



# Aquaculture: Looking Beyond Exports and Expanding Domestic Markets

Developing India's Domestic Market

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Owner



Zhingalala Restaurants



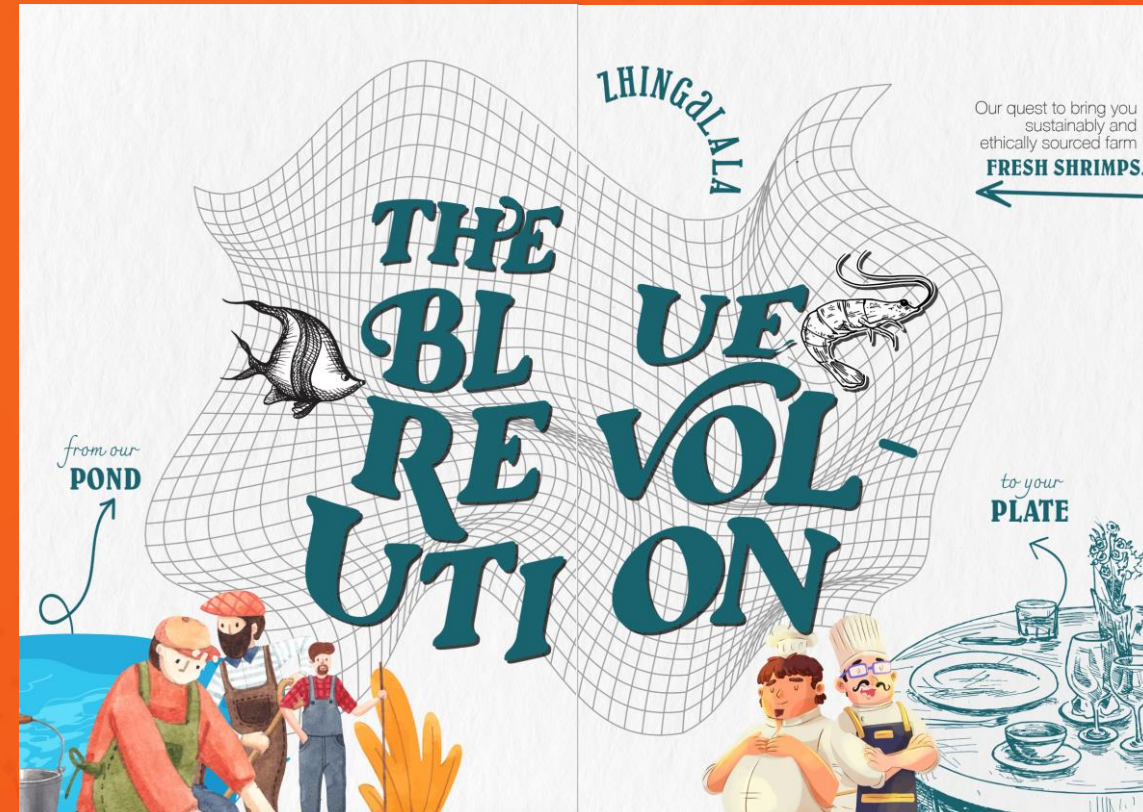
# Why Domestic Market?

- World Shrimp Production reached 5.5 MMT+.
- Overproduction mode.
- Ecuador and India supplies 80% of the world traded shrimps.
- Factors like COVID-19 and geo-political wars affecting Trade.
- Shrimp farming in India facing high cost of production and low price realization.
- What options do we have ? **Produce cheapest shrimp in the world or Go out of the business.**



# Why Domestic Market?

- India has a population of **1.4 billion**.
- More than 76% of the population consuming non-vegetarian food primarily in the form of Egg, Chicken, Lamb and Fish.
- 806 districts in India and 66 coastal districts.
- More than 50% of districts does not even know what are shrimps.
- Even with 50% domestic market support by the non veg / seafood consuming population, it can change the game.
- If **15 Million Tons of fishes are easily consumed** in our country, then consumption of 0.3 to 0.5 Million Tons of shrimps should not be a problem.



