

IMLI POHA

(Process code – CCP 1227)

Convenience foods in the form of ready mixes, have provided the house wives easy way to prepare many traditional foods with reduced drudgery, retaining their novelty but yet the satisfaction of preparing at home. The technology developed at CFTRI for preparation of ready mixes provides hygienic products of standard and uniform quality with good shelf life.

Marketing Information

These ready mixes have already become popular and addition of new products into this category could find a ready market in the urban middle income working families, industrial labour and large scale catering establishments because of the convenience, saving in time and labour in preparation of such foods of uniform quality under hygienic conditions.

Raw materials

It is based on processed Beaten rice, Tamarind powder, Salt, Sesame seeds, Bengal gram dhal, Sugar & Spices.

Packaging

Metallised polyester polypropylene

Plant & equipments

Destoner, Roaster, Sifter, Plate mill, Ribbon blender, Pulveriser (hammer), Pouch sealing machine, Drier & Dehumidifier .

PROJECT COST – FIXED COST – WORKING CAPITAL (in Rs. '000)
(estimate for a model project)

a)	Land (3600 M ²)	684
b)	Building (714 M ²)	1893
c)	Principal Plant & Equipment	1988
d)	Auxiliary Equipment	387
e)	Other fixed asset	550
f)	Preliminary/Preoperative Expenses	531
	Total fixed cost	6033
	Working Capital (Margin)	1045
	Total Project Cost	7078
	Means of Finance	
-	Promoters contribution	2553.25
-	Term loan	4524.75

PRODUCTION CAPACITY- (estimate)

Capacity	: 300 tonnes/annum
Working	: 1 shift/day ; 300 days /annum
Optimum capacity utilization	: 70%

TECHNOLOGY/MANUFACTURING PROCESS – Availability

The technology for production of instant imli poha mix has been developed at CFTRI, Mysore using appropriate equipment for optimal product recovery of right quality. The Institute has the necessary expertise to provide technical assistance and guidance for setting up the project. The CFTRI can also offer further technical assistance for project implementation, under technical consultancy arrangement.