



Cashew Nuts in Indian Ethnic Industry

Deeptha Gupta

*Executive Vice President
Bikanervala Foods Private Limited*



The company was founded in Bikaner, Rajasthan and is 100 years old. The first retail shop was set up in 1954 in the city of Delhi as a retail sweets (Traditional Indian sweets) and Namkeen (salted traditional Indian snack) shop. Bikanervala has diversified presence through following popular brands:

- **Bikanervala** - Retailing of Sweets and Indian Ethnic Cuisine
- **Bikano** - Retailing of Packaged Snacks



Global Presence



The brand holds its presence across 70 Countries with the customer base of 100 million.



If we club Bikanervala and Bikanero consumers we are the 13th Most populated nation in the world



Industry Overview

Indian Food Industry is currently pegged over US\$1.3 billion and reaping a growth of 20% per annum. It may double itself by the year 2020.

In this diversity of Indian Food, the usage of Cashew Nut is broadly divided into 5 major segments:

- Namkeen
- Sweets
- Snacks
- Food Curry
- Gift Packs

Kaju Burfi

Cashew used as an ingredient.



Mix Kaju Sweets

Cashew used as an ingredient.



Cashew With Other Nuts

Cashew used as an ingredient with other nuts.



Garnished Kaju Sweets

Cashew used as a garnishing.



Kaju In Gift Packs

Cashew used in gifting packages.



Kaju In Namkeen

Cashew in namkeen mixtures.



Fresh Spicy mix of Cashew, Potato sticks, Pulses & Cereals

Cashew In Gravies



Cashew In Gravies



Cashew In Chutney



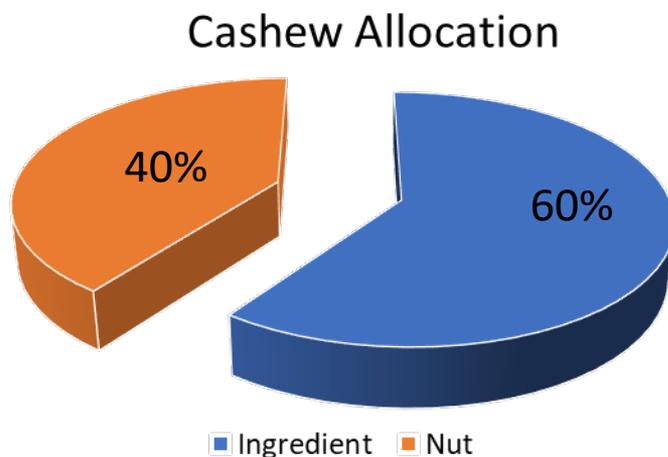
Cashew As Whole Nuts



Cashew Nut Consumption

The Entire Cashew Nut consumption(2.5 lakh ton) is divided in two parts:

1. As an Ingredient
2. As a Nut

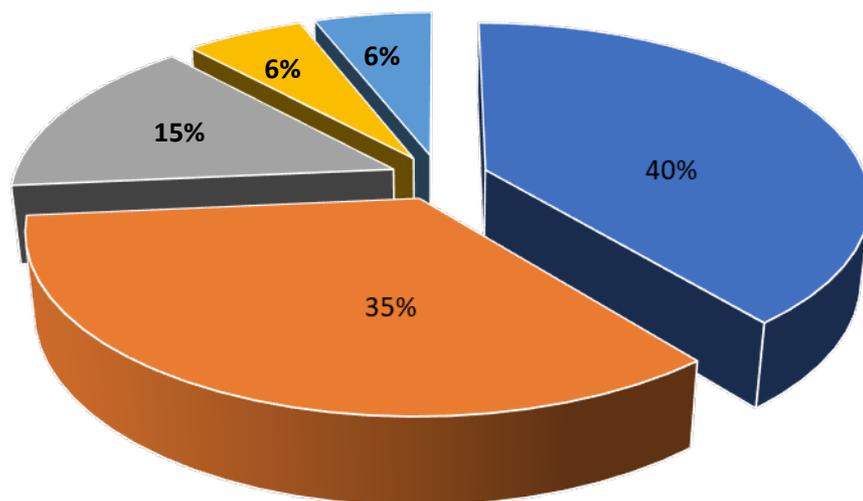


Category	Quantity	Percentage
Ingredient	1,50,000	60%
Nut	1,00,000	40%

Cashew Nut Consumption

Further diversification in usage of Cashew as an ingredient:

