



**CARNIVORE<sup>TM</sup>**  
*the meat lovers*

**CHOOSE QUALITY,  
CHOOSE CARNIVORE,  
SERVING YOU WITH THE COMPLETE  
RANGE OF READY TO COOK,  
READY TO EAT & RAW MEAT PRODUCTS.**



# About Company

## **CARNIVORE-** *the meat lovers*

we, D. S. Enterprises was established in 2010 and devotedly engaged in processed meat sector as a quality centric company of an extensive array of Ready to Cook, Ready to Eat & Raw Meat Products. As a licensed Manufacturer, Wholesaler/Distributor, Supplier and Trader, We are certified as ISO 22000:2005, HALAL, HACCP, under brand name “Carnivore-the meat lovers.”

Carnivore-the meat lovers, has been a successful product brand in India. The company's product has grown in sales each year, for the past three years, and is now available in multiple store outlets all over India.

The company has been effortlessly meeting the demands of market with its hi-tech machinery, which ensures consistent quality products batch after batch.

Only the best quality raw is processed using the most modern and hygienic processing facilities, from our modern state of art facilities, we supply our ready to eat delicacies to our clients all over India.

The core of this success has been our belief in developing strong customer relationships through a partnership approach.

We pride ourselves in our dedication to innovation, brand management, consumer focus and an unwavering commitment to food safety.

Acutely aware of the changing market requirements, we continue to supply consumers with premium quality products at competitive prices.



