

**COMMISSIONER OF INDUSTRIES  
HYDERABAD  
ANDHRA PRADESH**

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| <b>Project Title</b>               | <b>Bio Yogurts</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Project Description</b>         | <p>The project envisages setting up of a manufacturing unit for producing 'Bio Yogurt', a cultured product made from the milk of cattle possessing a mild and creamy taste.</p> <p>In general, the type of yogurt produced depends on various regional tastes. The differences in taste and texture of yogurt varies from one country to the other depend on the type of milk used and the activity of the microorganisms involved in making the product. Different types of yogurt products that could be considered include - Blended, Fruit-on-the-bottom, Whipped, Drinks, Frozen, etc</p> <p>Yogurt is a nourishing food product facilitates in enhancing the digestion function by preventing intestinal infections. Further, the product is known to boost the immune system along with anti-cancer properties.</p> <p>India is widely recognized as largest milk producer in the world. Western milk products such as butter, cheese and yogurt have gained popularity in the Indian market from the past few years with the increased consumption and changing lifestyle patterns.</p>                                                                    |
| <b>Why Andhra Pradesh</b>          | <p>Being the fifth largest (Total Production in FY 2003-04: 6421 thousand MT) producer in the Country, Andhra Pradesh would provide competitive advantage for the proposed unit, which would be involved in production of the bio yogurt products.</p> <p>The State has also put in place an appropriate plan for increasing the livestock production and productivity through implementation of better breeding, feeding, and improvement through biotechnology programmes. Further, the State aims at increasing the production of milk to 9.6 million tonnes by the year 2010.</p> <p>At present, Amul and Vadilal Industries are the two major players dominating the market for milk-based products in Andhra Pradesh dairy industry. The entry of new players and increased marketing activity is expected to expand the market for 'bio yogurts'.</p> <p>The State has proposed several fiscal incentives and support programmes to become a preferable destination for investors and processors at both domestic and international level. Hence, the market for bio yogurt products proves to be an attractive choice of investment in Andhra Pradesh.</p> |
| <b>Suggested Locations</b>         | krishna, guntur, Nizamabad                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Raw Material/ Intermediates</b> | The raw materials required for processing bio yogurts include dairy products (concentrated skimmed milk, nonfat/ dry milk), sweeteners, stabilizers, flavouring agents, etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Estimated Capacity</b>          | 10,000 tonnes per annum<br><br>At least 5 such projects can come up                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Estimated Cost</b>              | INR 100 million (USD 2.22 million)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |