



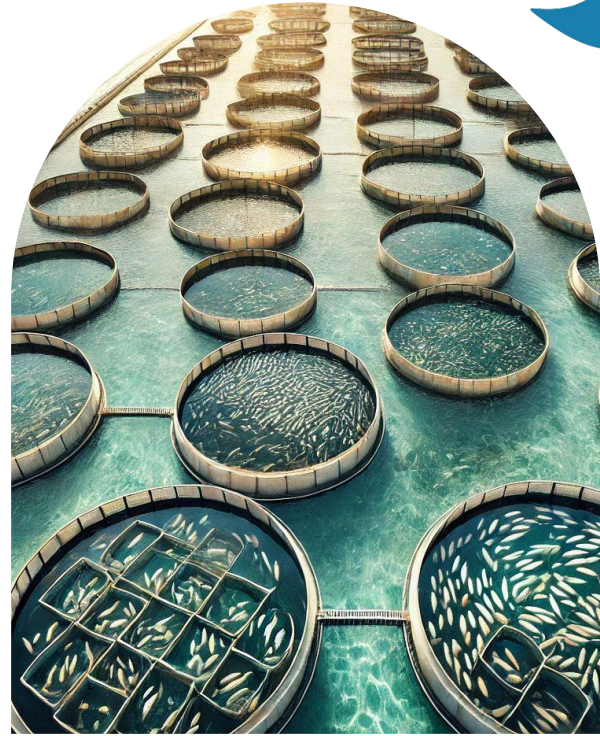
From Indian Farms to Global Markets:
The Velox Story

Revolutionizing Aquaculture Through Innovation and Scientific Validation
Company Profile Deck
2025

MISSION STATEMENT

We empower aquaculture farms worldwide with innovative solutions that deliver a sustainable future through higher yields, reduced costs, and support for healthier ecosystems. Committed to evangelising disruptive solutions, we partner with forward-thinking specialists and researchers to create a more sustainable, profitable, and responsible future for global food production.

Purefeed LLC,
Singapore





THE GENESIS OF VELOX



Velox's journey commenced in 2007 within Dawn Agrovet Private Limited (DAPL), an Indian company specializing in agriculture, veterinary, and aquaculture solutions.



DAPL, with its established presence in India, boasts a portfolio of proprietary products developed through rigorous research and development.



Velox emerged as a one of the flagship products, rapidly gaining recognition and widespread adoption among Indian aquaculture farmers. Its success established a strong foundation for future global expansion



EXPANDING HORIZONS: THE GLOBAL VISION

Recognizing the significant potential of Velox beyond India's borders, Purefeed LLC was established in Singapore in 2023.

This strategic move leveraged the expertise of **Dipen Shah** and **Biren Desai**, key partners committed to bringing Velox to international markets.

Purefeed LLC represents a significant step towards global market penetration, capitalising on the proven success of Velox within India.



KEY BENEFITS

Enhanced Growth Rates

Significantly improved growth rates compared to control groups.

Higher Stocking Density

leading to increased revenue

Healthy Gut Microbiome

Promotion of a balanced and healthy gut microbiome in aquatic organisms, leading to improved overall health and resilience.

Improved Feed Conversion Ratio (FCR)

Reduced feed costs and increased efficiency through optimized nutrient utilization.

Enhanced Phytoplankton Growth

Stimulation of phytoplankton growth leading to a healthier aquatic environment (dissolved O₂, elimination of toxic waste from faeces)

Reduced Feed Costs

Phytoplankton serves as a natural diet & probiotics, thereby reducing feed supplement.

Improved Survival Rates

Substantially higher survival rates in treated tanks compared to control groups

Beneficial Vibrio Modulation

Suppression of harmful vibrios while promoting beneficial vibrio populations, contributing to disease resistance.





AIC TRIALS: INDEPENDENT VALIDATION

- To ensure the validity of Purefeed's claims, independent trials were conducted in collaboration with the Aquaculture Innovation Centre (AIC) in Singapore.
- AIC, an arm of Temasek Polytechnic, is dedicated to advancing the aquaculture industry through innovation and research. Their involvement provided an objective assessment of Velox's performance.
- Over 18 months, a series of rigorous trials were undertaken.
- The results of these trials conclusively substantiate Purefeed's claims
- Detailed trial reports are available upon request

Introducing Purefeed

A Global Brand for Aquaculture Excellence



For the international market, the decision was made to establish Purefeed as the brand identity for Velox.

The Purefeed brand will represent **innovation, reliability, and sustainable** aquaculture practices.

This new branding strategy reflects our mission to create a more sustainable, profitable, and responsible future for global food production.



CONCLUSION & FUTURE OUTLOOK

The Future of Aquaculture: Innovation and Growth

The journey of Velox, now Purefeed, embodies a commitment to Innovation, scientific rigor, and global expansion.

With the support of strong partnerships and compelling scientific data, Purefeed is poised for significant growth in the international aquaculture market.

Purefeed is dedicated to providing sustainable and effective solutions for aquaculture farmers worldwide.

LEADERSHIP



Biren S Desai
Co-Founder & Managing Director

Biren Desai, a Singaporean entrepreneur with 30+ years of global trade expertise, specializes in packaged goods, commodity, and organic chemical trading. As a founding director of PureFeed, he drives Velox's global expansion, leveraging market insights, growth strategy, operations, and international accreditation leadership



Dipen Shah,
Co- Founder & Product Specialist

A proven specialist with 20+ years of expertise in agricultural and aquacultural organic chemical research, development, and applications, with a track record of creating widely adopted, sustainable, and scientifically-backed products in nutrients, fertilizers, and organic chemicals.





OUR LOCATIONS

R&D Hub
Ahmedabad,
India



Global Headquarters
Singapore





Contact Us

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THANK YOU

