

IFB



Fresh Catch



Freshness on a platter

READY TO COOK | READY TO FRY



An enterprise *of quality*

About IFB Agro

IFB Agro Industries Ltd is a Public Limited Company that was incorporated in 1982. Headquartered in Kolkata, it is in the business of retailing the following processed seafood products under the brand name **IFB Fresh Catch**.

Retail/Food Services (HoReCa)

- IFB Fresh Catch, Ready to Cook—Fishes & Prawns
- IFB Fresh Catch, Ready to Fry—Fishes & Prawns

Our Vision

To be India's leading company for frozen seafood based on quality and sustainability standards that are globally recognised, accepted and trusted by people. We are committed to serving our customers products of the highest quality.



Frozen is *fresh and convenient*



Frozen seafood is fresher than fresh

The so-called 'fresh' seafood in the market has travelled a long way to get to you. By the time it arrives in the market, it is already stale. Kept on ice for days, bought and carried home, perhaps a week of decay has already set in.

FRESHLY HARVESTED & FROZEN

Freshly harvested fish and prawns are frozen within hours using IQF (Individual Quick Freezing) technology. They smell fresh and feel firm; moreover, their taste and texture easily prove how healthy and fresh they are.



Frozen is *fresh and convenient*



No waiting, **start cooking!**

The hassle of removing bones, descaling and cutting often leads to nicked fingers. Also, having to cook a whole fish means no portion control and leads to a lot of wastage.

NO CLEANING, PRE-CUT PORTIONS

Frozen fish comes processed in easy to use portions, meaning no wastage! Embrace convenience with descaled and boneless products just waiting for your culinary touch.

PORTION CONTROL, NO WASTAGE

Frozen prawns are deveined by professionally trained workers, delivering to you a product quality that is healthier and safer than the one your own two hands can provide.



Frozen is **hygienic and can be stored for longer**



Stay healthy with **100% hygiene**

**EXPORTED TO THE WORLD,
NOW ON YOUR PLATE**

'Fresh' seafood is manually handled, transported over many miles to the market, often kept on dirty ice or stacked on the ground and carried home in plastic packets. In the process, it attracts a variety of germs. Why eat something off the floor?

Get seafood that is guaranteed to be hygienic (FSSAI certified) and healthy. Enjoy a quality standard that is exported to the rest of the world. Choose frozen seafood—it's healthier!



Seafood is *healthy for you*



50% HIGHER CHANCE OF SURVIVING CORONARY DISEASE*

Quicker neurotransmission
(communication between brain cells)
and response to hormones
and regulatory substances

THE RETINA HAS THE BODY'S HIGHEST CONCENTRATION OF DHA#

Found in fish, DHA aids in converting
light into visual signals.

#Docosahexaenoic Acid

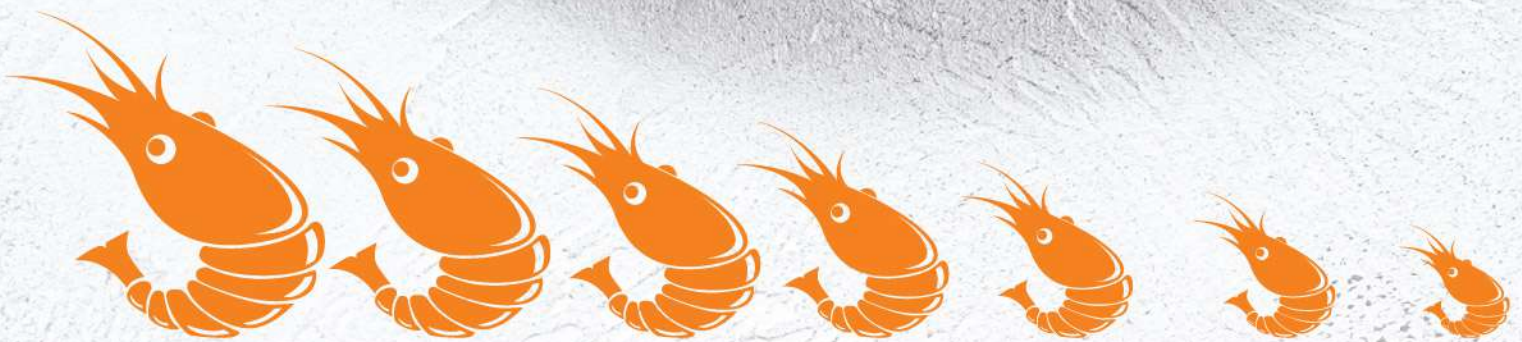
PROMOTES MATURATION OF THE IMMUNE SYSTEM IN INFANCY AND LOWERS CHANCE OF CHILDHOOD ALLERGIES*