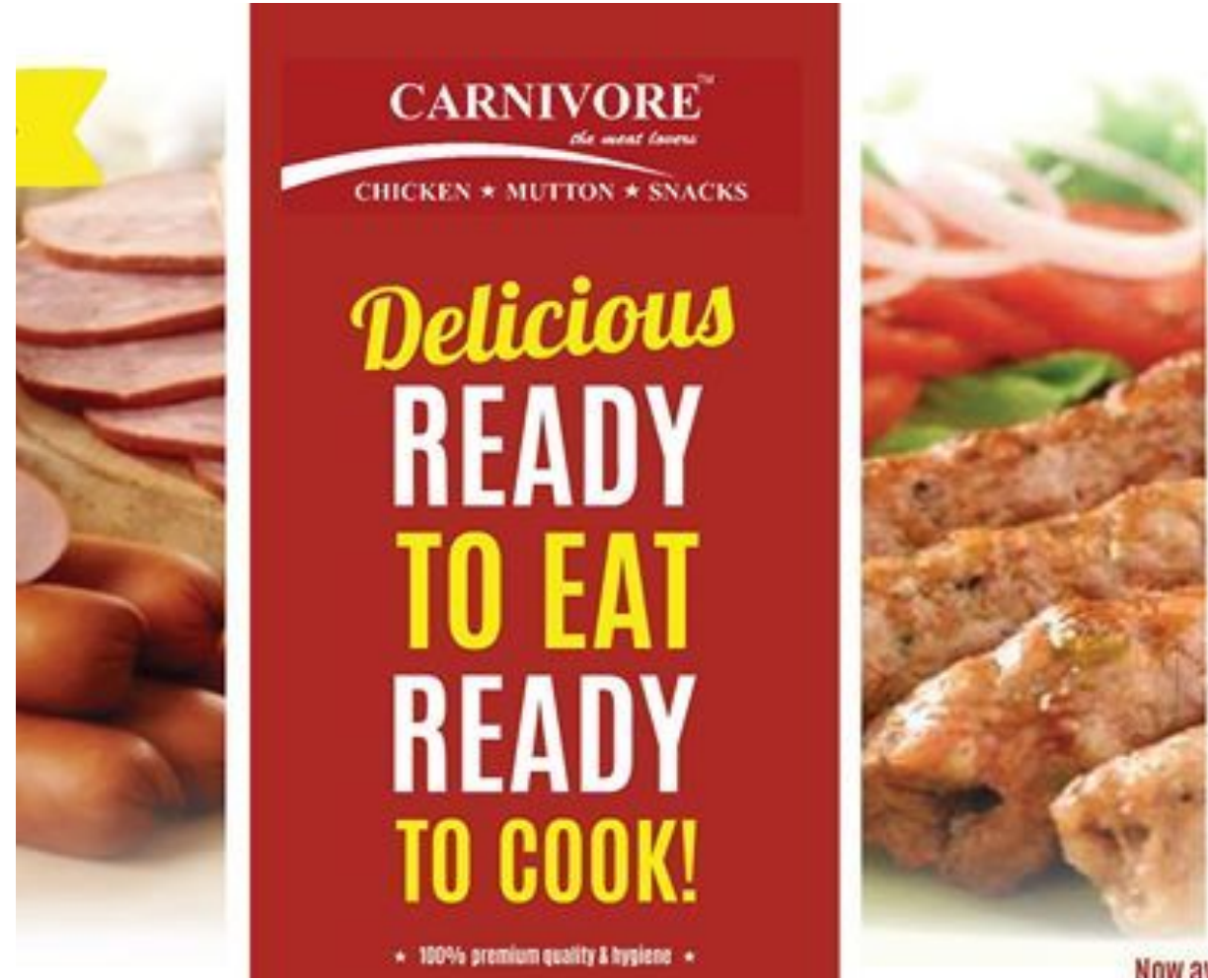
# Company Locations and Facilities

Currently we have one location in food park industrial area, Haryana Rai, away from any environmental polluted areas with an installed capacity of **30 tonnes per month**.

It includes the production area, offices, and warehouse area. We are currently looking into plans to increase the size of the warehouse by adding a location.

## LABORATORY

For in house verification we have put across a modern lab where in all ingredients & final products are tested on the various parameters before the products gets ready for the market



# Muglayi swad...

## Muglayi andaaz....



### Our Mission 1

**Quality:**  
Our products are the highest quality, natural and use only the finest, most authentic ingredients and follows quality standards, from sourcing ingredients to processing and packing.



### Our Mission 2

- **Innovative:**
- Our products have always been in the forefront of the health and nutrition wave. Innovative products, state of the art manufacturing, quality assurance and industry expertise are the bases for our past and future successes.



### Our Mission 3

**Integrity:**  
Our customers depend on the quality of our products. Our commitment to the highest standard is the foundation of our customers trust in Carnivore. We stand behind our products, our service and our word.



### Our Mission 4

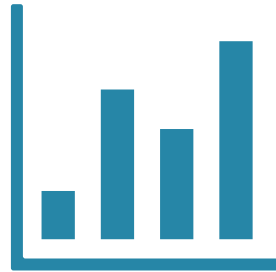
**Hi- Tech :**  
We use the latest technology to preserve the quality and freshness of food.

# Our Objectives

**CARNIVORE-** *the meat lovers*



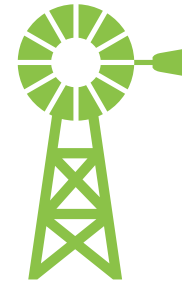
Increase sales significantly over the next three years.



Improve gross margin % over the current product line and maintain that level.



Add products and services to meet market demand, again at high gross margin.



To increase the efficiency of our production by 10% a year.





# Our Key to Success

- 1 Delivering high quality products that set themselves apart from the others in taste and value.
- 2 Providing service, support, and a better than average margin to our dealers.
- 3 Increase gross margin %.
- 4 Bring new products into the mix to increase sales volume.

