

**Commissioner of Industries
Hyderabad
Andhra Pradesh**

Project Title	Aseptic Packaged Milk
Project Description	<p>There has been a significant rise in the consumption of the aseptic packaged milk. Worldwide, the steady shift towards aseptic packaged milk is due to the increased consciousness about health, packaging benefits, changing lifestyles of the people etc. The aseptically produced milk is also demanded more as these products are completely preservative free. Weight conscious people and those suffering from ailments such as obesity, diabetes etc., prefer processed milk of different varieties such as low-fat, skimmed and flavoured milk. Further, the level of adulteration and contamination in loose milk has also fueled the growth for the packaged milk to a great extent.</p> <p>Aseptic packaging is one of the remarkable packaging systems, which ensures the most certain method of maintaining the purity and safety of milk. The milk is specially processed and packaged to get it transported and stored without the need for refrigeration. The use of the technology also enhances the shelf life and preserves the nutrition of food items for longer periods. Though the aseptic process is a major advance over traditional canning techniques such as retort and hot-fill canning, but only few companies are using the technology. However, the aseptic technology provides better solutions to the Indian milk and milk food industry as per international standards. Since, India needs to compete in the world market for the processed milk product, it is essential that the industry should adopt the HACCP (Hazard Analysis and Critical Control Point) and Sanitary and Phytosanitary (SPS) standards in processing, packaging and transportation of food products.</p> <p>The project envisages the setting up of an aseptic milk packaging unit which would be competitively positioned to harness the large milk production base of the State by complying with the highest quality norms & standards. The project would also provide attractive returns on the investment due to the fast growing domestic market and the existing export potential in the Middle East and several other countries.</p>
Market Scenario	<p>India is the world's largest milk producer and set to become the world's 'milk food factory'. The market size of milk (sold in loose/ packaged form) is estimated to be 36 million MT worth INR 470 billion. The market is currently growing at round 4% per annum in volume terms.</p> <p>There is also a rapid growth for the packaged flavoured milk. The market for it is estimated to be worth INR 500 million growing at the rate of 10 per cent per annum.</p>
Suggested Locations	Krishna,Guntur, Nizamabad
Raw Material/ Intermediates	The unit would require good quality milk and the materials used for aseptic packaging as raw material.
Estimated Capacity	<p>80,000 liters per annum per unit</p> <p>It is estimated that 4 such units could come up at the identified locations.</p>
Estimated Cost	INR 20 million (USD 0.44 million) for each unit