**TARIFF**



**TRUMP**

**TARIFF**

**TROUBLE !!!!**

**Problem**

## COMBINED ANTI-DUMPING, COUNTERVAILING AND RECIPROCAL TARIFFS FOR COUNTRIES THAT SUPPLY SHRIMP TO THE US

<i>COUNTRY</i>	<i>AD</i>	<i>CVD</i>	<i>RECIPROCAL</i>	<i>TOTAL</i>
<i>Vietnam</i>	25.76%	2.84%	20%	48.60%
<i>India</i>	2.49%	5.77%	25%	33.26%
<i>Indonesia</i>	3.90%	0%	19%	22.90%
<i>Sri Lanka</i>	0%	0%	20%	20.00%
<i>Bangladesh</i>	0%	0%	20%	20.00%
<i>Thailand</i>	0%	0%	19%	19.00%
<i>Ecuador</i>	0%	3.78%	15%	18.78%
<i>Argentina</i>	0%	0%	10%	10.00%
<i>Honduras</i>	0%	0%	10%	10.00%
<i>Guatemala</i>	0%	0%	10%	10.00%
<i>Saudi Arabia</i>	0%	0%	10%	10.00%
<i>Mexico</i>	0%	0%	10%	10.00%
<i>Peru</i>	0%	0%	10%	10.00%

**Additional 25% penalty imposed on India, adding up to 58.26%**

# SUSTAINING FOR LONG TERM IS PROBLEM FOR FARMERS

## VANNAMEI

Count (Pcs/Kg)	COP	FG Price (INR)	GP/Kg (INR)
	(INR)		
70	275	275	0
60	300	300	0
50	310	325	15
40	330	355	25
30	360	435	75
25	390	480	90
20	410	530	120



# PRAWNS : A CULINARY MARVEL



# WHY CHEFS LOVE PRAWNS

**Quick cooking:** Takes only 5–8 minutes; ideal for working professionals.

**Flavor sponge:** Absorbs spices incredibly well.

**Minimal prep:** Easy to clean and devein.

**Available in multiple forms:** Fresh, frozen, dried, or even pickled.





# PRAWN'S CONVENIENCE

**1. Pre-processed options - peeled, deveined, tail off and ready to cook**

**2. Freezer friendly - Retains quality when thawed, easy to stock and long shelf life**

**3. Less mess, portion friendly and high yield!**

**4. Ready for on-the-go and packaged meals**



# INDIA'S CULINARY DIVERSITY

NORTH

01

Tandoori Jhinga, Jhinga Masala curry, Prawn butter masala, Achari jhinga, Prawn Biryani



WEST

02

Prawns Balchao, Goan curry, Kolambi bhaat, Prawns Koliwada, Kharva masala prawns



SOUTH

03

Era Thokku, Prawns Mangalorean ghee roast, Prawn Rasam, Prawns Chettinad, Royalla Iguru



EAST

04

Daab Chingri, Chingudi Jhola, Prawns Ghugni, Prawn Patudi, Assamese Tenga



# GEN - Z & FUSION



# TRADITIONAL



# GLOBAL DISHES



# STREET SNACKS



# STUDIES SHOW THAT MORE THAN 80% OF INDIANS DO NOT MEET THE RECOMMENDED DAILY PROTEIN INTAKE

Indian e-commerce and FMCG products are all shifting towards protein heavy products



# Why Zhingalala?



“Core Mantra”

Awareness

Availability

Affordability

Acceptability



# Why Zhingalala?

7 years

Culinary experience to more than 50,000 individuals

Repeat customer of 25,000 individuals

Regular customer base of 5000 individuals

Our campaign motivated other non-veg restaurants and food trucks / lorry in the city to include shrimps in their menu.