# Our Products

## CARNIVORE- *the meat lovers*

### ▶ SEEKH KABABS (12 FLAVOURS )

- REGULAR
- LIME PUDINA
- MALAI & CHEESE
- KHAS KHAS
- NAWABI
- PUNJABI
- LAHORI
- AACHARI
- HOT GARLIC
- ONION
- ANGARA/SPICY
- PAHADI



**CARNIVORE®**  
*the meat lovers*

# CHICKEN SEEKH KABAB

GREAT TASTE QUICK PREPARE  
BEST INGREDIENTS

**Ready in 10 Mins**

**All Variety Available**

|                 |                       |
|-----------------|-----------------------|
| Lime Pudina     | Achari,               |
| Malai & Cheese, | Hot Garlic,           |
| Khas Khas,      | Onion,                |
| Nawabi          | Angara/spicy,         |
| Punjabi,        | Pahadi                |
| Lahori,         | Lime Pudina (Regular) |

**CARNIVORE®**  
*the meat lovers*  
CHICKEN SEEKH KABAB  
ONION

**INGREDIENTS:**  
Chicken Meat (85%), Bone, Spices, Onions, Green Chilli, Coriander, Salt, Sugar, Oil, Preservatives, etc.

**COOKING INSTRUCTIONS:**  
Heat the product in oil/grease for 10 minutes. Place the kababs in a pan with oil/grease and cook for 10 minutes. Serve hot with your favorite sauce or seekh chutney.

**NUTRITIONAL INFORMATION (Per 100g):**

|          | Energy  | Protein | Total Fat | Carbohydrate | Fiber |
|----------|---------|---------|-----------|--------------|-------|
| Per 100g | 1800 kJ | 15.0g   | 10.0g     | 5.0g         | 0.5g  |

**NON VEG**

# INDIAN KITHHEN/ MUTTON & CHICKEN

- Seekh kebab
- Loly pop
- Magic Wings
- Roasted Breast
- Tikka
- Shammi Kebab

The advertisement is divided into three vertical panels, each showcasing a different Carnivore product. The top of each panel features a photograph of the prepared dish: Chicken Masala Tikka (orange and red), Roasted Chicken Breast (golden brown with lemon), and Mutton Seekh Kabab (grilled skewers). Below the photos are the product names in stylized fonts. A red circular badge with 'Ready in 10 Mins' is positioned between the middle and right panels. At the bottom of each panel, a package of the product is shown, with the Carnivore logo and 'the meat lovers' tagline. The background is a gradient of yellow, blue, and green, and the bottom of the ad features a wooden plank texture.

**Chicken Masala Tikka**  
More Flavours  
Variety  
Chicken  
Malai Tikka

**Roasted Chicken Breast**  
More Flavours  
Variety  
Smoked  
Chicken Breast

**Mutton Seekh Kabab**  
More Flavours  
Variety  
Mutton  
Shami Kabab

Ready in 10 Mins

**CARNIVORE**  
the meat lovers

GREAT TASTE  
QUICK PREPARE  
BEST INGREDIENTS



# Sausages

PLAIN, MASALA, BLACKPEPPER & COCKTAIL



**CARNIVORE®**  
*the meat lovers*

**CHICKEN SAUSAGES**

GREAT TASTE QUICK PREPARE  
BEST INGREDIENTS

Ready in  
**10 Mins**

All Variety Available  
Plain, BBQ Garlic,  
Masala, Black Pepper

**NON VEG**

The advertisement features a purple background with a wood-grain texture. On the left, two packages of Carnivore Chicken Sausages are shown: one standing upright and another lying flat. On the right, a wooden cutting board displays three grilled chicken sausages with char marks, garnished with fresh green lettuce, red cherry tomatoes, and a sprig of rosemary. A small white bowl of yellow mustard is also visible. A red circular tag with a black string is attached to the sausages, indicating a 10-minute cooking time. The Carnivore logo and tagline are in the top left, and a 'NON VEG' symbol is in the top right.

# CHICKEN SALAMI

Plain    Black pepper    Spice    Herb    Olive    Jalapeno





# PROCESSED MEAT FOOD CHICKEN

**CARNIVORE-** *the meat lovers*

- Ham
- Sausages
- Salami
- Frankfurter
- Smoked Breast
- Mortedella

**Chicken Masala Tikka**

More Flavours  
Variety  
Chicken  
Malai Tikka

**Roasted Chicken Breast**

More Flavours  
Variety  
Smoked  
Chicken Breast

**Mutton Seekh Kabab**

More Flavours  
Variety  
Mutton  
Shami Kabab

Ready in 10 Mins

GREAT TASTE  
QUICK PREPARE  
BEST INGREDIENTS

**CARNIVORE®**  
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# Step By Step

**CARNIVORE-** *the meat lovers*





# Our Clients

**CARNIVORE-** *the meat lovers*

The company is in the fast lane of growth & offers the same to its business associates.

