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fruit 

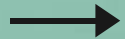
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# Background

## Why are we processing the fresh fruit?

- India takes pride in being the 2nd largest producer of fruit and vegetables.
- The nation experiences a wastage of 20% of our perishable produce.
- Currently India processes <10% of the total produce.



## Reasons for our conscious effort behind it :

- Currently farmers are selling their produce to Processing Units at dirt cheap prices.
- Demand- Supply Imbalance of processed fruits and vegetables.
  
- Processed food can be used for a variety of products.
- The end product is more edible, palatable and safe.
- And of course, it increases the shelf life.



## Why did we choose to produce pulp and paste?

- The huge demand for ketchup and ready-to-eat foods is perpetually growing.
- Our country imports pulp and paste in large quantities.
- Less than 1% of the total produced tomatoes are processed.
  
- Shelf life can be increased up to 2 years without adding any preservatives.
- More than 15% of the fruits and vegetables harvest is rejected due to shape and size, this can be utilized in making pulp and paste.
- No need to refrigerate!
  
- The processing does not change the nutritional value.
- Added health benefit : kills harmful bocterio.



## Problems addressed by FRUT X

- We connect the farms to our produce.
- Farmers are facilitated with technical guidance.
- Efficient agronomy practices are carried out.
  
- The fruit/vegetable is used to its fullest.
- Amplified yield and returns for our heroes: our farmers
- Providing Central India with its 1st Aseptic Packaging and Manufacturing Unit
  
- The overall wastage is reduced.
- Improved post harvest practices.
- Building our nation strong and reducing dependency on other countries.



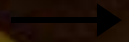
## For our farmers

- Centralized place for their produce.
- Expose them to best processing seeds.
- Helping to enrich their produce with the most efficient farming techniques
  
- Reducing their dependence on manual labor.
- Shortening sowing to harvest period.
- Technical guidance at no extra cost.
  
- Stable, higher and assured return and income.
- Eliminating dependence on market fluctuations.
- Plan to introduce machinery harvesting in future.
  
- Reducing transportation cost and damages.
- Preventive measures to fight unforeseen viruses/ crop damage.



## MANUFACTURING UNIT

State of art machinery and automation  
in the plant with minimal labour.



# TOMATO

- India is the 2nd largest producer of tomatoes.
- Only 1% of the fruit is processed.
- Loses a lot of harvest due to mishandling.
- Average cost of production to Farmers ~ Rs. 2/kg
- Total tomato farm area ~ 94.24 thousand Ha.
- Annual tomatoes produced ~ 3102 thousand MT.
- Average yield of tomato ~ 33 MT/Ha.
- Madhya Pradesh grows 15.75% of India's total produce of tomatoes which is the 2nd highest in the country





# Products

- **Tomato Puree**
- **Tomato Paste (Hot Break)- 28 Bx.**
- **Tomato Paste (Cold Break)- 36 Bx.**

All of the tomato produce is sterilized and free of any preservatives. The shelf life of our processed tomatoes is 2 years. We use the concept of aseptic technique to treat and pack the contents.





# MANGO

- India is the largest producer of Mango.
- Our nation is also the biggest exporter of Mango and Mango pulp.
- The post harvest loss for mangoes is approximately 10%.
- Total mango farm area ~ 42.79 thousand Ha.
- Total mango produce ~ 556 thousand MT.
- Avg. yield of mango ~ 13 MT/Ha.
- Varieties – Alfanso, Totapuri, Kesar





# Products

- Mango Pulp
- Mango Concentrate

All of the mango produce is sterilized and free of any preservatives. The shelf life of our processed mangoes is 2 years. We use the concept of aseptic technique to treat and pack the contents.





# GUAVA

- Proudly known as the Apple of the Tropics.
- High content of Vitamin C and minerals.
- The post harvest loss for guavas is approximately 18%.
- Total guava farm area ~ 30.31 thousand Ha.
- Total guava Produce ~ 523 thousand MT.
- Avg. Yield of guava ~ 17.27 MT/Ha.
- Madhya Pradesh grows 14.36% of India's total produce of guavas.





# Products

- White Guava Pulp
- Pink Guava Pulp

All of the guava produce is sterilized and free of any preservatives. The shelf life of our processed guavas is 2 years. We use the concept of aseptic technique to treat and pack the contents



# PAPAYA



- Natural sweet taste.
- Ranked 3rd in tropical fruit's production.
- India is the leading papaya producer, with a 38.61 percent share of the world production





# Products

- **Papaya Pulp**
- **Papaya Concentrate**

All of the papaya produce is sterilized and free of any preservatives. The shelf life of our processed papayas is 2 years. We use the concept of aseptic technique to treat and pack the contents



# CHILLI

- India is the highest producer in the world ~ 36% share
- A prominent commercial spice crop
- Adds pungency, taste, flavour and color to the food
- Total production in India 14 lakh MT.
- Madhya Pradesh amount up to 7%
- India's export share of chillies to the world is almost 25%.





# Products

- Green Chilli Paste
- Red Chilli Paste

All of the chilli produce is sterilized and free of any preservatives. The shelf life of our processed chillies is 2 years. We use the concept of aseptic technique to treat and pack the contents.



## Aseptic packaging:

Aseptic processing sterilizes food products by destroying the harmful bacteria and pathogenic microorganisms through a tightly controlled thermal process and combines the sterile product with the sterile packaging material in a sterile environment, the end result is a shelf-stable product requiring no refrigeration.



Our products are a reflection of our farmers' hard work and our unique machinery which processes the raw fruit and vegetable to provide a delectable end product that could be used in a number of packaged food items.

The world is changing and so are we. Progressing towards betterment and innovation, we promise to keep your trust alive in us always.

CHOOSE US. CHOOSE FRUTX.





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