



sriini™
FOOD PARK



Enabling Food Processing Infrastructure



Agenda

Introduction

Location

Infrastructure

MFP Components

Benefits

Highlights

Q & A

Introduction

- India - The second largest food producing country



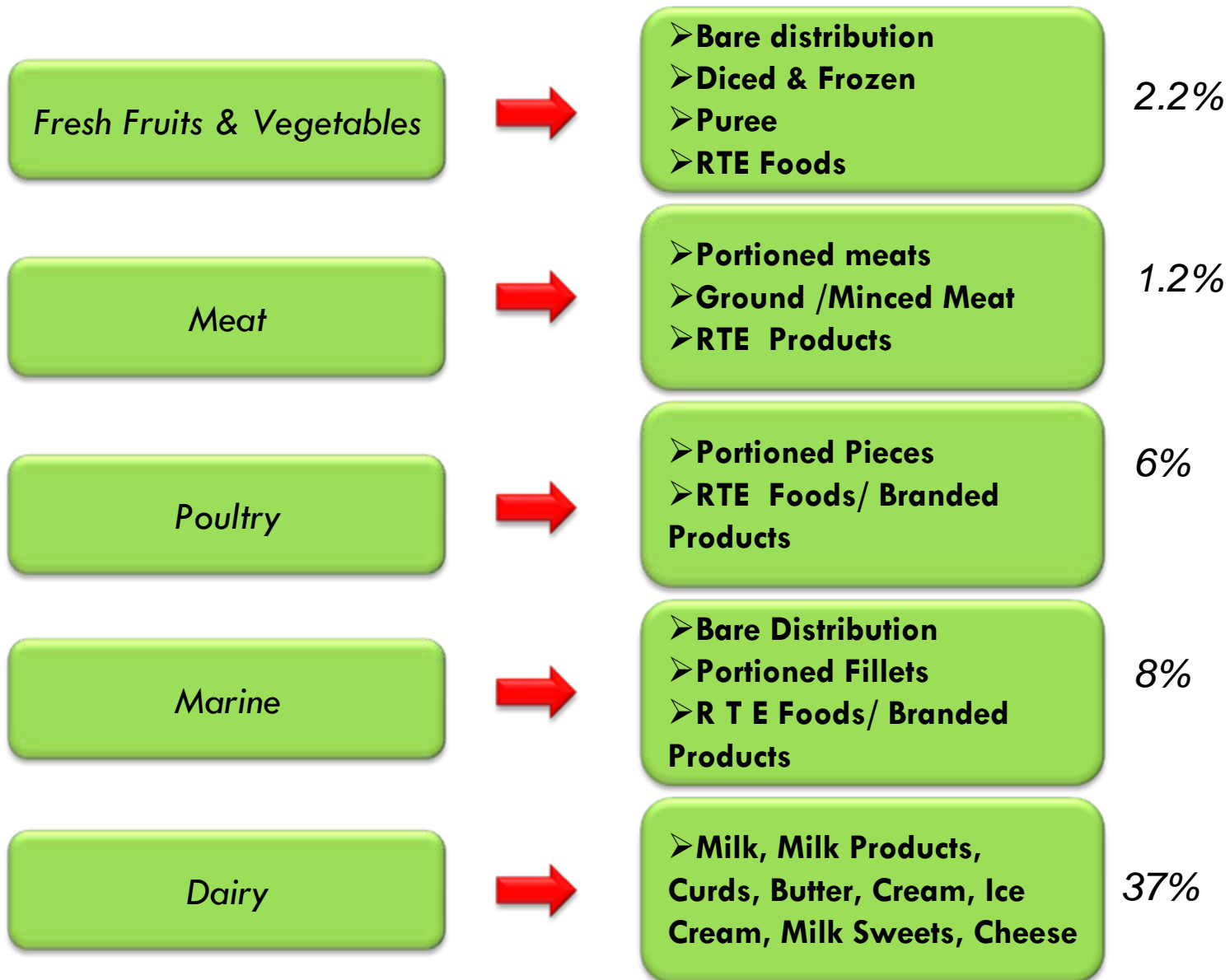
- 115 Million MT Milk Production - No.1 in the World
- 170 Million MT Fruits & Vegetables - No. 2 in the World
- 212 Million MT Food Grains - No. 3 in the World
- 6.4 Million MT Fish - No. 3 in the World

