

This will benefit the farmers in the form of higher prices," said a Mother Dairy spokesperson. Since four years, Mother Dairy has been selling liquid milk in Bareilly and Agra by entering into an agreement for co-packaging with the Uttar Pradesh's Pradeshik Co-operatives Dairy Federation (PCDF), the producers of Parag Milk products, said a dairy analyst.

International Breweries ready for India acquisitions

Canadian brewer International Breweries is on the lookout for brewery acquisitions in India and is rolling out its second brand, Australian Draught, in India. The around \$40-million parent firm makes brands such as Australian Max and Canadian Blonde in Toronto. The company is keen on investing in the Indian market. "We are looking at acquiring a brewery in south India in six months. We are in preliminary talks at the moment," Peter S Harvey, Executive Director of International Breweries, said.

It entered the Indian market by tying up with Mohan Meakin in 2001. However, restrictions in the UP market prompted it to partner Bangalore-based Khoday's Breweries to manufacture its brands since 2009. "We know we are not a household name in India yet," Mr Harvey, said with reference to competition from Indian and multinational companies. "The Indian market is the fastest growing in the

world. We have believed in it in the past 10 years," he said. He also acknowledged the fact that at times the Indian market was challenging, as it was hard to establish a foothold because "we are not a global giant, but we see it becoming one of the biggest in the world".

He said that the company's focus was now on marketing its brands Australian Max and upcoming mild beer Australian Draught. Strong beer Australian Max retailed at Rs

65 for a 650 ml bottle and at Rs 35 for 330 ml would expand its reach in Karnataka as well as Pondicherry and Goa next. States such as Tamil Nadu, Andhra Pradesh and Kerala will be on the road map for the next 18-20 months. Vijay Mallya-promoted United Breweries holds the dominant share of the Indian beer market. Companies such as SAB Miller, Carlsberg and Anheuser-Busch InBev have been betting on the Indian market as well.

Molson Coors too acquired a controlling stake in Cobra India to set up a joint venture for the Indian market.

Nestle and Amul battle for a+ or A+

Swiss FMCG firm Nestle has rebranded its milk and yoghurt offerings in India. Now these dairy products will be sold under the a+ brand. "We are going aggressive on communication," said Mr Kumaran Nowuram, General Manager, Dairy Business, Nestle India Ltd. The company will be milking the quality connotation in the new name while the price will remain the same. A few months ago, Nestle had rebranded its probiotic offerings, too, junking the Nesvita brand for Actiplus. The one litre milk packet is priced at Rs 57 and the 400-gm yogurt is priced at Rs 38. The 200-gm yogurt pack is priced at Rs 18. The company said it would be evaluating opportunities for smaller packaging. On their proposed new R & D centre in Manesar, Gurgaon, the company said it would come up by the mid of next year.

Meanwhile, Amul has threatened to drag the Indian arm of Nestle to court. Gujarat Cooperative Milk Marketing Federation (GCMMF), which markets the Amul brand of milk, butter, cheese and ice cream, has shot off a legal notice to Nestle over trademark infringement of its dairy brand A+, days after the multinational rolled out the new brand of milk and yogurt, Nestle a+.

HRS bag 24 million order

HRS Process Systems Ltd. recently bagged the contract for Aseptic fruit pulp sterilizer and filler from Maha Juicy Food Processing Pvt. Ltd. for their plant in Chittoor District in Andhra Pradesh.

Maha Juicy Food Processing order, worth Rs. 24 million, is to be supplied and commissioned by HRS PSL in March 2012. This new Aseptic Sterilizer has been designed to process more than 6000 kg / hr of fruit pulp /puree concentrate and can fill in bulk packing starting from 200 kg to maximum 1000 kg. The sterilizer and filler are mounted on independent skids and are fully automated with PLC based touch screen control panels. The filling machine has fully automated conveying systems, which can handle palletized drums or one tonne bins.

On this occasion Mr. V Gokul Das, Managing Director, HRS Process Systems Ltd. said, "Maha Foods were completely satisfied with the service, quality and performance of equipment supplied to them by HRS PSL for the previous fruit season. This order highlights our track record of successful implementations leading to larger repeat orders from all our clients."

"We appreciate the thorough professionalism, in-house quality standards and excellent service back-up given by HRS. Our decision to associate with HRS once again, will be definitely rewarding," said Mr. Madana Mohan, Managing Director, Maha Juicy Food Processing Pvt. Ltd.

HRS PSL operates at the forefront of thermal processing technology, the Rs.380 million, HRS PSL largely caters to the food processing market with its innovative Heat Exchangers, Evaporators and systems for Food/Fruit/Beverage Processing.