR / BIRD</b>		<b>-₹89,956.56</b>

## 2X ROI ON FEED

**CONCLUSION:** EVEN IF WEIGHT GAIN REMAINS THE SAME, USING **SUNGROW ADVANCE ++** RESULTS IN NEARLY **₹90,000** FEED COST SAVINGS PER FLOCK OF 10000 BIRDS DUE TO BETTER FEED EFFICIENCY.

# 2 HIGHER DRESSING YIELD

FROM NO ADDED BIRD COST, NO EXTRA FEED, NO EXTRA LABOUR

Metric	Value	Unit
Average Weight	2000	Grams
Extra Yield (Sungrow Pushed)	2%	
Extra Meat per Bird	40	Grams
Birds Processed	10000	
Extra Yield / 10000 Birds	400000	Grams
Average Retail Rate	160	Rupees
Revenue/10000 Birds	64000	Rupees
Extra Revenue / Bird	6.4	Rupees

**SUNGROW** advance++