

**Commissioner of Industries
Hyderabad
Andhra Pradesh**

Project Title	Canned Mango Pulp
Project Description	<p>The wide application of the Mango pulp in the various edible items is creating a sustained demand for the product at the national as well as international market. The Mango pulp is being extensively used in fast growing “healthy eating” products like smoothies and blended shakes. The product is also being used as an ingredient in pie and cake filling, alcoholic beverages and as topping for ice cream, mousses and other desserts.</p> <p>The proposed project envisages establishing of a unit for manufacturing Canned Mango Pulp. The project would envisage the processes such as washing, peeling/slicing, extracting, processing packing, storing etc of matured ripe mangoes of various types.</p> <p>Mango the "King of Fruits", is the leading fruit crop of Andhra Pradesh, occupying an area of 2.76 lakhs hectares which accounts for 60% of the total area under fruits with an annual production of about 3.25 lakh tonnes. The major mango growing districts are Krishna, East Godavari, West Godavari, Visakhapatnam, Vizianagaram, Srikakulam, Chittoor, Khammam, Karimnagar and Adilabad</p>
Market Scenario	Worldwide, there is a huge potential for mango pulp due to the wide application of the product in the manufacturing of other commodities such as mango beverage industry etc. In the year 2003, India's exports of mango puree to the US market accounted for 16 percent of imports, with shipments of 1,348 MT valued at USD1.4 million. India is also, by far, the biggest supplier of mango products to Europe and the Gulf States.
Why Andhra Pradesh	Andhra pradesh State is among the leading producers for Mangoes in the domestic market and has high productivity. The State hosts a wide variety of mangoes such as Kesar, Totapuri, Neelam, benisha, Chousa and Langra etc, thus providing a quality raw material for the unit. Presently there are two units in chittor district and one unit in cuddapah district and therefore there is a good market potential for this product in the state
Suggested Locations	The potential regions for setting up units for manufacturing mango pulp are krishna, east godavari, west godavari, Visakapatnam, Vizianagaram, srikakulam, Chittor, Khammam, karimnagar and adilabad

Raw Materials	The raw materials include the good quality mature ripe mangoes that are available locally. It is desirable to have captive cultivation/promoters' orchards for quality fruits and its continuous supply. The item accounts for major share of the working capital cost. The other raw material required for the production includes tin cans of 850 gm. However, the bigger cans of 3.2 kg could be used for the wholesale market.
Estimated Capacity	<p>The installed capacity of the proposed unit would be 300 MT of pulp. However, it is assumed that it would operate at 50%, 60%, 70%, 80% and 90% capacity during the first, second, third, fourth and fifth/remaining years respectively.</p> <p>It is estimated that at least three such units could come up at the identified location.</p>
Estimated Cost	The cost of each unit is INR 12 million (USD 0.27 million)