Section wise Consumption



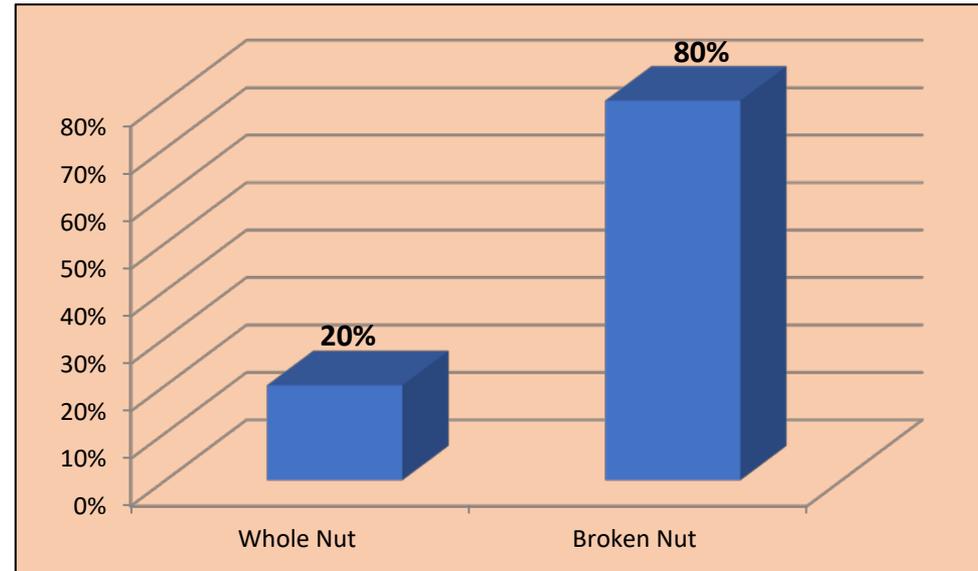
Section	Percentage
Namkeen	40%
Sweet	35%
Biscuit	15%
Ice Cream	6%
Food Curry	6%

