



# Cashew Processing in Non Traditional Area

## *Opportunities and prospects*

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# Opportunities



- Gujarat is a growth engine of India
- Gujarat has an excellent infrastructure with 42 ports, 13 domestic airports and 2 international airports
- The state has an extensive road and rail network. The urban and rural areas have 24 hour power supply and also has 2200 km state wide gas grid
- Almost one third of the DMIC (Delhi Mumbai Industrial Corridor) is passing through Gujarat
- Gujarat is one of the largest consumer of Cashew kernels and now also emerging as a Raw Cashew Nut processing hub



# Challenges



- Despite vibrant infrastructure of Gujarat, it is a non traditional area for cashew processing and posing certain challenges
- Availability of skilled labor is a major concern for cashew processing
- Very limited eco system for RCN Processing and no clusters of Cashew processors, which makes it difficult to get ancillary support
- Some logistic disadvantage because of very limited access to domestic RCN producers



## The way forward



- To cope up with challenges, processor has to adopt the best technologies by implementing high level of mechanisation and automation in cashew processing
- Mechanization and automation helps in
  - Partially make up for lack of availability of skilled labour
  - Increase productivity, resulting in to reduction in processing cost which is at par with competition
- Because of mechanisation there is higher broken percentage ratio but relatively better price realisation of Broken Cashews in North and West region compensate for the same to some extent



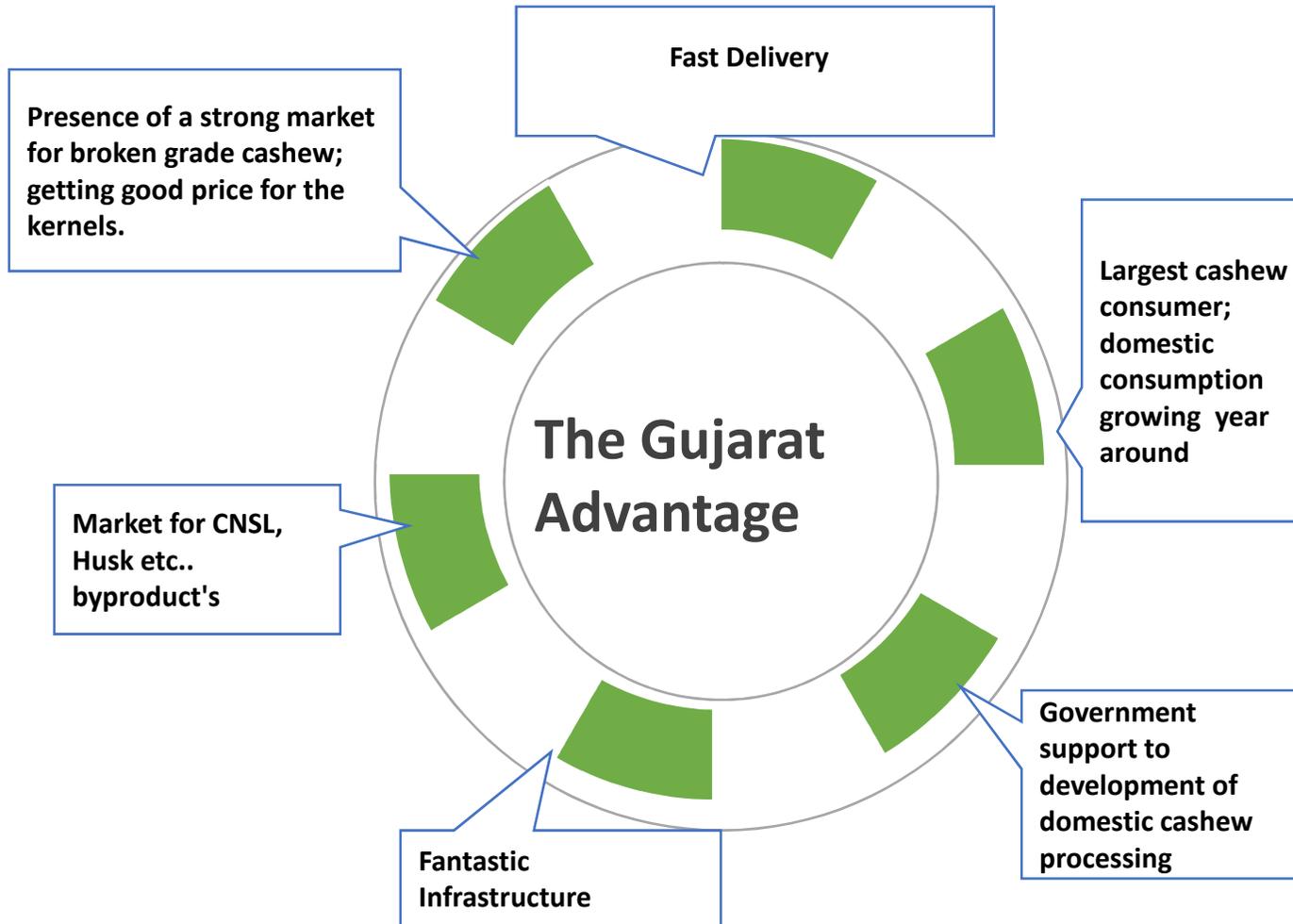
# Advantages



- Western and Northern India is the biggest consumers of Dry fruits in India
- Cost of delivery to end user is relatively lower and faster due to proximity
- Accessibility of processors gives additional comfort to local buyer and it is helpful in quickly resolving disputes, if any in terms of quality and/or delivery
- Because of steady supply and matching other commercial terms, local buyer in north and west region prefer processor from this region, as most of the processors in this region caters to only domestic market



