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CP Group Evolution

Beginnings



Charoen Pokphand Group had a very humble start in 1921 by two visionary Chinese brothers Mr. Ek Chor and Mr. Siew Whooy with a seed trading store named “Chia Tai Chueng” in Bangkok’s Chinatown. They sold imported seeds & fertilizers from China. Later, The Company increased its scope from selling to production of animal feed. In 1946, the company was renamed as Charoen Pokphand meaning ‘prosperity for consumers’.

Intergrated Business



The company further integrated its business to include livestock farming, marketing and distribution under the leadership of Mr. Dhanin Chearavanont, the youngest son of one of the founders. By 1970s, the Company had a virtual monopoly on the supply of chicken and eggs in Thailand.

International Expansion



CPF expanded internationally by launching feedmill operations in Indonesia in 1972, exporting chicken to Japan in 1973, and moving into Singapore in 1976.

Diversification



As the business has developed into a fully integrated agri-business (from seed to feed to farm to food), CPF today has become the world's largest producer of animal feed and shrimp, and one of the leading producers of poultry.

The entrepreneurial spirit and Company's philosophy (Benefit to the Country, Benefit to the People, Benefit to the Company) has helped us to realize opportunities, develop necessary management and technical capabilities for a better future.



The business has diversified into various industries such as Telecommunications, Retail Services, Automotive, Information Technologies etc.

With 127 subsidiary Companies and presence in over 20 countries, today we are one of the largest single foreign investor in China and stand at the forefront as Asia's leading global conglomerate.

India Operations



In the year 1992, honouring the invitation by the then Prime Minister of India Shri P V Narasimha Rao, the CP Group started investing in India.

CPF started its first feedmill in Chennai with its first commercial production in 1996. With a clear vision and dedication over the years, the business today in India operates out of Bangalore, Chennai, Vellore, Hyderabad, Vijayawada, Pune, Punjab and Haryana.