

FRUIT JUICES



Introduction

Fruit juices are produced and consumed for their refreshing character and nutritional qualities being rich in vitamins and minerals and having regulatory functions to the body systems; such as augmenting of alkaline reserve of the blood and proper functioning of blood vessels, including capillary, permeability and fragility as a result of contained flavonoid. Juices also increase body retention of calcium, magnesium, nitrogen and are also good sources of quick energy.

Fruit Juices were considered products for the middle class and the affluent. That segregation is no more valid. Fruit Juices are consumed by all except those who cannot afford to buy any drink. An NCAER study says that 91% soft drink sales are made to the lower, middle and upper middle classes. The Soft drinks/ Fruit Juice industry has been urging the government to categorize aerated waters (soft drinks) equitably with other consumer products of mass consumption and remove special excise duty.

Products

- Fruit Based Juice reconstitute from Concentrate/ Pulp
- Herbal Juices
- Health related Juices

Objective

The primary objective of the model report is to facilitate the entrepreneurs in understanding the importance of setting up unit of Fruit Juice. This model report will serve as guidance to the entrepreneurs on starting up such a new project and basic technical knowledge for setting up such a facility.

Critical Success Factors

A good sign for Fruit Juice Producers is increasing teen populations, baby boomers seeking healthful choice and consumer willing to spend more for premium products with exotic flavors.

Raw Material

Basic Raw material for proposed unit is Fruits. Any fruit can be used to make fruit juice, but the most common ones include Pineapple, Orange, Grapefruit, Mango and Passion Fruit.

Capacity

The capacity of the project will be 1000 LPH.

Manufacturing Process

Good quality ripe fruits are sorted, washed, peeled and cleaned. Fruits are then passed on to fruit mill for crushing and then to hydraulic press for juice extraction. Extracted juice is then filtered to remove seeds and fibres. Thereafter, various ingredients such as sugar, additives, preservatives, flavours etc. are added and this mixture is stirred till uniform solution is formed. They are standardized as per the Organization specifications, filtered, homogenized, pasteurized and filled in sterilized bottles, followed by coding, cooling and packing of the product. Products will be stored in cool dry store before distribution.

Land Area Requirement

Land should be located near to the growing Agri-cluster area easily connected with the Transportation Facility. The Project Land/Building should also have easy availability of the water and electricity. The ideal land require for the project is minimum 3000 Sq. Mtr.

Implementation Schedule

It will take Eighteen (18) months to complete all the formalities before starting the commercial production.

Financial Aspects

S.No.	Particulars	Cost (Rs. in Crore)
1.	Civil Infrastructure	0.50
2.	Plant & Machinery	2.50
3.	Other Expenses	1.00
Total Project Cost		4.00

Means of Finance

S.No.	Particulars	Cost (Rs. in Crore)
1	Equity Contribution (30 %)	1.20
2	Bank Finance (70 %)	2.80
Cost of Project		4.00

- **Estimated Turnover of the project will be around Rs. 3.50 Crore with Positive IRR of 25%.**

Government Incentives

1. Government of India has designed a Pradhan Mantri KisanSampada Yojana, In Which Capital Grant from Rs. 5 to 10 Crore is being provided as per the scheme guidelines.
2. Considering Agro and Food Processing as a priority sector various state government are also providing Incentives like Capital Investment Subsidy, Interest Subsidy, Labour Subsidy, Tax Benefits etc.

Our firm Provides following Services

» **Project Management Services**

- Pre-feasibility Study of the Project and existing market analysis of the product to be manufactured.
- Conceptualization of the Project and Finalization of Project Components.
- Bankable/Detailed Project Report
- Assistance in Grant/ Subsidy
- Detailed Design and Engineering of the Project
- Technology Sourcing
- Project Management Consultancy
- Supply Chain Management
- Agriculture Advisory Services etc.

» **Food Product Development Services**

- Suitable & Innovative Packaging as per product characteristics
- Bio-Degradable Packaging
- Development of range of variant of product with suitable packaging as per the requirement of product.

» **Food Safety & Quality Licenses**

- **FSSAI**
- **APEDA**
- **Spice Board of India**
- **DGFT**



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