Introduction

- Total Food industry - USD 181 billion with value of food processing at USD 75 billion (secondary & tertiary)
- The industry is poised to reach to USD 258 billion by 2015 and USD 318 billion by 2020
- Biggest consumption category in India with spending ~ 21% of India's GDP
- Food Processing in India is only about 2% compared to 23% in China and 65% in developed nations.
- 40% of the food produced is wasted amounting to \$10 Billion (USD)



Snap Shot of Food Processing



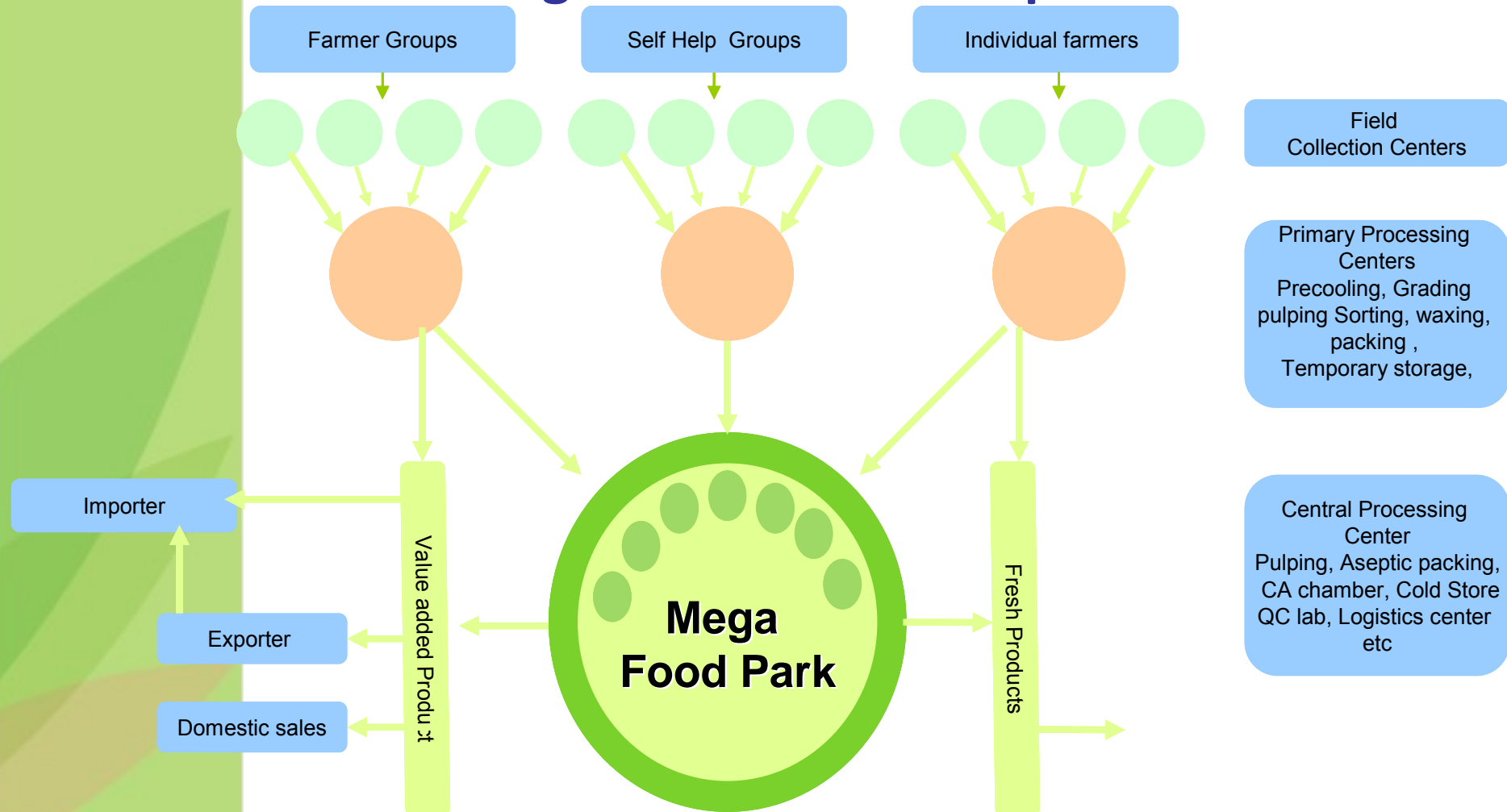
Introduction

Mega Food Park

- Mega Food Park (MFP) is one of the 11th five year scheme envisaged to create Post Harvest Infrastructure to promote Processing by **Ministry of Food Processing Industries, Govt. of India (MoFPI)**.
- MFP consists of Central Processing Centre with common facilities and Primary Processing Centre for raw material sourcing and backward linkage
- Enable Basic Infrastructure
- Enable Supply Chain Infrastructure
- Facilitate Backward integration and Cluster Farming