Reduction in the chance of type 2 diabetes
and improvement in the welfare of patients
needing total parenteral nutrition

RICH SOURCE OF OMEGA-3 FATTY ACIDS*

Seafood is also a good source of protein,
vitamins and minerals. It is recommended
that seafood be included in the diet at least
twice a week.

Every size *matters!*



**King
Jumbo**

**Super
Jumbo**

Jumbo

**Extra
Large**

Large

Medium

Small

DEFROSTING—if you are in a hurry or planning to cook immediately



1 Place prawns in a bowl or deep tray and fill it with cool water



2 Keep prawns immersed till soft, DO NOT put under running water







3 Dry with a paper towel and cook



Prawn sizes range from Small to King Jumbo, frozen with IQF (Individual Quick Freezing) technology to seal in maximum nutrition, texture and taste.

Soft and Succulent | 99% Fat Free
IQF (Individual Quick Freezing) Technology | Ziplock Pack
Ingredients Prawns, Water (to avoid dehydration)

Refrigerator Thawing—use this method if you have 8–10 hours at least

- 
1 Remove from packaging
- 
2 Place prawns in a bowl or tray and cover with foil or plastic wrap
- 
3 Put the tray/bowl in the fridge and thaw for 8–10 hours or overnight
- 
4 Lightly rinse the prawns with cold water to refresh, pat dry with a paper towel and cook

Defrosting under water

- 
1 Place prawns in a bowl or deep tray and fill it with cool water
- 
2 Keep prawns immersed till soft, DO NOT put under running water
- 
3 Dry with a paper towel and cook

Cooking IFB Fresh Catch prawns can be boiled, grilled, sautéed, baked or deep-fried





Prawns Small

₹195

200 gm

80-90 pieces



Thaw & Cook



Prawn Mexican Fajitas
Prawn Fried Rice

₹400

500 gm

270-285 pieces



Prawns Medium

₹215

200 gm

48-52 pieces



Thaw & Cook



Chingri Macher
Kofta



Prawns Large

₹255

200 gm

35-37 pieces



Thaw & Cook



Prawn
Koliwada



Prawns Extra Large

₹275

200 gm

22-27 pieces



Thaw & Cook



Prawn Sesame
Stir Fry



Prawns Jumbo

₹300

200 gm

16-19 pieces



Thaw & Cook



Spicy Prawn

₹690

500 gm

40-45 pieces



Prawns Super Jumbo

₹360

200 gm

10-13 pieces



Thaw & Cook



Prawn with Burnt Kiwi Chutney

Ready to Cook **Prawns**



Prawns King Jumbo

₹890

500 gm

15-18 pieces



Thaw & Cook



Barbecued Creole-Style
Prawns



For more details visit www.ifbfreshcatch.com

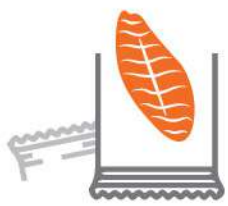


Taste the freshness of soft, succulent Ready to Cook fish portions and fillets.