# Advantages





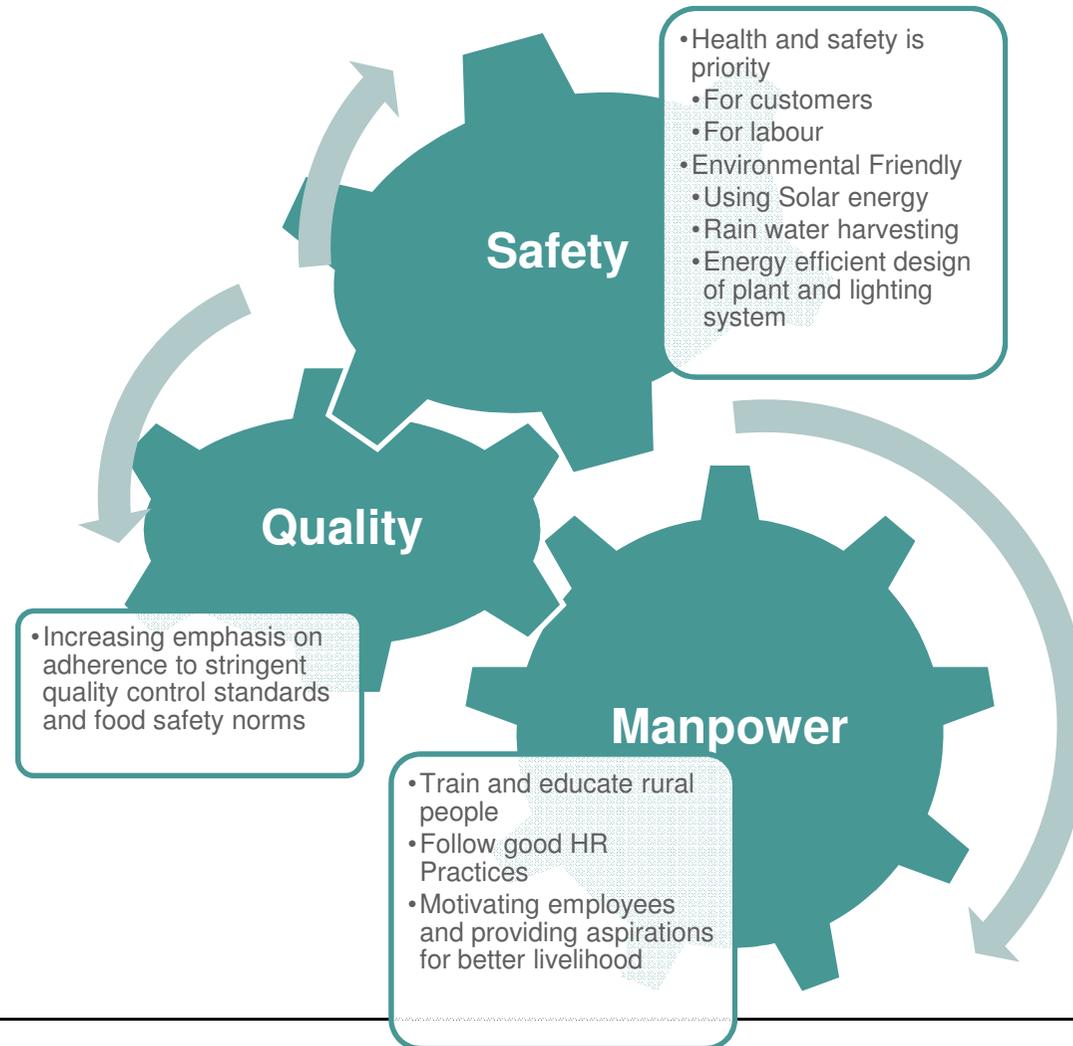
## Our Strength



- Our group company has an experience of more than 45 years in manufacturing highly regulated healthcare products, so we are at an advantage to have clear understanding of quality systems, hygiene and adherence to standards
- When we think about Cashew two thing comes in Mind. Its 'White gold' and 'Poor Men Crop is a Rich Men Food'
- Since cashew is high value commodity, we tried to design most hygienic facility along-with stringent quality standards to meet with best global manufacturing practices in Food Industry so far
- With state-of-the-art Cashew Processing Plant along with economy of scale, we believe will give us competitive advantage despite going for high cost of quality



# Our Values and Goals





# Glimpses





# Thank You!