





More than
3 DECADES OF EXPERTISE
in animal nutrition

Exporting to
+ 26
COUNTRIES

2000+
Employees
& Partners

~4,00,000 MT
Sales Volume / Annum

Impacting
3 L+
FARMERS

6
Manufacturing
units



The Growel Group is a leading player in aquaculture feeds, aqua healthcare, and seafood processing, with a legacy of over 30 years in the industry. Committed to innovation, quality, and animal welfare, Growel Group strives to provide premium nutrition solutions for pets and livestock alike.



Growel's manufacturing prowess is defined by scale, precision, and innovation. With state-of-the-art extrusion facilities, advanced automation, and ultra-modern machinery, Growel delivers consistent quality across aqua feeds and companion animal nutrition





SCIENTIFICALLY FORMULATED FOR EQUINE EXCELLENCE

Truefeed is a brand by Growel, founded with one goal in mind: excellence in equine nutrition. Our range of horse feed draws on Growel's 30 years of research and expertise in animal nutrition, bringing together premium-quality ingredients in every product. Each formulation is developed scientifically with expert advice, ensuring complete and balanced nourishment for horses across different breeds and activity levels.

Truefeed aims to ensure that every horse receives quality nutrition. This commitment is built on proven ingredients, rigorous scientific research and formulation, and constant innovation, so that horse owners can trust every scoop they serve.



SCIENCE IN EVERY SCOOP

At the core of our nutrition is scientific precision. Every scoop is formulated with research backed ingredients to support strength, stamina, and overall, well being. Guided by our expertise and commitment to equine excellence, we deliver consistent, balanced nutrition that helps horses perform, recover, and thrive.

SCIENCE DRIVEN PROCESSES

Our feeds are developed using advanced processes like micronization and steam extrusion. These technologies enhance digestibility, improve nutrient absorption, and ensure consistent quality delivering maximum nutritional benefit to every horse, every day.

SUPERIOR RAW MATERIALS. TRUSTED SOURCES

Every ingredient is procured from established, experienced vendors and tested in our labs for safety and consistency. Raw materials are stored under strict standards to preserve their integrity. By partnering with reliable suppliers, we ensure dependable inputs delivering nutrition that horse owners can trust.

UNCOMPROMISING QUALITY ASSURANCE

Every stage of our process from formulation to manufacturing, packing, and storage is governed by rigorous quality standards. Feeds are crafted with precision, tested for consistency, and handled under strict protocols to ensure safety and reliability. This commitment to quality guarantees that every bag delivers trusted nutrition, batch after batch

DECADES OF NUTRITIONAL EXPERTISE

With over 30 years in animal nutrition, Growel has built a trusted legacy of innovation and care. From industry leading aqua feeds to premium pet food, our expertise spans species and breeds. Guided by globally experienced nutritionists and strengthened through veterinary partnerships, every TrueFeed product is crafted with scientific precision to deliver dependable, balanced nutrition



BALANCE

— COMPLETE NUTRITION FOR DAILY WELLNESS



TRUEFEED BALANCE is designed for horses in rest or light work, providing controlled energy through a balanced blend of macro and micronutrients. Its nutrient profile promotes ideal body condition, muscle maintenance, and everyday vitality. Essential amino acids, vitamins, and minerals aid protein synthesis and metabolic function, while dietary fibre and probiotics enhance hindgut health, ensuring efficient digestion and optimal nutrient utilization.



Optimal Gut Health



Supports Daily Vitality



Bone Strength & Integrity



Premium nutrition made with a blend of muesli and pellets, designed for adult horses of all breeds in rest or light work.

BALANCE

COMPLETE NUTRITION FOR DAILY WELLNESS



OPTIMAL GUT HEALTH

Optimizes beneficial hindgut microbes, improving fibre digestion, nutrient utilization, pH stability, and feed efficiency.



ENHANCED DIGESTIBILITY

Micronization and extrusion processes improve nutrient uptake, enhance fibre digestibility, and optimize energy utilization.



SLOW ENERGY RELEASE

Prevents sudden starch overload, reducing the risk of colic and maintaining a healthier gut environment.



ANTIOXIDANT SUPPORT

Supports oxidative balance & immune health. Helps maintain healthy cellular function & everyday wellbeing.



SKIN & HOOF INTEGRITY

Essential amino acids, zinc, copper, biotin and linseed support structural protein synthesis and tissue strength.



BONE & JOINT STRENGTH

Supports bone mineralization, skeletal strength, structural integrity, and healthy musculoskeletal development.

INGREDIENTS

Balance Pellets *, Micronized Oat Grains, Micronized Barley Grains, Steam Flaked Corn, Probiotics.

*Balance Pellets [Rice Derivatives, Soybean Meal, Linseed Meal, Macro-Mineral Mixture, Refined Rice Bran Oil, Salt, Fenugreek, Vitamin Mixture, Trace Mineral Mixture, Lysine, Methionine, Threonine, Mold Inhibitor, Mycotoxin Binders, Antioxidants, Probiotics].



GUARANTEED ANALYSIS

Crude Protein (Min)	13%
Crude Fat (Min)	4%
Crude Fibre (Max)	7.5%
DE (Min)	17 MJ/kg
Calcium (Min)	0.9%
Phosphorus (Min)	0.5%
Magnesium (Min)	0.3%
Sodium (Min)	0.3%
Potassium (Min)	1%
Chloride (Min)	0.7%

Iron (Min)	180 mg/kg
Zinc (Min)	150 mg/kg
Copper (Min)	50 mg/kg
Manganese (Min)	80 mg/kg
Selenium (Min)	0.5 mg/kg
Iodine (Min)	0.8 mg/kg
Vitamin A (Min)	11000 mg/kg
Vitamin D (Min)	1050 mg/kg
Vitamin E (Min)	150 mg/kg
Vitamin B6 (Min)	8 mg/kg

Vitamin B7 (Min)	4 mg/kg
Vitamin B9 (Min)	7 mg/kg
Choline (Min)	500 mg/kg
Lysine (Min)	0.7%
Methionine (Min)	0.2%
Threonine (Min)	0.4%

FEEDING GUIDELINES (kg/day)

For horses aged 3 years and above

Body Weight	Feed (kg/day)
400 kg	3-4
500 kg	4-5
600 kg	5-6

These recommendations are general feeding guidelines. Feed should always be offered with forage (1.5-2% of body weight) and fresh water to ensure balanced nutrition. Actual requirements vary depending on age, breed, body condition, workload, health status, forage quality, and management practices. For horses with specific health conditions, consultation with a qualified equine veterinarian or nutritionist is advised.

Transitioning to TRUEFEED



Manufactured for & Marketed by :



GROWEL SPECIALITIES PVT. LTD.
Sy. No. 64, 67, RTC Colony, Chengicherla,
Hyderabad, Telangana 500092

Manufactured by :

GROWEL FEEDS PVT. LTD.

R.S. no. 57 & 58, Chevuru Village, Sriharipuram Panchayat,
Mudinepalli Mandal, Eluru District, Andhra Pradesh 521329
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PERFORMANCE

POWERED TO PUSH LIMITS



Horses in demanding sports or intensive training need specialized nutrition to sustain energy, build stamina, and recover from exertion. Truefeed delivers the extra fuel required for competition while supporting muscle recovery and overall health. Enriched with L-Carnitine, it enhances post-training/exercise recovery, helping horses return to peak condition faster.



Muscle & Topline Development



Hindgut Health



Post - Exercise Recovery



Fortified with
L-CARNITINE

Scientifically formulated diet tailored for
adult horses of all breeds in heavy work.

PERFORMANCE

POWERED TO PUSH LIMITS



IMPROVED DIGESTIBILITY

Micronization and extrusion processes enhance starch digestibility, nutrient bioavailability, fibre utilization, and energy metabolism.



HIGH QUALITY PROTEIN

Promotes muscle development, tissue repair, lean mass maintenance, and optimal performance in athletic horses.



L - CARNITINE

Supports training adaptation & muscle recovery, helps reduce exercise induced fatigue and stiffness.



HINDGUT HEALTH

Promotes hindgut fibre digestion, supports stable fermentation, intestinal pH, and improved feed conversion efficiency.



ANTIOXIDANT SUPPORT

Enhances antioxidant defence, reduces oxidative stress, and promotes faster post-exercise recovery.



OPTIMAL PERFORMANCE & STAMINA

Advanced equine nutrition supporting energy production, muscle protein synthesis, electrolyte balance and sustained performance.

INGREDIENTS

Performance Pellets*, Micronized Oat Grains, Micronized Barley, Steam Flaked Corn, Live Yeast.

*Performance Pellets [Rice Derivatives, Soybean Meal, Linseed Meal, Macro-Mineral Mixture, Refined Rice Bran Oil, Salt, L-Carnitine, Fenugreek, Vitamin and Mineral Mixture, Lysine, Methionine, Threonine, Mold Inhibitor, Mycotoxin Binders, Antioxidants, Live Yeast].