Good Source for Lean Protein | Healthy Low Fat Food
IQF (Individual Quick Freezing) Technology
Rich in Omega-3 Fatty Acids | Ziplock Pack

Ingredients Basa (Pangasius), Salt, Water

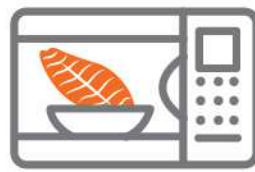
Microwave Thawing—a conventional method



1 Remove from packaging



2 Place fillets in a microwave safe bowl



Microwave power varies from model to model so kindly refer to your microwave thawing instructions

3 Start microwave on thaw or low power setting for up to 2 min, checking every 30 secs to make sure the fillets are being thawed and not cooked

Defrosting under Water



1 Place prawns in a bowl or deep tray and fill it with cool water



2 Keep prawns immersed till soft, DO NOT put under running water



3 Dry with a paper towel and cook

Cooking IFB Fresh Catch basa can be grilled, fried, baked, battered or crumbed



Basa Fish Portions

₹320

500 gm

12-13 pieces



Thaw & Cook



Fish Masala
Chilli Fish



Basa Fish Fillets

₹530

1Kg

2-3 pieces



Thaw & Cook



Teriyaki Basa Fillet
Lemon Butter Fish



Party fare or snacking, these prawns are a tempting treat, easy and quick to serve up.

Crispy & Crunchy | Gourmet Snacks

Cooking Instructions

- 1 Heat oil at 160°C–170°C (for all)
- 2 Immerse products in oil
- 3 Reduce flame and deep fry till golden brown
- 4 Drain excess oil
- 5 Serve hot with your favourite sauce



Prawn Torpedoes

₹270

150 gm

6 pieces



Fry & Serve



Ingredients

Prawns, Bread Crumbs, Egg, Seasoning



Best served with Tangy Tamarind sauce



Butterfly Shrimps

₹250

210 gm

6 pieces



Fry & Serve



Ingredients

Prawns, Bread Crumbs, Salt, Egg, Seasoning



Best served with Barbecue sauce



Prawn Pops

₹250

200 gm

18-20 pieces



Fry & Serve



Ingredients

Shrimps, Batter, Bread Crumbs, Seasoning, Salt, Vegetable Oil



Prawn Pops roll



Prawn Money Bags

₹249

300 gm

12 pieces



Air Fry/Deep Fry & Serve



Ingredients

Shrimps, Shredded Vegetables, Spring Roll Sheets, Seasoning, Salt, Egg



Best served with Hot Garlic sauce



Prawn Money Bags

12 pieces **Crispy & Succulent**
Deep or Air Fry

Some believe these Prawn Money Bags contain magic! Made from a long-forgotten recipe crafted by the chefs to the royal family of Thailand, they were thought to bring good fortune. Even today, people exchange these 'golden bags' of delight at New Year's time.

Experience an exciting burst of flavour every time you bite into their crispy texture, relishing the succulent prawns, hygienically sourced from the warm coastal waters of Bengal.

Feast your palate on a royal treasure that truly deserves to be relived in all its splendid glory!

Net Quantity 300 g/12 N **No Antibiotics** **No Added MSG**



Prawn Cheese Balls

₹350

300 gm

12 pieces



Fry & Serve



Ingredients

Prawns, Bread Crumbs,
Egg, Seasoning



Best served with
Tangy Tamarind sauce

**CRUNCHY
CHEESY
YUMMY**





Prawn Patties

₹240

300 gm

6 pieces



Fry & Serve



Ingredients

Shrimps,
Shredded Vegetables,
Spring Roll Sheets,
Seasoning, Salt, Egg



Best served with
Hot Garlic sauce



**TASTY
ZINGY
MUNCHY**



Net Quantity: 300g



Savour the crispy deliciousness in every bite. Just fry, garnish and serve hot!