**Imagine if the same culinary experience is created all over India**

# Recently opened restaurants serving shrimps in their menu

## Explore - 5 Course

*Amuse Bouche - Carrot & Leek Soup with Cheddar Chilly Toast*

*Goat's Cheese Bon Bon, Beetroot Carpaccio,  
Pista Cilantro Cream*

*Cajun Rubbed Chicken Steak, Spiced Millets,  
French Onion Jus, Green Pea Mash*

*Korean Gochujang Prawns, Buttered Japanese Rice,  
Asian Greens*

*Babwalpuri Korma, Murgh Malai Kofta, Oregano  
Trikon Paratha*

*Chocos Milk Panna Cotta, Strawberry Chia Jam,  
Brownie, Toasted Hazelnuts*

1700 per person

*\*An amuse-bouche is a small, bite-sized appetizer typically served before a meal to per person stimulate the palate and excite the taste buds. It's a creative and flavorful creation, from the compliments of Chef.*

Atelier

# AKBARI GATE KI DHAAL

## NON-VEG (MAIN COURSE)

<p><b>NALLI NIHARI</b></p> <p>Slow-cooked mutton stew where succulent lamb shanks meet a flavorful broth, capturing the essence of Pashto comfort food</p> <p>₹ 585</p>	<p><b>MURGH BARADARI</b></p> <p>Chicken pieces are dipped in a royal gravy, offering a dish fit for palatial feasts.</p> <p>₹ 489</p>	<p><b>BUTTER CHICKEN</b></p> <p>Creamy and spiced goodness of Classic Butter Chicken, where tender chicken meets a velvety tomato-based sauce, creating a dish that's rich and comforting</p> <p>₹ 410</p>
<p><b>CHICKEN TIKKA MASALA</b></p> <p>Grilled chicken tikka meets a spiced tomato-based masala gravy, creating a dish that's a burst of tastes.</p> <p>₹ 449</p>	<p><b>BHUNA CHOP</b></p> <p>Diced mutton, seared to perfection on the tawa, with a medley of desi spices.</p> <p>₹ 580</p>	<p><b>GOSHT KHADA MASALA</b></p> <p>Spiced red meat meets a secret rustic masala gravy, creating a dish that's a sensory delight.</p> <p>₹ 580</p>
<p><b>MURGH MUSALLAM</b></p> <p>A royal dish featuring whole chicken marinated in Pashto's special blend of spices, slow-cooked for a rich and aromatic culinary experience.</p> <p>Half ₹ 649 Full ₹ 1350</p>	<p><b>KEEMA KALEJI</b></p> <p>A savoury combination of minced meat and liver, cooked with Pashto's signature spices, creating a hearty and flavourful dish.</p> <p>₹ 450</p>	<p><b>BHEJA FRY</b></p> <p>Delicious brain fry prepared with a unique spice mix, ensuring a delicious and aromatic curry.</p> <p>₹ 399</p>
<p><b>TAWA PRAWNS</b></p> <p>Fresh prawns cooked on the tawa with spices, resulting in a succulent and flavoursome seafood delight.</p> <p>As per Season</p>	<p><b>CHICKEN CHANGEZI</b></p> <p>Tender chicken simmered to perfection in a rich, aromatic gravy infused with exotic spices</p> <p>₹ 455</p>	





dineout 8/13

Pashto

## SALADS

Insalata Romana Burrata	₹390
Jain Insalata Romana Burrata	₹390
Classic Caesar Supreme	₹450

## SOUP

Curried Carrot Soup	₹300
Lemon Basil soup	₹300
Lemon Basil Chicken Soup	₹350

## PASTA

Double stuffed Ravioli	₹420
In house made Ravioli with pesto and mashed potato filling, cooked in garlic sage butter. A classic Italian Ravioli.	
Fusilli Alfredo	₹420
Fusilli in creamy white alfredo sauce, lightly seasoned with herbs and spices.	
Garlic honey chilli Gnocchi	₹420
Gnocchi tossed with in house made honey chilli sauce, bocconcini and roasted garlic.	
Jain Fusilli Alfredo	₹420
Fusilli in creamy white alfredo sauce, lightly seasoned with herbs and spices.	
Mushroom, Spinach and Ricotta Ravioli	₹420
In house made Ravioli with Mushrooms, spinach and ricotta filling, topped with Garlic Aioli.	