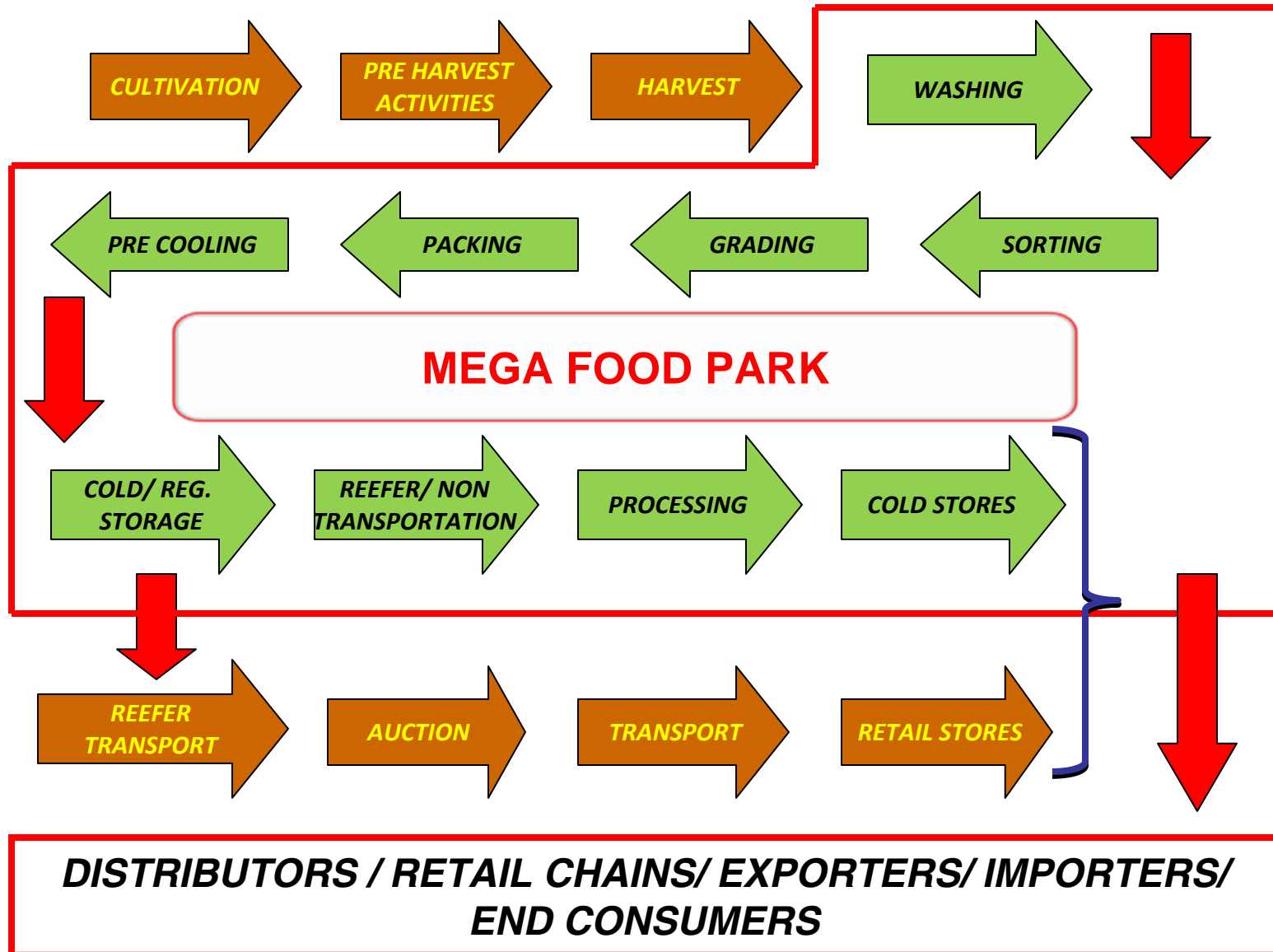
Introduction

Mega Food Park - Components



Mega Food Park is backed by efficient supply chain with CPC, PPC, Field Collection Centers, Self Help groups and Individual Farmers