Crispy & Crunchy | Gourmet Snacks

Cooking Instructions

- 1 Heat oil at 160°C–170°C (for all)
- 2 Immerse fish in oil
- 3 Reduce flame and deep fry till golden brown
- 4 Drain excess oil
- 5 Serve hot with your favourite sauce



Fish Fingers

₹250

200 gm

10 pieces



Fry & Serve



Ingredients

Fish Fillets, Bread Crumbs, Batter, Egg, Salt



Fish Finger sandwiches

₹450

400 gm

20 pieces



Breaded Fish Fillets

₹240

200 gm

4 pieces

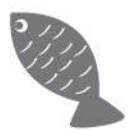
₹440

400 gm

8 pieces



Fry & Serve



Ingredients

Fish Fillets, Bread Crumbs, Batter, Egg, Salt, Seasoning



Cheesy baked Breaded Fish Fillet



Kolkata Bhetki Fries

₹540

260 gm

4 pieces



Fry and serve



Ingredients

Raw Fish Fillet, Batter, Bread Crumbs



Served best with Hot Garlic sauce

For more details visit www.ifbfreshcatch.com



Fish Poppers

₹200

300 gm

17-19 pieces



Fry & Serve



Ingredients

Fish, Bread Crumbs, Egg, Seasoning, Black Pepper, Lemon, Salt



Best served with Mexican Salsa sauce



Fish Fritters

₹370

600 gm

24 pieces



Fry & Serve



Ingredients

Basa (Minced), Bread Crumbs, Mustard, Garlic, Green Chilli, Ginger, Coriander, Egg, Black Pepper, Salt, Lemon, Baking Powder



Fish Fritter tacos

Ready to Fry **Fish**



Spicy Fish Sticks

₹260

250 gm

10 pieces



Fry & Serve



Ingredients

Raw Fish, Bread Crumbs, Egg, Seasoning, Black Pepper, Lemon, Salt



Best served with Mexican Salsa sauce

FRY & EAT



For more details visit www.ifbfreshcatch.com

Product Range—Food Services (HoReCa)

Species	Black Tiger		Vannamei			Scampi
	10%	20%	25%	30%	20%	
Grade						
U/5	-	-	-	-	10-14	
6/8	-	-	-	-	16-20	
8/12	24-27	24-27	-	24-27	24-27	
13/15	33-36	33-36	-	33-36	32-35	
16/20	40-44	40-44	40-45	-	40-44	
21/25	50-55	50-55	50-56	-	50-55	
26/30	60-63	60-63	60-64	-	-	
31/40	80-85	80-85	80-88	-	-	
41/50	100-110	100-110	100-110	-	-	
51/60	120-130	120-130	-	-	-	
40/60	-	125-135	-	-	-	
60/80	-	175-185	-	-	-	
80/120	-	250-260	-	-	-	
100/200	-	330-370	-	-	-	
200/300 (100/300)	-	570-630	-	-	-	

All above variants and species are available in Headless/PD/TO/PD/PUD forms

FISH and OTHER	Specifications
Basa—Vietnamese/Indian	2-3 Pcs/Kg
Bhetki—Fillet Whole/With Skin and Collar/Whole Guttled	0.5-1.2 Kg/Pc
Squid Tube	40-60 Pcs/Kg

READY TO FRY	Specifications
Breaded Fish Fillets, Fish Fingers, Fish Fritters, Fish Poppers	20-60 Pcs/Kg
Prawn Pops, Butterfly Shrimps, Prawn Spring Rolls, Prawn Torpedoes, Prawn Sticks	30-100 Pcs/Kg

Our esteemed customers



Our processing plants and certifications

KOLKATA PLANT WB, East India

Specialises in Vannamei and Black Tiger premium prawns, which are considered a delicacy worldwide. Our state-of-the-art plant is equipped with Block and IQF Blast to produce **4,000+ MT a year.**

SHANKARPUR PLANT East Midnapore, WB

This plant is located in the heartland of aquaculture and is mainly known for freshly frozen Vannamei prawns and sea shrimps. The plant is equipped with Block and IQF to produce **2,000+ MT a year.**

Certified safe & hygienic; ethically manufactured and traded

Our shrimps are farmed sustainably with full traceability, processed at our plant safely and responsibly—with good manufacturing practices and a keen eye on preserving the environment. Our products are ethically traded and backed by globally recognised premium certifications.



