



SYNOPSIS

POTATO FLAKE PROCESSING PLANT

India is the 3rd largest producer of Potatoes in the world reflecting a production of 30 Million MT. U.P, West Bengal, Bihar, Punjab and Maharashtra together contributes approximately 80% of India's potato production.

India today has number of Potato Varieties which have high solid and low sugar content required for Potato Flake Manufacturing. Products from potato are quite popular in our country. Many ready to eat products can be prepared by utilizing potato. Units based on potato products can easily be established in potato growing areas and the market for these products can be exploited in urban and semi-urban centres. Flour, granules, mashed product



from potatoes are used in the preparation of Potato Chips, Soup Powder, Instant foods, etc., It can also be used as binding materials for preparing curry based Food items and used for making tikkia, chops, pakoda, cutlets, stuffed paratha, kofta and other products. Potato flour based products are for mass consumption and they can be marketed easily.

The process involves the operation of:

1. Washing and peeling
2. Cutting
3. Pre-Cooking and Cooling
4. Cooking and Additive feeding
5. Drying and Cooling
6. Packaging

The flour obtained by this process can be easily reconstituted with boiling water to get the mashed potato product or can directly be used in various ready to eat products.

**MARKET:**

Clients – Ready to Eat Industry (Bhujija, Potato Chips, etc), Snack Food Industry, Hospitality, Defence, etc.

Market – Domestic as well as Export.

It should be noted that India is currently a Net Importer of Potato Flakes. 50% of India Potato Flake consumption is imported due to processing units not being able to match up to the demand.

GOVT. INCENTIVE:

Up to a maximum of 25% of Capital expenditure on P & M with a cap of Rs. 50 Lakhs.

PROJECT DETAILS (MINIMUM EXPECTED):

Plant Capacity – 300 Kgs / Hr.

Project Cost – Rs. 10. Crores - Rs. 12 Crores

Machinery Cost – 7.0 Crores – Rs. 8 Crores

Working Capital – Rs. 80 Lakhs

IMPLEMENTATION SCHEDULE:

The implementation schedule is worked out for 12 months specifying the major activities are carried out smoothly and associated formalities are completed in a reasonably short time.

FINANCIALS:

Break Even Capacity – 50%

Payback Period – 3 years

ROI – 25%

IT SHOULD BE NOTED THAT THE ATTACHED SYNOPSIS ONLY GIVES A PERSPECTIVE ON THE PROJECT AND SHOULD NOT BE USED AS A BASIS FOR PROJECT EXECUTION. TECHNO-ECONOMIC FEASIBILITY STUDY IS RECOMMENDED BEFORE UNDERTAKING PROJECT IMPLEMENTATION.



FOR FURTHER DETAILS PLEASE CONTACT.

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