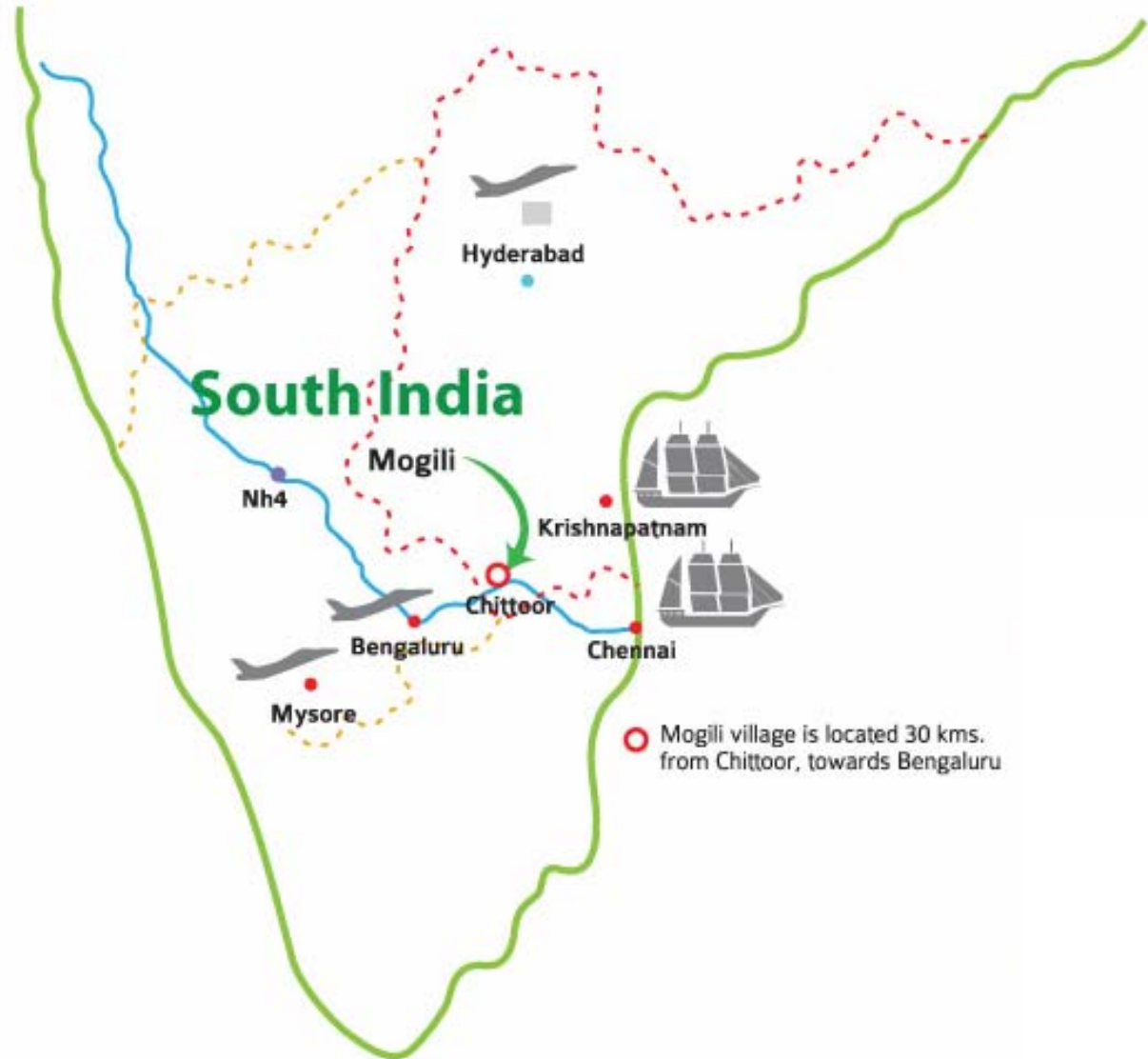
Share in the Value Chain



Srini Food Park

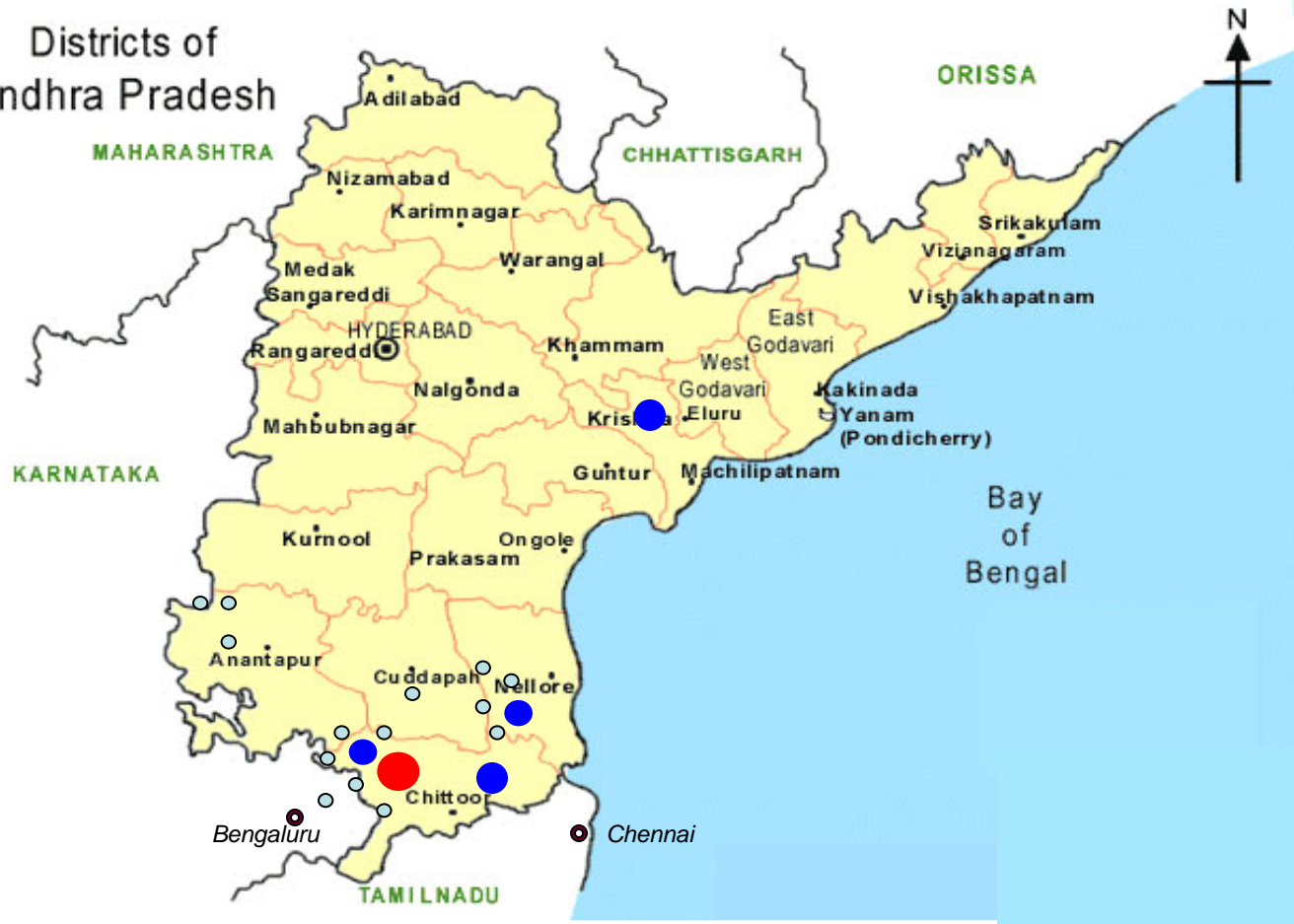


Location



Location

Districts of
Andhra Pradesh



● - Central Processing Center

● - Primary Processing Center

○ - Field Collection Centers

Location Benefits

- **Chittoor Cluster is the largest Fruits and Vegetables cluster in India**
- ***Proximity (~150 Kms) to major consumption markets (Chennai, Bangalore and Tirupati)***
- **3 International Airports**
- **3 hrs to Chennai Port and Krishna Patnam Port**
- **Synergy with developmental schemes**
 - **NHM Focused Cluster Districts**
 - **APEDA AEZ**
 - **Existence of nearly 60 small scale fruit processing enterprises who require value chain development support (Aseptic Packing)**
- **Access to Basic Infrastructure (Road & Rail network, Power, Water, Seaport and Airport)**

Infrastructure

Concept Plan- CPC



Infrastructure

Common Facilities - Picture



Infrastructure

Basic Infrastructure on Pay Basis