■ Namkeen ■ Sweet ■ Biscuit ■ Ice Cream ■ Food Curry

Usage of Cashew Nut in Ethnic Industry

Product Profile Of Cashew Nut In Our Industry

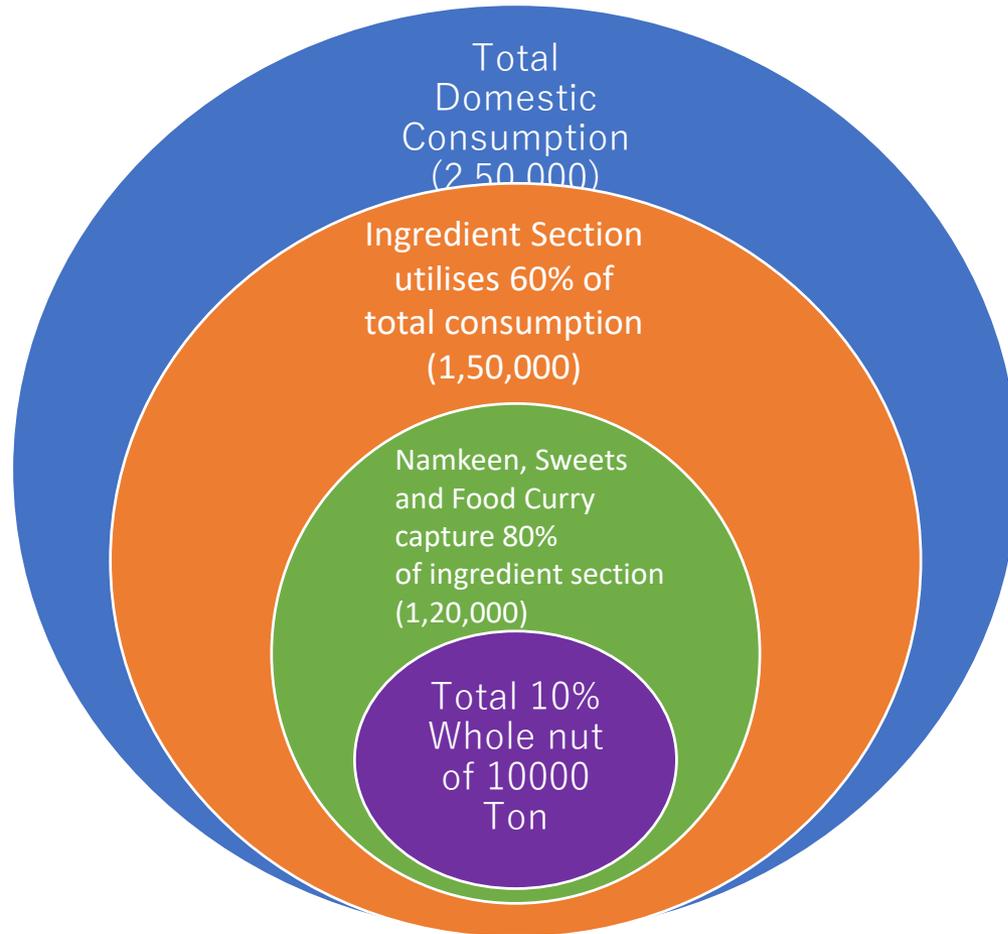
Section	Product Profile
Namkeen	Splits and Whole
Sweets	Broken (4pcs,6pcs,8pcs)
Food Curry	Broken (4 Pc& 8 pc)
Gifting	Whole Nuts
Snacking	Whole Nuts



Hence we see that only 20% of Cashews are used as whole nuts while majority of it i.e. 80% is used in broken form.

Ethnic Cashew Market

With this entire overview of the product, we can conclude that the Namkeen sweets and food curry sector is the biggest platform for Cashew Nut Consumption in domestic market.



(The consumption data is in Mt Ton)



Problems Faced By Industry

Process Automation

In the recent past lot of Automation process were introduced in the industry to build the productivity, but with the introduction of these process it had also led to some challenges.

Type	Process	Products	Problems	Sensory Impact
4 Pcs & Broken	Sweets Biscuits Gravy	Kaju Katli and value added products	High FFA Husk , Infestation/Live /Dead Weevils/ Stale Products	<ul style="list-style-type: none"> • Bitterness due to husk • Off colour of the sweets • Fumigation Odour in products • Oil marks on cashew surface which causes bitterness in taste • Colour Variation during frying
Splits	Sweets Namkeen	Garnishing of sweets Mixing in Namkeen	Fungus Broken Black spot Husk	
320, 240, 210	Snacks Gifting Namkeen	Roasting Frying Namkeen Mixing Used in Gift Distribution	Broken Colour Off flavour Shrinkage on Kernels	

Discolored Cashew



Husk On Cashew



Shrinkage



Infested Seeds

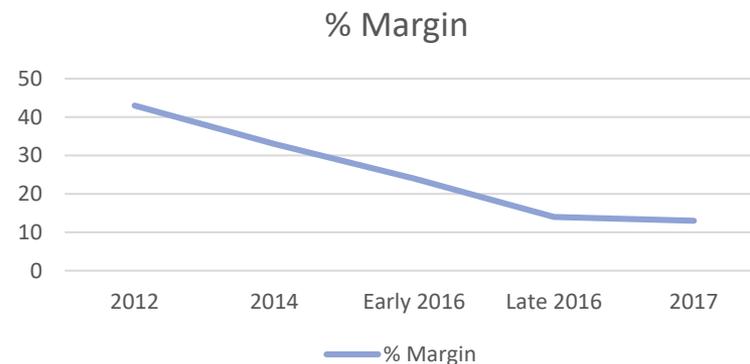
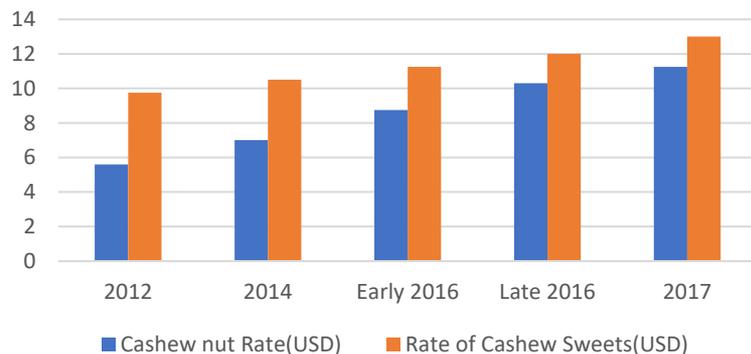


Challenges

Price Inflation

The price inflation in cashew nut has increased over the last few years which has encouraged the industry to switch to almonds as a variant to cashew nut.

E.g. Use of other nuts in namkeen has grown as a trend. Traditional Cashew Sweets are now being replaced by Dairy Based Sweets.



Year	Cashew nut Rate(USD/KG)	Cashew nut Rate (INR/KG)	Rate of Cashew Sweets(USD/KG)	Rate of Cashew Sweets(INR/KG)	% Margin
2012	5.3 - 5.6	340 - 360	9.50-10.25	620-650	43
2014	5.7 - 7	365 - 450	10.25-11.00	680-700	33
Early 2016	8 - 8.75	515 - 560	11.00-11.75	720-750	24
Late 2016	10 - 10.3	640 - 660	11.75-12.50	760-800	14
2017	11 - 11.25	720 - 760	12.50-13.25	820-850	11

