

SRINI FOOD PARK

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INTEGRATING NATURE WITH TECHNOLOGY
MEGA FOOD PARK @ CHITTOOR
CREATING A PLATFORM TO NOURISH LIVES



“EVERYTHING IN NATURE
CONTAINS ALL THE
POWER OF NATURE”

We believe in extracting Nature's finest offerings and creating products that nourish life. As a result of our close interaction with Nature, we have achieved the capability to skillfully blend natural ingredients with technological capabilities to achieve the perfect recipe for a balanced life.

At Mega Food Park (MFP), we offer an array of opportunities and conveniences for setting up state-of-the-art food processing units engaged in pulping, IQF, dehydrating, pectin foods, juices, cereals, ready-to-eat foods, feed mixing, bottling, tetra packaging and spices.

VISION

We aim to be the model infrastructure provider to the food processing industry in India by adopting global best practices, high-end technology and providing end-to-end linkage to the food processing sector

MISSION

- To exceed customer expectations in the processing, distribution and marketing of safe, tasty and high-quality fruit and vegetable products from seed to shelf
- To develop a profitable company based on innovation, integration, infrastructure, value, commitment, experience and knowledge of our people, partners and investors
- To create, control and monitor the quality and origin of the crop by optimising value addition to the farmers and the crop, when dealing with the challenges presented by the market and the society
- To actively minimise wastages at all stages in the food chain by developing optimal infrastructure for storage from the ground level



MEGA FOOD PARK:
A FRESH NEW CONCEPT
IN THE FOOD PROCESSING
INDUSTRY

It's the new that takes us forward; it's the new that inspires us to chart new paths; it's the new that prepares us for the next dawn.

Mega Food Park, India's largest integrated food park located at Mogili Village, Chittoor District, Andhra Pradesh, India, is just that pioneering project. As a model, the 110-acre MFP is on par with the techno-intensive software parks and is equipped with global standard infrastructure. This avant-garde facility features a Central Processing Centre with common facilities and Primary Processing Centres for backward linkage. It aims at working as a single window clearance facility for units in the Food Processing Industry.

Developed by Srimi Food Park Pvt. Ltd., MFP provides end-end solutions for food processing, with beneficial forward and backward linkages.

Promoted and managed by professionals from diverse backgrounds, this one-of-a-kind project has been conceived by the Ministry of Food Processing Industries, Govt. of India. MFP has been designed to provide seamless infrastructure facilities - from seed to shelf.

Today's rapid-paced world has woken up to the importance of a fresh and healthy lifestyle. The scales have tilted in favour of a natural diet that demands high-quality processed food material. Hence, the demand for quality foods, quick, healthy bites and environmentally-friendly alternatives is also growing.

The Indian food processing industry is currently growing at 7% and is expected to grow from US\$ 200 million in 2008 to US\$ 310 million in 2015 with the highest growth being recorded in the Fruits and Vegetables sector (20%).

MFP is helping India gear up to meet the food demands of the future.



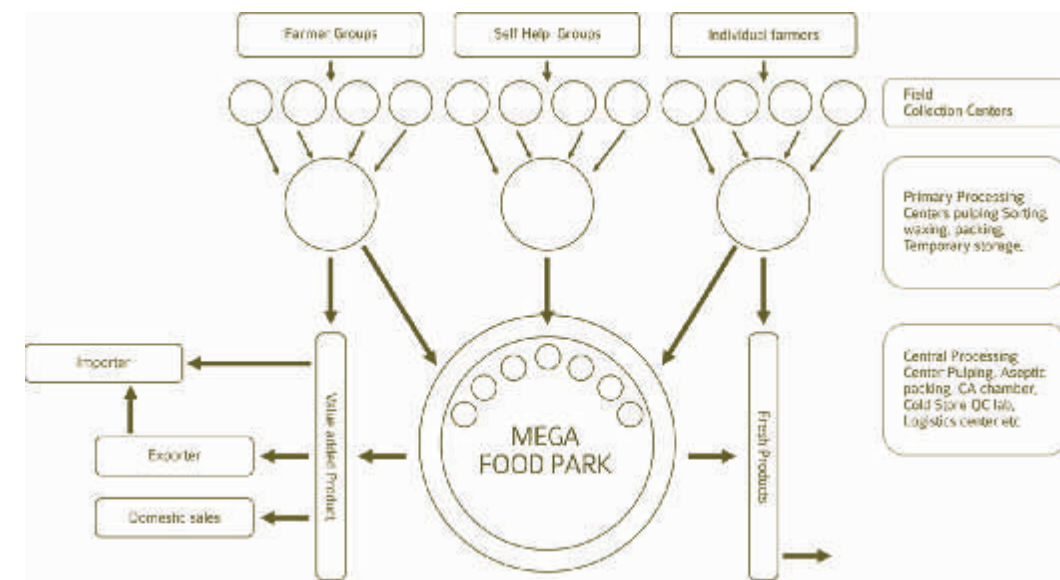


MOGILI VILLAGE,
MOGILI VILLAGE, CHITTOOR DIST.:
THE PERFECT LOCATION
FOR A MEGA FOOD PARK

- Chittoor has been declared as an AEZ under Govt. of India's Agri Export Zone scheme as it has all the potential to become the largest fruits and vegetables cluster in India
- It is home to a number of small food processing units and SMEs engaged in the processing of tropical fruits, catering to both the domestic and export markets
- A large number of service providers viz. suppliers of raw materials, marketing firms, logistics providers and skilled labour have made Chittoor their place of operations
- It is in close proximity to major consumption markets for end products such as Bengaluru (154 km.), Chennai (147 km.), and Tirupathi (120 km.)
- Chittoor is easily accessible by air, rail, road
- It has access to a very large and diverse raw materials base spreading across Kadapa, Anantapur and Nellore districts of Andhra Pradesh; all these districts are contiguous, and a variety of tropical fruits - Mango, Papaya, Guava, Pomegranate, Lemon, Banana, Water Melon, and Vegetables - Tomato, Beans, Okra, Brinjal, Tamarind, and Poultry Eggs are available seasonally
- Kolar district of Karnataka and North Arcot, Krishnagiri and Dharmapuri districts of Tamil nadu have a similar range of products that can be procured and processed
- Incentives have been offered by the Government including subsidised charges for electric power, market cess waiver, duty drawback etc. for food processing enterprises set up in Chittoor district under the AEZ and other schemes