Pan Fried Pesto Gnocchi	₹420
Gnocchi Pan fried and tossed with in house made pesto sauce, pamesan, bocconcini.	
Portobello Mushroom Lasagna	₹490
Portobello Mushroom, in house made pasta sheets, Tomato sauce, Bechamel, Mozzarella, Parmesan, Basil, Micro Greens.	
Roasted Vegetable Lasagne	₹420
Assorted roasted vegetables, in house made pasta sheets, Tomato sauce, Bechamel, Mozzarella, Parmesan, Basil, Micro Greens.	
Spaghetti Aglio Olio	₹420
Spaghetti, in house made Aglio Olio, olives, pamesan, parsley.	
Spaghetti al pesto	₹420
Spaghetti tossed with in house made pesto, olives, pamesan, sundried tomato.	
Spaghetti Arrabiata	₹420
Spaghetti, in house made Tomato sauce, Sour cream, olives, pamesan, Basil.	
Truffle Gnocchi	₹420
In house made Gnocchi with bechamel, roasted hazelnuts, fresh oregano, thyme, basil, mozzarella, pamesan topped with Truffle oil.	
 	
<b>Shrimp al pesto</b>	₹480
Spaghetti tossed with in house made pesto, shrimp, olives, pamesan, sundried tomato.	
Chicken Al Toscana	₹450
Roasted Chicken cooked in a spicy creamy hot sauce, sundried tomatoes, spinach and bell peppers.	
Chicken Lasagna	₹540
Minced chicken layered between mozzarella, house rolled pasta and creamy Bechamel sauce, served on a bed of tangy tomato sauce.	
Ravioli Chicken And Truffle	₹490
In house made Ravioli with chicken filling, topped with Truffle.	
Lamb Lasagna	₹590
Minced Lamb, in house made pasta sheets, tomatoe sauce, bechamel, Mozzarella, pamesan, ricotta, basil.	
Spaghetti Bolognese	₹470
Spaghetti, minced lamb and Tomato sauce, olives, pamesan, Basil.	
Prawns Al Pesto	₹480
In house made Trofie, freshly made pesto, Shiimp, pamesan, zucchini and sundried tomatoes.	

Trezzoro







Protein - 20 to 22g  
 Total fat - 0.3 to 1g  
 Carbohydrates - 0g

**MACRO | MICRO**  
**MINERALS**

Calcium	Copper
Magnesium	Manganese
Phosphorous	Selenium
Potassium	Zinc
Sodium	Iron