Challenges

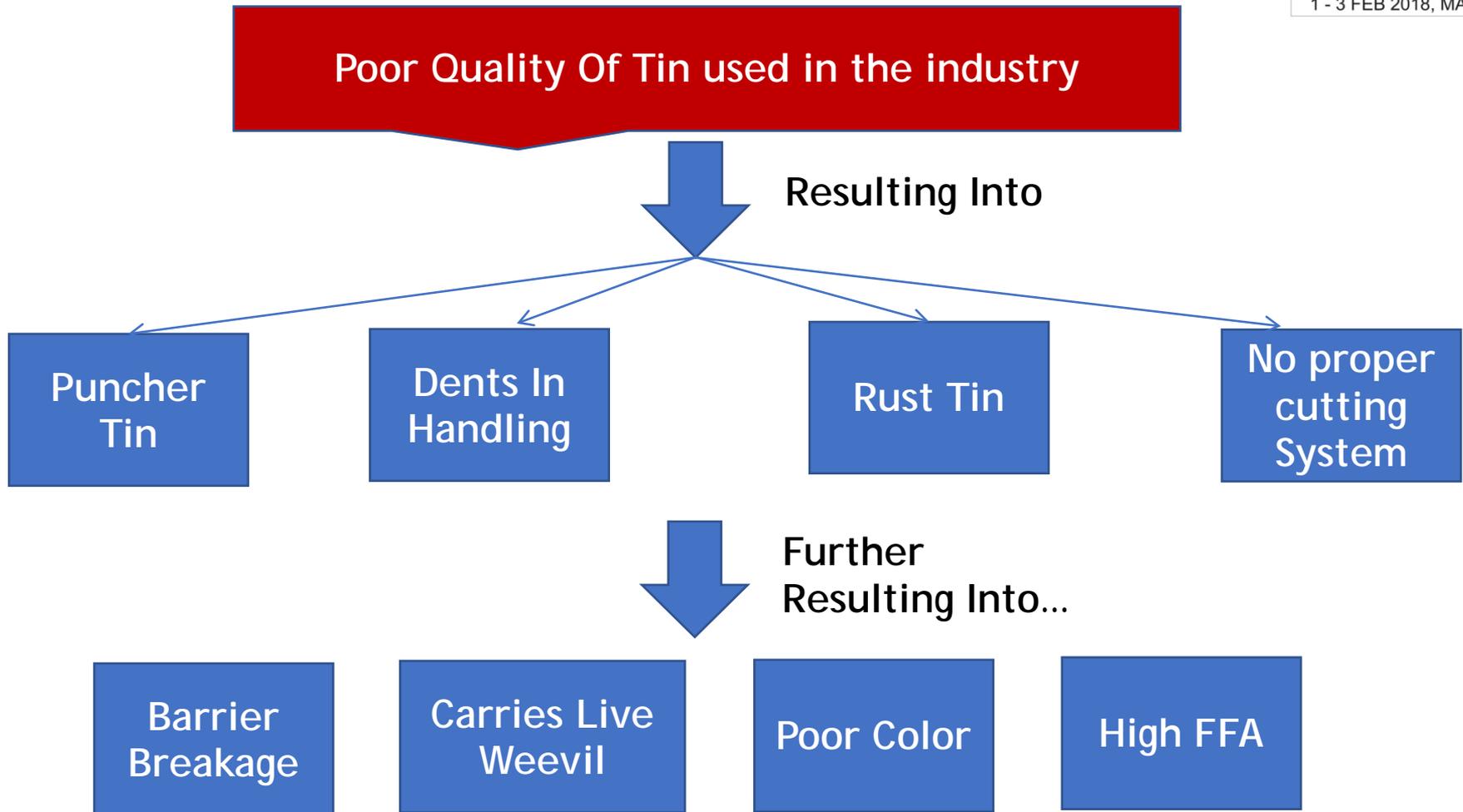
Vacuum Packaging

This is not a good substitute of Metal Tin packaging which is currently used by us.

