



From left, Mohammad Sahil, Director, AI Golden, Mohammad Umeed Qureshi, Mohammad Azmal Khan, CEO Project, AI Golden, Mukanjay Singh, Managing Director, Meyn India, and Mohsin Raza.

AI Golden Foods transforms from market stalls to modern marvels



This is how AI Golden Foods grew from humble beginnings to become a leader in high-end poultry processing, shaping the future of food in one of Asia's largest markets.

The journey began with Haji Kamruddin, a man who saw opportunity where others saw only chaos. Ghazipur market, already renowned as one of Asia's largest meat markets, was his arena. He started simply, selling live poultry and meat directly to customers. The business thrived on the trust and relationships built with every transaction, each bird and cut of meat handpicked for quality.

Years later, his grandson, Umed Qureshi, would inherit not just the family business but also a vision for its future. As Managing Director, Mr Umed saw that the world was changing. Consumers wanted more than fresh meat—they wanted convenience, safety, and quality at scale. The time had come to move up the value chain.

Scaling up to processed foods

In December 2012, Mr Umed took a bold step. He incorporated AI Golden

In the bustling heart of New Delhi's Ghazipur meat market, vendors call out the sale of fresh produce. Among them in the 1970s is a small family business that took its first steps—a venture that would, decades later, revolutionize how India produces and consumes poultry, writes ZAHRAH IMTIAZ.

Foods Pvt Ltd, transforming the family business into a modern enterprise with ambitions far beyond the market stalls. The company began specializing in meat processing, focusing on halal products and expanding its offerings to include chicken, mutton, and fish.

This shift was not just about growth but survival in a rapidly evolving marketplace. "Over the years, Al Golden Foods has shown significant growth, with a 38.69% increase in revenue and a 26.35% rise in profit for the financial year ending March 31, 2023," Mohsin Raza, General Manager, told *Poultry & Meat Asia Magazine*. The numbers told a story of transformation, but behind them lay years of hard work, innovation, and risk-taking.

As demand for processed chicken soared, Al Golden Foods faced a new challenge: how to keep up without sacrificing quality. The company invested in a 2,500 birds-per-hour processing plant, a significant leap from their earlier operations. But even this was not enough. To address critical bottlenecks, they set their sights on doubling capacity to 4,000 birds per hour.

According to Mr Raza, there were two driving forces behind this investment. "The first was to increase the product's shelf life, while the second was to increase processing efficiency." In the world of meat processing, time is everything. The faster and cleaner the process, the fresher and safer the final product.

The Meyn plant

To achieve their ambitious goals, Al Golden Foods partnered with Meyn, a global leader in poultry processing technology. The new plant would feature a semi-automatic evisceration line with inside/outside bird washers and cropping machines. This was not just about speed—it was about precision.

Mr Raza explained the rationale: "We wanted to invest only in technologies necessary to maintain the quality and hygiene of the product at a low line speed at the outset. Once the processing capacity reaches 4,000 birds/hour, this line can be fully automated by

adding the remaining equipment to eviscerate the bird at a higher line speed."

This phased approach allowed the company to scale up without compromising on standards. Each upgrade brought them closer to their vision: producing high-quality processed chicken at scale, benefiting customers with efficiency and safety, and, crucially, raising profits.

Overcoming the live market challenge

But the journey was not without its hurdles. "As Golden Foods moved beyond dealing with the live bird market, we faced many challenges unique to this transition. We had no way of processing and storing the product in cold chain facilities, so the only option was to process the birds as quickly as possible to bring more stability to the business," Mr Raza recalled.

The transition from live markets to processed foods was a leap into the unknown. It required new skills, new equipment, and a new mindset. Yet, the company persevered, driven by the belief that the future of food lay in quality, safety, and innovation.

A new chapter

Today, Al Golden Foods' story is one of resilience and reinvention. From the crowded lanes of Ghazipur to a state-of-the-art processing facility, the company has never lost sight of its roots—or its ambition. Every packaged chicken and every export order is a testament to the vision of a family that dared to dream bigger.

As the company looks ahead, the lessons of the past remain close at hand. Growth is not just about numbers—it is about building trust, embracing change, and always striving for better.

In Mohsin Raza's words, "Over the years, Al Golden Foods has shown significant growth," but the real achievement lies in how they've transformed not just their business but an entire industry.

The story of Al Golden Foods is far from over. But one thing is certain: from market stalls to modern marvels, they have set a new standard for what is possible in India's poultry industry. ■



From top:

Al Golden Foods offers customers the option to taste and dine on its products at its chicken store near Jama Masjid, Delhi.

Al Golden has opened a chicken store under Foodzza, selling cooked and frozen chicken products.

Foodzza's range of RTC products.