

# Mango pulp evaporation plant at Rasaa

## Popularity of mango drinks segment to accelerate processing activity



India produces around 15 million tones of mangoes, which is about 50 per cent of the world production. The popularity of packaged mango drinks segment has propelled the growth in the mango-processing activity in India. Majority of mango cultivation and processing happens in South, Krishnagiri and Chitoor districts. Numerous mango processing units who cater to growing demand of mango pulp required by fruit based beverage companies operate here. Rasaa Foods, found in 2004 and promoted by Mr. Venkataramana Reddy, is one such company. Increasing demand for quality products,

rising costs of packaging material, transportation and storage, prompted Rasaa to invest in an evaporation plant. PFI was in conversation with Mr Reddy to know the more about this industry. Mr Reddy also talked about the new system installed by HRS PSL and its impact on his manufacturing and overall operations. Following are the excerpts:

**Q Please share a brief backgrounder on Rasaa Foods.**

**A** Rasaa Foods started its operation in 2004 as a mango pulp processing and canning unit with about 2000-2500 tons of mango pulp in cans during the first season. In 2005, Parle Agro was looking for a quality pulp supplier and we passed their stringent quality norms to become of their leading suppliers of mango pulp in cans for the beverage manufacturing of their popular brand Frooti. After a year of profitable collaboration, Parle proposed us to set up an aseptic processing plant to pack pulp in aseptic bag in drums to cater to their high capacity plants and reduce the cost. Since then we have been successfully supplying mango pulp in aseptic drums and cans to Parle.

**Q What are the main products of Rasaa Foods**

**A** Our product range includes single strength mango pulp, mango pulp concentrate (21 / 28 brix), guava pulp and tomato puree

in cans and in Aseptic (bag in drum).

**Q What is your production output, please share some details about your manufacturing facility**

**A** We manufactured 10,000 tons of mango pulp in 2010 and 15,000 tons of mango pulp in 2011. About 40 % of the production is in cans and balance 60% in Aseptic (bag in drum). Our last year's sales were over Rs. 350 million.

Our facility has capacity to produce 6000 kg / hr for single strength mango pulp and / or 3000 kg / hr for mango pulp concentrate at one plant and 7000 kg / hr single strength mango pulp and/or 3500 kg / hr for mango pulp concentrate for the second plant. Normally we have an average plant capacity utilization of about 95 %.

**Q What are your expansion / growth plans?**

**A** Our plant capacity for pulp processing has now saturated and hence with a view to diversify and expand we plan to get in fruit based beverage processing and mineral

water with a leading company. We are also looking at upgrading our existing lines with HRS technology to enhance productivity and product quality.

**Q Please provide details about the total market output, current & projected growth.**

**A** The current market output is estimated to be about 500,000 tonnes of mango pulp and is growing at 30 - 40% domestically. There is also a perceptible increase of about 10-15% in international market. We produced 15,000 tons this fiscal of which Parle Agro enjoys 40% share.

**Q How will this new system / plant impact your manufacturing and overall operations?**

**A** Post the mango season in 2010 Parle asked us to install an evaporator to concentrate the mango pulp and pack it in aseptic drums and cans. We approached HRS for the evaporation plant as we were confident with their technical expertise and service support given for their previous pasteurizer order.

The plant is designed to process mango pulp with a capacity of 3000kg/hr for 28brix and 5000 kg/hr for 21 brix of mango pulp output. We are delighted that the average output is 15-20% more than committed.

HRS has engineered the plant to enable high quality product with high throughput and enhanced CIP cycle of 6-7 days. All this has enabled us to work non stop for 60 days which has tremendously enhanced productivity.

We have considerably been able to reduce our packaging and logistics cost after installing this evaporator. Productivity has improved in terms of time and costs.

**Q How would you rate HRS Process Systems Limited.**

**A** Sound technological knowledge and an efficient service support is what we primarily look for in a vendor. HRS is a global group with innovative technology and application engineering as its key strengths. Their innovative technol-

# Regulating food advertisements

After educational institutes and auto companies, it is now the turn of food and beverage firms to watch their step while promoting their brands.

