

PepsiCo Begins Kinnow Processing At Hoshiarpur

FW BUREAU

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PepsiCo India has started processing kinnows at their Hoshiarpur plant. PepsiCo recently signed an MoU with Punjab Agro Juices Ltd (PAJL) for operating the multi-fruit processing facility, has initiated the procurement process.

The state-of-the-art, 400 MTs per day, capacity plant, has been set up by the Punjab government to provide available and alternative market channel to the 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 second week of January and will go on till end of March. PepsiCo plans to produce

kinnow concentrate during February-March 08 which will be used in Tropicana range of juices. For this purpose, PepsiCo intends to purchase around 6000 mt of mature kinnow fruit, mostly from small to medium farmers.

He further added, we have initiated the procurement process and approaching the farmers and explaining them on the requirements in terms of sweetness and maturity through handouts and pamphlets.

PepsiCo will be processing kinnow in the Hoshiarpur plant till March-end and then will be processing tomatoes and other horticultural crops as per the season, said Sankhiya.

The facility has equipments to process kinnow, tomatoes, mangoes and other fruits. The plant and machinery has been imported from Italy, he added. ♦