- Developed Individual Plots – 0.5 Acres to 4 Acres; can combine multiple plots for bigger plots
- 5 MVA Substation with dual feeders for reliable power – HT Line at Door Step
- Soft Water Supply at Door Step
- Roads, Storm Water and Sewer Drains
- Modular Common Effluent Treatment Plant – 3 x 330 KLD
- MSME Space – Pre-Built Factory Space on Hire
- Common Office and Secretarial Services

Infrastructure

Common Facilities for Hire at CPC

- Multi Fruit Pulping Line – Mango, Tomato, Papaya, Banana & Guava
 - 10 Ton per Hour Single Strength output capacity
 - ECR Ripening Sheds
 - CFT Manzini - Turbo Refiner, Double Effect Evaporator (6 MT/Hr), & Aseptic Filler (10 MT/Hr)
- Individual Quick Freezing Line – One Ton per Hr
- Pet & Tetrapak Line for Juices
- - 30 to +18 RH controlled Modular Cold Storage
- Ware Houses
- High End Food Testing Lab
- Refer & Insulated Trucks
- Weigh Bridge

Infrastructure

Common Facilities for Hire at CPC

Core Processing Infrastructure	Status of Execution	Capacity
Multi-fruit pulping line with Concentration- Aseptic	Commissioned	10 MT/Hr 20,000 MT/Annum
Testing Lab	Commissioned	
Ripening Chambers – ECR	Commissioned	11 x 200 MT
Pre Cooling Chambers	Dec 2011	3 x 5 MT
Cold Storage – Chilled	Dec 2011	6 x 100 MT
IQF	Dec 2011	2 MT/Hr
Freezer Rooms	Dec 2011	2 x 250 MT, 500 MT
Tetrapak – Juice Line	May 2012	2200 to 6600 LPH
CA Chambers	Commissioned	5000 MT

Infrastructure

Primary Processing Centers (PPC)

- Will collect and supply raw material directly to Fresh Market and to Units at CPC
- PPC ensures proper post harvest management
- Has facilities for Washing, Drying, Grading, Packaging, Ripening, etc. based on products at each PPC. Nuzid & Tirupati facility has VHT as well.



Infrastructure

Other Facilities

- Capacity building and training centers
- Hostel and stay facilities
- Conference hall
- Truck Parking
- Truck Driver Stay
- Bank & post office
- Central canteen
- Entrepreneurial venture incubation center



Why Srini Food Park?