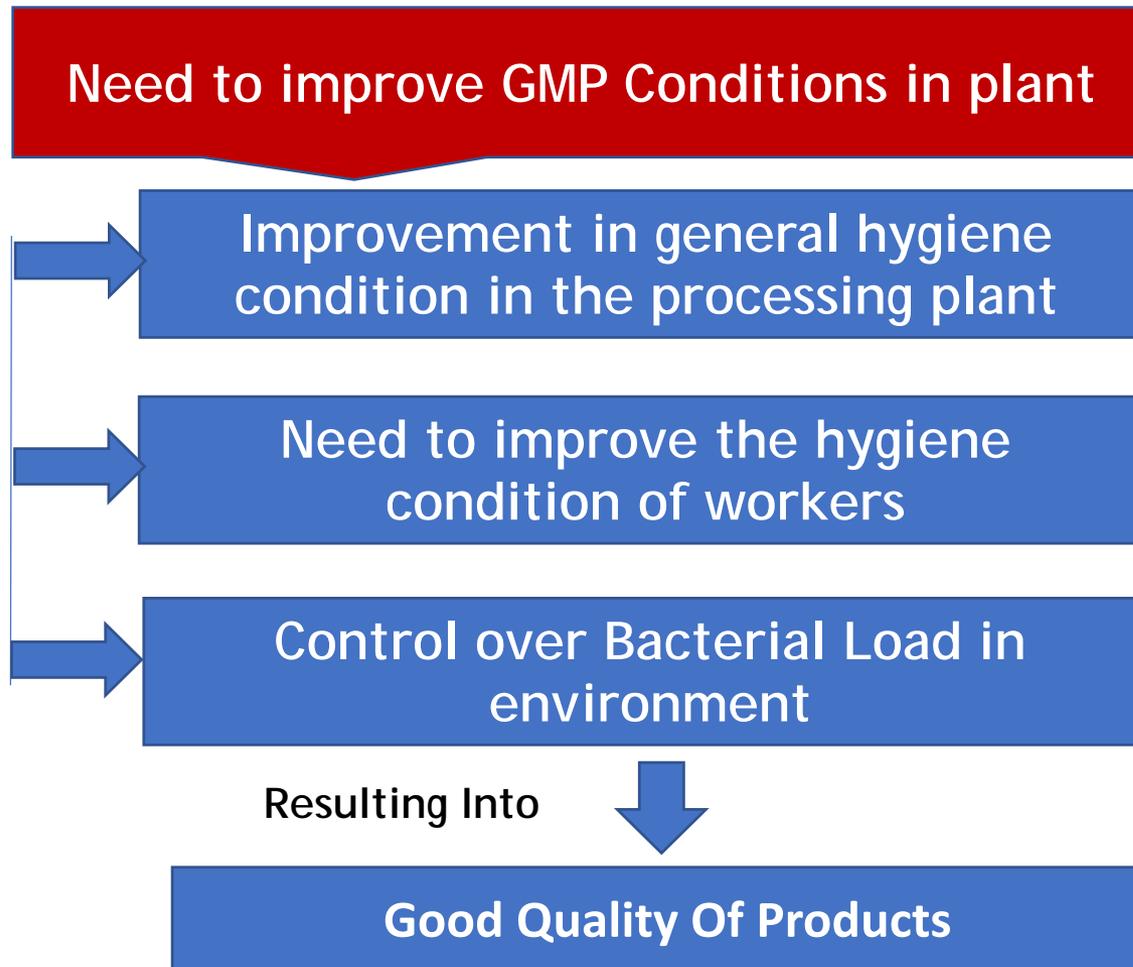
Comparison between existing & proposed	Material	Thickness	W.V.T.R(gm/m ² /24 hr. 38 C° & 90% R.H.	O.T.R(CC/m ² /day 23 °C & 0% R.H.	Retention Time Of Vacuum
Existing Configuration	LD/LLD/Tie Layer/PA/Tie Layer/LD/LLD	140 μ -160μ	8	20-30	2-3 Months
Proposed Configuration	BOPP/EVOH PE N	140 μ -180μ	<1	<2	More than 6 Months

Now we can adopt for various systems of Modified Atmosphere Packaging (MAP) Technology.

Challenges



Challenges



Challenges

Focus on R&D

Need to work on cashew seeds for the consistency and productivity of the crop.

Automation efficiency for quality versus manual quality

Technology to be incorporated online like X Ray , Aflatoxin Detection,Sortex

Industry should focused on value added products like Cashew Marzipan , Cashew Meal , Cashew Drinks

The Future Workforce



“ GST Mantra - One Nation One Tax”

- ❖ No barrier for North & South
- ❖ Real time interfacing with value adding products manufacturer for the Cashew Industry.
- ❖ Optimization of Supply Chain Management between Industry and products manufacturer
- ❖ No involvement of the middle man.

As a result, Industry can offer better price to the market.

Final Thoughts



“Cashew Nut New Era”

No other nut can replace Cashew as the main ingredient in the Indian Food and Sweets.

Our industry is ready to support the Cashew nut Industry whole heartedly so that both the industries can flourish and prosper together.

Thank you.

Deepta Gupta
(+91 9871590652)

*Executive Vice President
Bikanervala Foods Pvt. Ltd*