There is an urgent need to regulate advertisements promoting brands in food and beverages, according to authorities. After educational institutes and auto companies, it is now the turn of food and beverage firms to watch their step while promoting their brands. The Advertising Standards Council of India (ASCI) and the Food Safety & Standards Authority of India (FSSAI) are working together on proposing guidelines.

According to sources, FSSAI has already sought the response of ASCI on a white paper it had prepared on the subject. The document carries FSSAI's inputs on the subject, including the draft guidelines or the code

that it hopes to put in place.

Among other issues, the code, as proposed by FSSAI, seeks to clamp down on misleading ads or claims made by food & beverage advertisers. This, it proposes to put into effect by insisting advertisers back the claims made about ingredients or underlying health benefits with scientific evidence, whenever required.

The body has also proposed that good dietary practices and the selection of natural foods should not be discouraged by advertisers in their ads. It has also sought discouraging excessive consumption of any particular food, insisting health-related benefits or comparisons made to

consumers, especially rural consumers, made in clear terms.

ASCI has said advertisers should be allowed to modify or withdraw ads once they are found violating the code. Advertisers should be penalised only if they don't agree to the modifications or withdrawing the ad.

The matter, say those familiar with the development, is likely to be discussed at an ASCI-convened conference in Delhi. The conference would seek to build consensus on various issues, including indecency in advertising, honesty and truth in ads other than those for food & beverages. Participants at the conference would include members from the information & broadcasting ministry, the department of consumer affairs and the FSSAI, besides activists, legislators and advertising industry professionals. □

ogy and product designed with high expertise has improved our productivity and reduced costs. HRS has provided us round-the-clock assistance in installing, commissioning and running of the plant. Throughout, their approach has been extremely professional and amiable. We are satisfied with our decision to collaborate with them and would surely be working with them in future!

**Q Please share a brief note on the fruit processing industry, especially in South India.**

**A** In India major mango cultivation and processing happens in south India and some western and northern regions. In South, Krishnagiri and Chittoor districts of Tamilnadu and Andhra Pradesh respectively are prime mango processing belts and other scattered regions include Dharmapuri, Dindigul, Vellore, Theni, etc. The main varieties of mango that is processed are Totapuri and Alphonso (to a small extent Neelam and Sindura).

In Krishnagiri and Chittoor districts

there are about 400 mango fruit processing units. Eighty per cent of these units fall under the category of small scale industries that have an average production capacity of 5.5 tons per day of mango pulp. The remaining of these units comes under the medium scale industry category with an average production capacity of about 80-100 tons per day. A sizeable average of these, are professionally managed companies like Jain Irrigation, Capricorn Foods, Rasaa Foods, ABC Fruits, Mother Dairy, Anandam, Paiyur, Srini Foods, etc.

The medium scale mango pulp suppliers like us here are expanding their facilities to meet the global demand. Traditionally we used batch type plants (pan processing) and products packed in cans, later we shifted to the continuous tubular heat exchanger lines which is still primarily used for preheating and pasteurizing the pulp. The shift to aseptic processing and packaging started about a decade ago. Today the plant

capacities have increased to 4-6 tons, with few plants of about 16 tons per hour capacity. Companies now are installing evaporation plants to concentrate mango pulp thereby reducing packing and transportation costs and enhancing profitability.

**Q What are the incentives offered by State / Union Government to promote the industry**

**A** Food / Fruit processing sector has seen and unprecedented growth in the past decade and will grow in leaps in the coming decade. Government of India has been having a special budget allocation for the sector and in the past two budgets accorded infrastructure status to Cold Store building and many other post harvest facilities. We are entitled to a 50 lakh subsidy by the Indian Government. The Agriculture Ministry gives an interest free loan upto Rs 75 lakhs for joint ventures. We also receive support from institutes like APEDA for marketing, fruit handling, and fruit ripening activities. □