- Reduced Infrastructure capital thru common shared facilities
 - Faster Governmental Clearances
 - Reduced setup time leads to faster revenue generation.
 - Developed Plots available with basic Infrastructure
 - Grants up to Rs. 50 Lakhs Under TUFs on priority
 - 75% VAT Reimbursement from GoAP
 - Rs 1.0/Unit Reimbursement by GoAP for 5 Years
 - Reliable Power, Water, and CETP
 - Common Pulping and Aseptic Line on Hire
 - Complete Cold Chain Available on Hire
 - Common Marketing and Branding Advantages
 - Market surplus and abundant raw material in cluster
- Mega Scale of Economy***

Benefits

Partnering Opportunities with Srini Food Park

- Outsourcing Backward Integration – Sourcing of Fresh F&V for Retail and Exports
- Co-packing – Fresh, IQF, Frozen, Pickles, Pulps, and Juices
- Customized Raw Produce capacity building
- State of Art Supply Chain Infrastructure



Benefits

- Proximity to continuous raw material source.
- Governmental support & incentives to promote your business.
- Access to the massive South Indian market.
- Availability of economical skilled labor.



Benefits

Backward linkage

- Comprehensive backward linkage by tying up with farmers and traders to procure quality raw material from the farms
- Collection centers at farm level equipped with basic infrastructure
- Education and other inputs will be provided to the farmers to ensure standardized raw material quality
- Federation of Farmers Association (FFA)



Benefits

Madanapalle PPC

- Mango – 140,000 Tons
- Tomato – 170,000 Tons
- Tamarind – 20,000 Tons
- Vegetables – 50,000 Tons
- Chilies – 15,000 Tons



**PPC
Madanapalle**



**PPC
Tirupati**

Tirupati PPC

- Papaya – 100,000 Tons
- Banana – 85,000 Tons
- Mango – 84,000 Tons
- Acid Lime – 26,000 Tons

**PPC
Gudur**

Gudur PPC

- Acid Lime – 186,000 Tons
- Mango – 29,000 Tons
- Okra – 2,500 Tons



**CC
Anantapur**

Anantapur CC

- Pomegranate – 73,000 Tons
- Sweet Lime – 2,200,000 Tons
- Papaya – 190,000 Tons
- Tamarind – 25,000 Tons



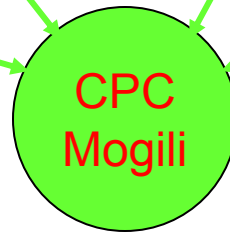
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70 Km

230 Km

140 Km

190 Km



**CPC
Mogili**

Mogili CPC

- Mango – 450,000 Tons
- Eggs – 1,000,000 Per Day

Seed to Shelf

Key Milestones

- Central Processing Center.
 - Multi Fruit Processing Line – July 15th, 2010
 - Cold Storage, Warehouse & IQF – Dec 30th, 2011
 - Testing Lab – Dec 30th, 2010
 - Tetrapak/Pet – June 30th, 2012
- Services:
 - Common Effluent Treatment Plant - Sep 2010
 - Power & Soft Water - May 2010
 - RO Water 5KL/Hr - Apr 2011
- Primary Processing Centers:
 - Nuzvid - Sep 2010
 - Tirupati - Jan 2012
 - Madanapalli - June 2012
 - Gudur - July 2012
- Complete Project Completion Date – Oct 2012

Highlights



Indian Parliamentary Committee Visit on 7th July 2010

Highlights



Papaya Processing



Tomato Processing

Highlights



Site Picture



Processing Facility



Evaporator



FDA Approved Ripening



Boiler

Highlights



Multi Fruit Per-Processing Line



Guest House, Central Canteen, etc



5 MVA Common Substation



Aseptic Filler

Highlights



CETP



Plot # 3 CA Chamber



Central Water Softener Plant

Highlights



Decanter Equipment



Common Office Space



Electrical Panel Room



Central Canteen

Nuzvid & Tirupati Packhouse



Sorting Line



Trays & Trolleys



Nuzvid VHT 5 Ton/Batch

Nuzvid & Tirupati Packhouse



VHT Plant

VHT Control Panel



3rd Party CA Chamber in Operation



Q & A



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Thank you for your time

Thank You

ధన్యవాదములు

Telugu

ขอบคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Dziękuję

Polish

धन्यवाद

Hindi

Obrigado

Brazilian Portuguese

شكراً

Arabic

多谢

Simplified Chinese

Danke

German

Grazie

Italian

Merci

French

多謝

Traditional Chinese

ありがとうございました

Japanese

감사합니다

Korean