Ensuring Quality—Pond to Plate



01

Pond Preparation

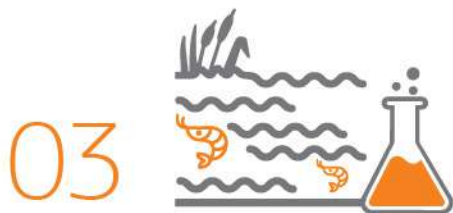
- Pond, soil preparation and water testing is done by trained aquaculturists
- Supplying antibiotic-free CAA approved products to the farmers.



02

Selection of Seeds & Stocking

- Stocking begins in ready ponds
- Assisting farmers with the selection of SPF seeds from certified hatcheries
- Monitoring vital parameters, such as pH, temperature and salinity



03

Shrimp Culture Growth & Technical Services

- Assist farmers throughout the culturing process
- Antibiotic-free products are used
- Lab testing for water, soil and shrimp conditions



04

Harvesting

- Farm produce is bought at a fair price
- Harvesting is done by trained professionals and the shrimps are transported to IFB Agro factories in insulated trucks where temperature is monitored.



05

Processing & Freezing

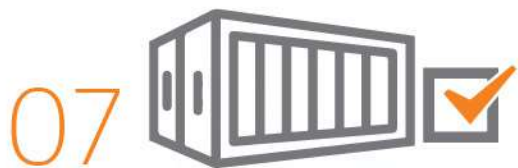
- The SOP is followed and monitored at every step
- Quality is rechecked through organoleptic tests and sent for microbiological and antibiotic screening
- Food safety hygiene procedures are strictly followed



06

Food Grade Packaging & Storage

- Primary polythene mono cartons and five-ply corrugated HWC master cartons are used for packaging
- The products are stored at -18°C to -22°C



07

Loading and Despatch for Export

- Frozen packs are loaded in refrigerated containers, for shipment, with all statutory documents
- Our temperature data loggers conform to EU standards

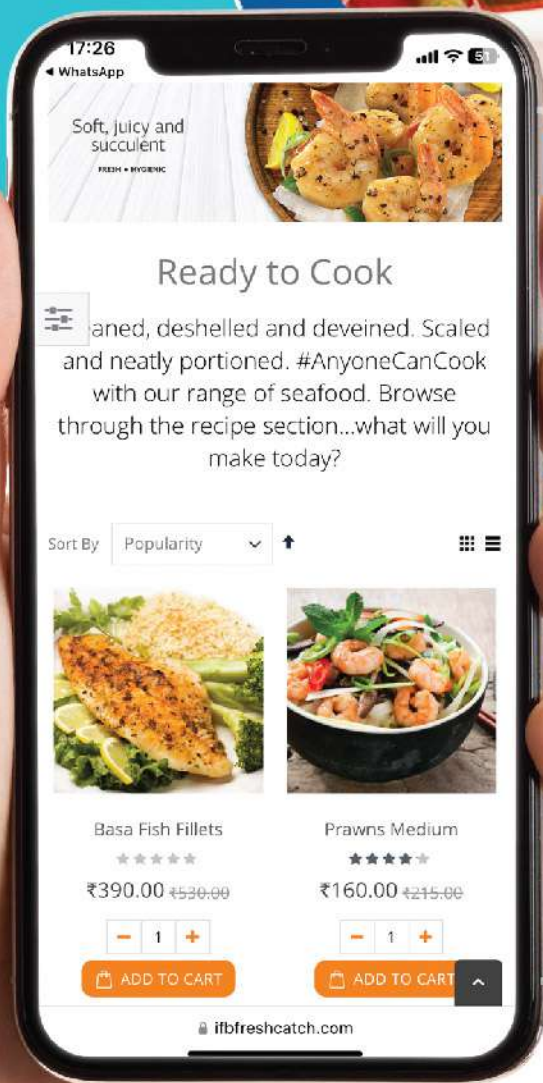
08 ★★★★★

Customer Experience

Ready-to-cook quality products are appreciated across the country and the world



Delicious, delivered *to your doorstep!*



Also available on*



*Only in select cities

Order at www.ifbfreshcatch.com* | Call 98312 49000



IFB AGRO INDUSTRIES LIMITED

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