



  
**lifaa**  
SEA FOOD EXPORTS

[www.lifaaseafood.com](http://www.lifaaseafood.com)



# Brand Story

*if you have faith as small as a mustard seed,  
you can say to this mountain, 'Move from here to there,'  
and it will move. Nothing will be impossible for you".*

Faith can move mountains and empower you to believe in the invisible blessings. Lifaa stands for Faith and Lily Peter, her faith and prayer have sown the seeds of success in our seafood business since 1965. Her prayers for Late Peter Rathnasamy and Joseph Benjamin, they continue to be strong for her grandson Samuel Peter Jonathan too. In honour of her, an export company was founded in 2018. And Lifaa is growing stronger each day since then, thanks to each team member's faith and hard work.





**Lifaa Sea Food Exports** was established in 2018 by Jonathan with the vision of becoming a market leader & securing a significant share in the global seafood market, which is projected to reach \$133.9 million by 2026. With generations of expertise in marine products, we are committed to delivering the finest seafood to our customers.

Since its inception, Lifaa has experienced continuous growth, overcoming challenges such as the pandemic and market fluctuations. Through resilience & innovation, Team Lifaa has turned every challenge into an opportunity. The establishment of our own production facility in 2021 marked a major milestone, allowing us to expand our product portfolio. Today, with years of expertise and relentless dedication, we continue to enhance our standards in procurement, processing, and global distribution, ensuring the highest quality seafood for our customers worldwide.

## Samuel Peter Jonathan

Jonathan carries forward the legacy ignited by his grand father, Mr. Peter Rathnasamy, who revolutionized the marine products trade in 1965 by supplying materials to leading export companies like Baby Marine. This foundation was further strengthened by his father, Jack alias Joseph Benjamin, who introduced peeling and material processing units, elevating the business to new heights.

In 2018, Jonathan played a pivotal role in launching direct exports of marine goods, expanding procurement from Gujarat to the shores of Tuticorin. As a young and dynamic exporter, he finds joy in traveling the world to connect with new buyers and clients. His unwavering focus on product innovation and premium quality continues to drive Lifaa Sea Food Exports forward.



Samuel Peter Jonathan  
(B.Tech., MBA)





# Advanced Super Clean Processing Facility

Our Plant is facilitated with world class, fully air conditioned Processing Hall, in plant laboratory, Plate freezer, Tunnel Freezer, Cold Storage, flake ice and Crab Pasteurisation unit.





# Food Safety

We maintain several check and control points throughout our seafood production, from raw material procurement to packaging, to ensure that you receive the safest products feasible. Our cutting-edge lab facilities and well-trained staff enable us to closely monitor the products.



# Fish

## Anchovy

*Stolephorus indicus*

- ❖ Whole
- ❖ Pan Ready

## Red Mullet

*Parupeneus indicus*

- ❖ Whole

## Mackerel

*Rastrelliger Kanagurta*

- ❖ Whole

## Red Grouper

*Cephalopholis sonnerati*

- ❖ Whole

## Parrot Fish

*Scarus ghobban*

- ❖ Whole

## Emperor

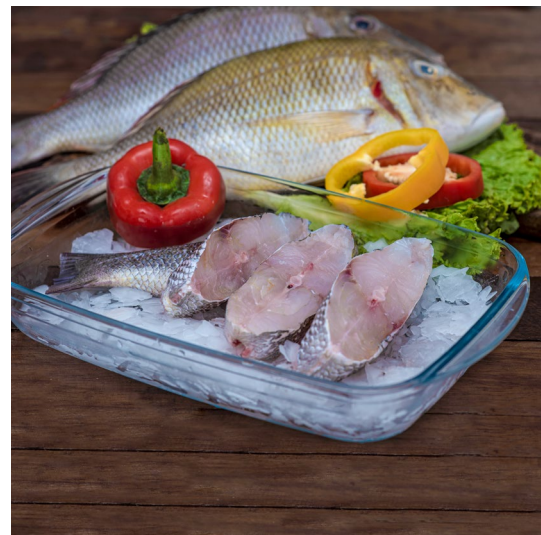
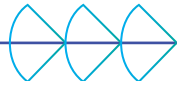
*Lethrinus nebulosus*

- ❖ Whole
- ❖ Steaks
- ❖ Fillets

## Mahi Mahi

*Coryphaena Hippurus*

- ❖ Whole
- ❖ Gutted
- ❖ Fillets
- ❖ Skin ON / Skin OFF





# Fillets

## Grouper

*Epinephelus SPP*

- ❖ Fillets
- ❖ Boneless
- ❖ Skin ON / Skin OFF

## White Snapper

*Pristipomoides multidens*

- ❖ Fillets
- ❖ Boneless
- ❖ Skin ON / Skin OFF

## Red Snapper

*Lutjanus bohar*

- ❖ Whole
- ❖ Fillets
- ❖ Skin ON / Skin OFF



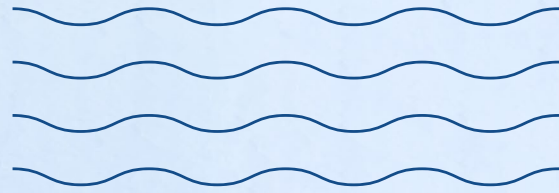




# Cuttle Fish

Cuttle Fish Whole Cleaned

❖ Block | IQF







# Squid

Loligo / White Squid (*Loligo duvauceli*)

Thondi Squid (*Sepioteuthis lessoniana*)

Needle Squid

- ❖ Squid Whole
- ❖ Tubes & Tentacles
- ❖ Rings
- ❖ IQF







# Octopus

Whole / Cleaned





# Global Presence



We proudly supply seafood to over nine countries, a milestone we've achieved in a short time thanks to our loyal customers & commitment to superior product quality. With consistent growth year after year, we aim to expand our reach to 20 or more countries by the end of 2025.

*Fresh*  
& Expertly Packed





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