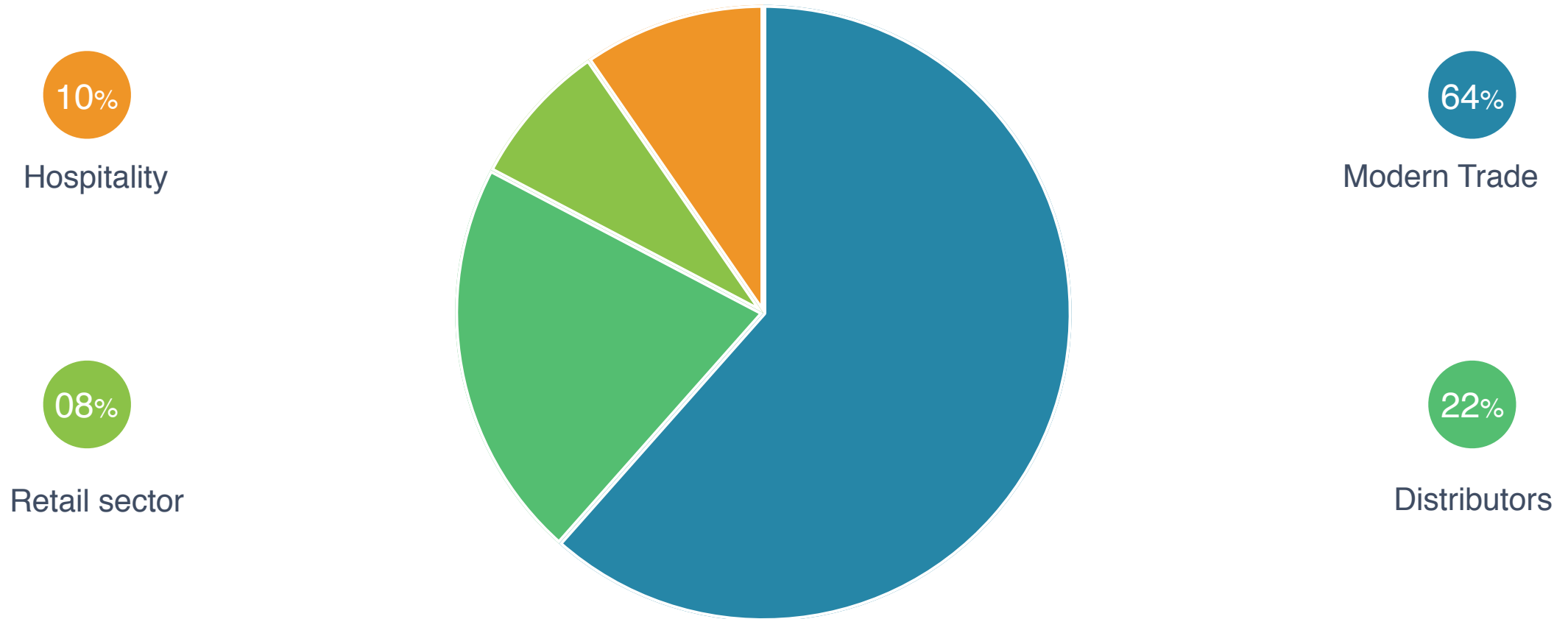
## OUR ASSOCIATES:

- Hypercity,
- Walmart,
- Big Bazaar,
- Spencer,
- Grofers,
- Big Basket,
- Highly reputed catering and including retail segment with A+ counter



# Supply Pie Chart

**CARNIVORE** - *the meat lovers*





# Our Social Networks