GUARANTEED ANALYSIS

Crude Protein (Min)	14%	Iron (Min)	180 mg/kg		
Crude Fat (Min)	8%	Zinc (Min)	150 mg/kg		
Crude Fibre (Max)	7.5%	Copper (Min)	50 mg/kg		
DE (Min)	18 MJ/kg	Manganese (Min)	80 mg/kg		
Calcium (Min)	0.9%	Selenium (Min)	0.5 mg/kg	Vitamin B7 (Min)	4 mg/kg
Phosphorus (Min)	0.5%	Iodine (Min)	0.8 mg/kg	Vitamin B9 (Min)	7 mg/kg
Magnesium (Min)	0.3%	Vitamin A (Min)	11000 IU/kg	Choline (Min)	500 mg/kg
Sodium (Min)	0.3%	Vitamin D (Min)	1050 IU/kg	Lysine (Min)	0.7%
Potassium (Min)	1%	Vitamin E (Min)	150 mg/kg	Methionine (Min)	0.2%
Chloride (Min)	0.7%	Vitamin B6 (Min)	8 mg/kg	Threonine (Min)	0.4%

FEEDING GUIDELINES (kg/day)

For horses aged 3 years and above

Body Weight	Feed (kg/day)	Heavy Work (kg/day)
400 kg	3-4	3-4
500 kg	4-5	4-5
600 kg	5-6	5-6

These recommendations are general feeding guidelines. Feed should always be offered with forage (1.5-2% of body weight) and fresh water to ensure balanced nutrition. Actual requirements vary depending on age, breed, body condition, workload, health status, forage quality, and management practices. For horses with specific health conditions, consultation with a qualified equine veterinarian or nutritionist is advised.

Transitioning to TRUEFEED

Day 1-3

25%



Day 4-6

50%



Day 7-9

75%



Day 10 Onwards

100% TRUEFEED



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HERITAGE

SCIENTIFICALLY FORMULATED FOR
MARWARI & KATHIAWARI HORSES

Marwari and Kathiawari horses embody royal heritage and unmatched spirit. Truefeed delivers precision nutrition with targeted amino acids and functional micronutrients to support muscle development, coat health, and, sustained performance. Enhanced with biotin, calcium, and zinc, it strengthens hooves and bones for long-term resilience.



Healthy Skin & Shiny Coat



Supports Optimal Body Condition



Sustained Energy Release



Tailored to honor the royal heritage of
Marwari and Kathiawari horses

HERITAGE

SCIENTIFICALLY FORMULATED FOR
MARWARI & KATHIAWARI HORSES



HEALTHY SKIN & SHINY COAT

Omega-3 fatty acids from linseed, combined with biotin, zinc, copper, and methionine, support skin health and a lustrous coat.



SUPPORTS OPTIMAL BODY CONDITION

Balanced nutrition that promotes healthy body condition, muscle development, overall vitality, and weight maintenance.



LOW STARCH & SUGAR

Controlled starch and sugar support balanced energy metabolism, digestive stability, and sustained performance.



GUT HEALTH

Supports a balanced hindgut microbiome for improved fiber digestion. Enhances nutrient absorption, gut health, and feed efficiency.



ANTIOXIDANT SUPPORT

Enhances antioxidant defence, reduces oxidative stress, and promotes faster post-exercise



IMPROVED DIGESTIBILITY

Micronization and extrusion processes improve nutrient uptake, enhance fibre digestion, and promote efficient energy utilization.

INGREDIENTS

Pellets*, Micronized Oat Grains, Micronized Barley, Steam Flaked Maize, Live Yeast.

*Pellets [Rice Derivatives, Soybean Meal, Flaxseed Meal, Macro-Mineral Mixture, Refined Rice Bran Oil, Salt, Fenugreek, Vitamin and Mineral Mixture, Lysine, Methionine, Threonine, Mold Inhibitor, Mycotoxin Binders, Antioxidants, Live Yeast].



GUARANTEED ANALYSIS

Crude Protein (Min)	13.5%
Crude Fat (Min)	4.5%
Crude Fibre (Max)	7.5%
DE (Min)	17 MJ/kg
Calcium (Min)	0.9%
Phosphorus (Min)	0.5%
Magnesium (Min)	0.3%
Sodium (Min)	0.3%
Potassium (Min)	1%
Chloride (Min)	0.7%

Iron (Min)	180 mg/kg
Zinc (Min)	150 mg/kg
Copper (Min)	50 mg/kg
Manganese (Min)	80 mg/kg
Selenium (Min)	0.5 mg/kg
Iodine (Min)	0.8 mg/kg
Vitamin A (Min)	11000 IU/kg
Vitamin D (Min)	1050 IU/kg
Vitamin E (Min)	150 mg/kg
Vitamin B6 (Min)	8 mg/kg

Vitamin B7 (Min)	4 mg/kg
Vitamin B9 (Min)	7 mg/kg
Choline (Min)	500 mg/kg
Lysine (Min)	0.7%
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Threonine (Min)	0.4%

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For horses aged 3 years and above

Body Weight	Feed (kg/day)
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Transitioning to TRUEFEED

Day 1-3



Day 4-6



Day 7-9



Day 10 Onwards



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