

# PepsiCo starts kinnow processing

Chandigarh, February 6

PEPSICO INDIA has started processing kinnows at a Hoshiarpur plant.

PepsiCo, which recently signed a memorandum of understanding with Punjab Agro Juices Ltd (PAJL) for operating the multi-fruit processing facility set up by PAJL at Hoshiarpur in August 2007, has initiated the procurement process by approaching kinnow farmers.

The 400-MT-per-day plant has been set up by the Punjab government to provide market channels to kinnow growers and farmers cultivating other horticultural crops to cushion them against fluctuating market prices.

Dr Sushil Sankhiyan, GM, Agri Business, PepsiCo India, said, "PepsiCo started operating the factory from the second week of January and will go on till the end of March. It plans to produce kinnow concentrate during February-March to be used in the Tropicana range of juices. We intend to purchase around 6,000 MT of mature kinnow fruit, mostly from small to medium farmers."

PepsiCo will then process tomatoes and other horticultural crops.

HTC