**- NUTRITIONAL -**  
**PROFILE PER**  
**100 g**

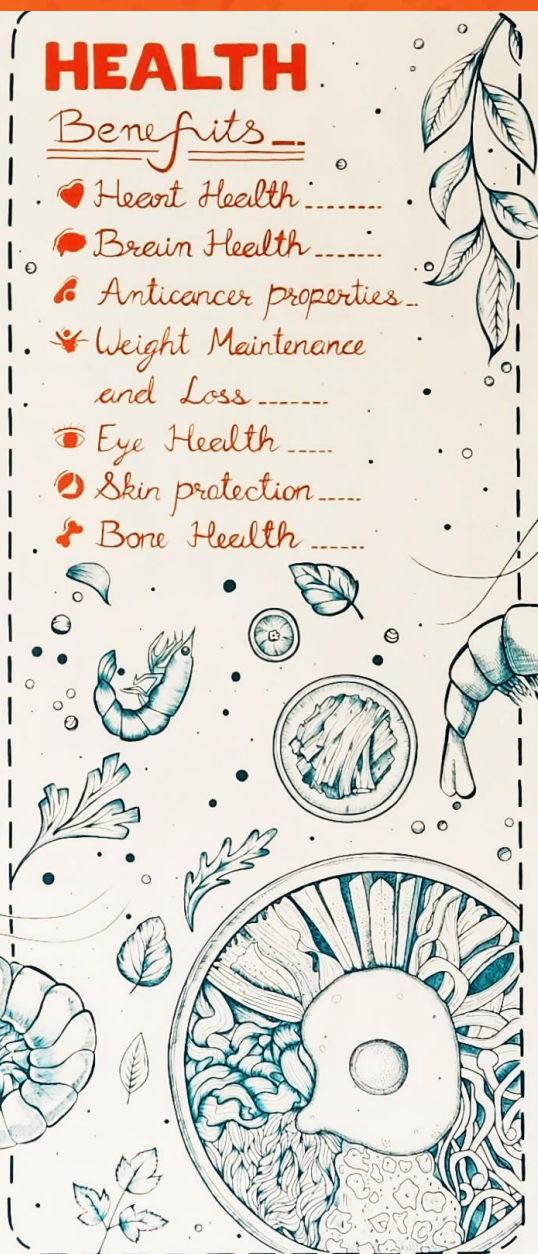
**GOOD SOURCE OF VITAMINS**

**A D** | Rich in Omega 3 and Omega 6 fatty acids.  
**E B1** | Rich in essential amino acids.

## HEALTH

### Benefits

- ♥ Heart Health .....
- 🧠 Brain Health .....
- 🛡️ Anticancer properties .....
- ⚖️ Weight Maintenance and Loss .....
- 👁️ Eye Health .....
- 🛡️ Skin protection .....
- 🦴 Bone Health .....



## SOCIAL IMPACT

- ★ A HECTARE OF SALT-AFFECTED WASTELAND CAN PRODUCE 5 TONS OF SHRIMP IN A SUSTAINABLE MANNER.
- ★ SHRIMP FARMING IS GIVING 10x EMPLOYMENT TO COASTAL AND RURAL POPULATION.

★ GREAT FOREIGN EXCHANGE EARNER.

★ FOOD AND PROFIT FOR

# ALL!







# Shrimp Celebrities !!!





**Shrimp Celebrities !!!**





# My Vision as a farmer is “Self-Reliant Indian Shrimp Industry”

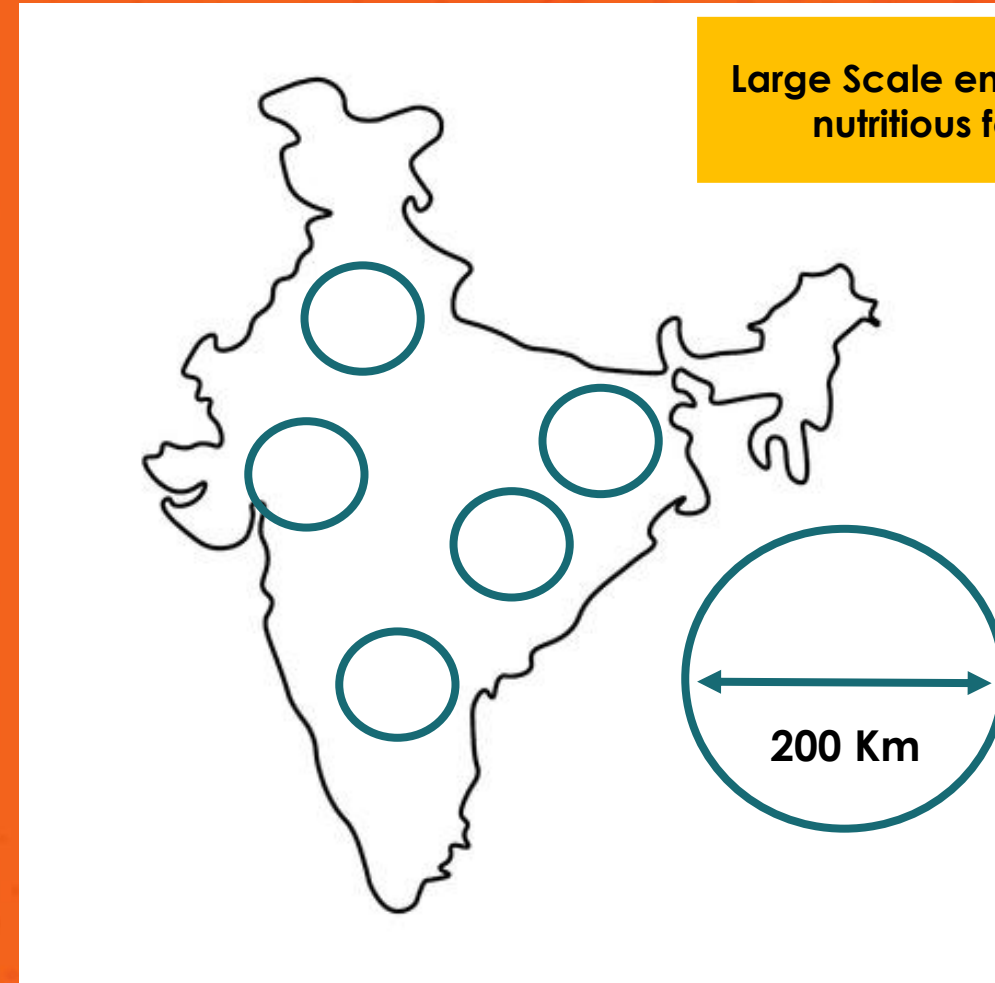
Vannamei or Black Tiger at small sizes selling domestically.