THE MFP MODEL:
RELIABLE, CUTTING-EDGE
AND RESULT-ORIENTED



FROM SEED TO SHELF:
AN INTEGRATED APPROACH



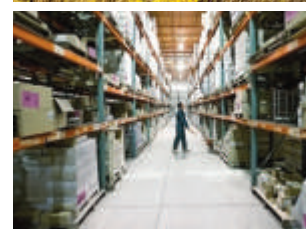
MFP adopts a unique, integrated approach to ensure quality distinction at all stages of production. MFP believes in value addition right from the grass roots level. Special inputs are given to the farmers on seed quality and other farming practices to ensure maximum benefits. Subsequently, several other initiatives are undertaken to achieve uncompromising quality right through the process.

MFP helps create the critical infrastructure to fill gaps in the supply chain links between farmers and consumers. By pressing into use leading-edge post-harvest management techniques - such as raising the hygiene levels and ensuring the general safety of food items - it endows products with a longer shelf-life. MFP actively minimises wastages at all stages in the food chain by developing optimal infrastructure for storage from the PPC level, by the transportation of products through reefer trucks etc.

To top it, all the products are the outcome of a focused effort to conserve Nature's precious resources through substitution and innovation. This is a deliberate and conscious endeavour that stems from a deep-rooted concern for Nature.



INFRASTRUCTURE: INFRASTRUCTURE: QUALITY. SERVICE. TRUST. TRUST.



Mega Food Park provides contemporary plug and play facilities starting from processing, power, water, steam and ETP facilities, communication, office spaces, conference hall, guest houses, canteens, bank, shopping arcade, medical centre, post office, fire station, bus terminus, fuel depot, security block and electric substation.

The Central Processing Centre (CPC) is equipped with post-modern facilities for...
Sorting / Grading / Washing | Dry warehousing | IQF | Labeling | Aseptic filling | Packing | Aseptic packing | Repackaging | Ripening chambers | Bottling
| Cold storage (Modular multi-product RH controlled with -20° to +18° C | ETP

Highlights' excerpt:
Strategically located | An expansive developed space of 110 acres | Plots available in varying sizes for rent / lease
| Pre-built factory sheds available for lease | Common, shared facilities such as testing labs | Powered with world-class facilities



The Primary Processing Centres (PPCs) are designed to ensure lesser damage to raw materials, better product quality and special benefits for the farmers, traders and food processors. MFP operates through its 4 state-of-the-art facilities in Madanapalle, Kodur, Gudur and Anantapur.

Highlights' excerpt:
Cleaning | Grading | Sorting | Weighing | Packing | Cold rooms | Tamarind processing | Ripening chambers | Reefer vans | Mobile precoolers | Collection vans | De-shelling | De-fibering | De-seeding

Once the primary value addition is done, the produce is supplied to local markets and processing units within and outside the CPC.

Apart from these, the facility is equipped with a specialised food testing lab that guarantees superior quality at all times.

MFP not only offers the convenience of superior technology, but also a lineup of specialised and trained workforce accomplished in a variety of industry-related tasks.



THE CHOICEST DESTINATION: FOR QUALITY FOOD PRODUCTION

BACKWARD LINKAGE: COLLECTION CENTRES, RAW MATERIAL STANDARDISATION

MFP has envisaged comprehensive backward linkage by tying up with farmers and traders to procure quality raw material from the farms.

- MoUs entered with Federation of Farmers Association (FFA), Sowbhagya Krishi Vikas Pvt. Ltd. (a contract producer) and Farmers' Mutually Aided Co-operative Societies, bringing into ambit more than 10000 farmers
- Collection centres at Gram Panchayat level equipped with sheds and weighing scales, which would be managed by self-help groups. Farmers can sell their produce here at competitive prices.
- Inputs to farmers on seed quality and other best practices to ensure standardised raw material quality.
- Fresh farm produce is collected at collection centres and transported to Primary Processing Centres where they are sorted, graded, washed and packed. Then the produce is transported to the Fresh Market, or in case of processing grade produce, to CPC through a fleet of reefer trucks and vans with variable temperature control features.
- Traceability of the crop – detailed analysis conducted on need basis



FORWARD LINKAGE: MARKETING SUPPORT AND TIE UPS WITH END CONSUMERS



Due to its size, scale and design, Mega Food Park is in the position to attract marketing tie ups from MNC manufacturers and large food retailers who require good quality farm produce on a sustained basis.



Currently, we have constituted a Forward Link Team to forge linkages with:

- Wholesale traders
- Supermarkets
- Processors
- Exporters
- Spot deliveries
- Exchanges



The Forward Link Team is in the process of establishing a network with major leading retailers for sale in required quality and quantities. Institutions such as Agricultural and Processed Food Products Export Development (APEDA) are being linked for direct exports.

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