“For the entire shrimp industry value chain to survive its important that the farmers survive”

“Domestic market is not about creating a business leader in the shrimp domestic market it is all about putting a joint effort together by the shrimp industry”

As a farmer, I am motivated to easily produce and sell 200 tons+ vannamei shrimps in the domestic market.

Large Scale employment and nutritious food for all.



Farmers produce should be sold off within their nearby area

# DOMESTIC MARKET- PACKAGE FOR FARMERS !!

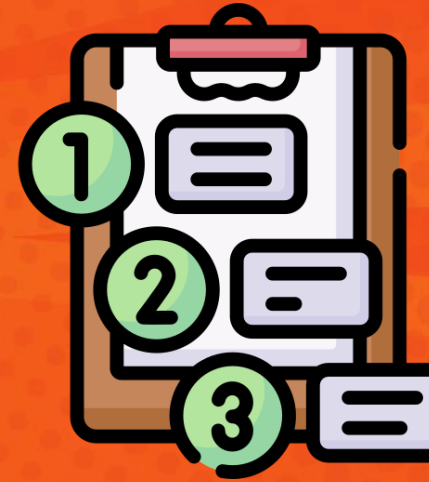


- I can make profits at small sizes for vannamei with better farm-gate price realization than exports.
- **Farm gate price for 80 to 100 count per kg = 290 to 310 INR/ Kg**
- **Farm gate price for Black Tiger 50 to 60 pcs per Kg = USD 280 / Kg (Flat rate)**
- I can contract or partner with the local vendor for better crop planning and for immediate cash.
- Crash harvests can be salvaged whether be Vannamei or Monodon.
- Current Price dynamics (COP vs Selling price): Vannamei can make more profits domestically.



# What industry and government should do?

- Government has surely given opportunities and resources through **FIDF and PMMSY / PM-MKSSY (Sub scheme for improving fish and fisheries product value chain)**.
- Consider domestic market as a new gateway of opportunities within the existing industry model. (It will give **Assurance and Insurance** to Indian Shrimp Industry).
- **Study per capita shrimp consumption in India:** Details on shrimp consumed by regions, shrimp types, shrimp product preference, frequency of consumption, Price willingness to pay.
- **Branding, promotion and value addition** is the future in this current unorganized market.
- **Government-Industry or Industry-Institutions collaboration** will make strong platform.



# Key points to consider

1. **Rising protein awareness:** Growing demand for high-protein foods like prawns in protein-deficient Indian diets.
2. **Tier 2 & 3 city expansion:** Wider access through e-commerce, cold chains, and retail growth.
3. **Mainstream culinary adoption:** Shrimp featured across street food, cloud kitchens, and fine dining.
4. **Domestic demand on the rise:** Local consumption growing fast, reducing overreliance on exports.

DOMESTIC  
MARKET



# Take Home Message



“In my struggling days, I used to sell shrimps locally to survive, Now I am planning to promote shrimp domestic market in India for Survival, Success and Sustainability of the Shrimp Industry”.

# ROLLING OUT FRESH ON AUG 25

ZHINGALALA, SHOP NO. 2, HOLD ON VALSAD  
FOOD COURT, NH48, NEAR VAISHNAVI PETROL PUMP,  
DUNGRI, GUJARAT

ZHINGALALA

ZHINGALALA  
OPENING  
SOON

FRESHEST PRAWNS  
FROM OUR POND TO YOUR PLATE



Long Live  
Shrimp Farming !!!