



Indian Coconut Journal



Theme Article

equipments had to be fabricated only after many commercial level trials in the actual plant, which had enhanced the cost of the project. Packaging materials were also selected after many trails with various materials for different variants. Many changes had to be implemented in the infrastructure after the commercial production was taken up to suit the product behavior.

The spray dried coconut milk powder is a product of convenience. The shelf life of the freshly extracted coconut milk is extended from 2 hrs to more than 2 years by dehydration. Storage space is minimized and the product can reach any part of the globe economically and stay longer in the shop shelves and in the kitchens. Despite these advantages the promoters found it difficult to create an awareness for the product among the consumers then. SCPL

has managed to establish the product as it was supplied at a competitive price as all the other by-products had been realized at better prices in the country. SCPL had developed its property product recipe to suite all its customers taste and all are satisfied with the taste and aroma of the product.

Presently the plant produces 600 MT coconut milk powder per annum and 400 MT of low fat desiccated coconut or coconut dietary fibre as by-product besides producing 1500 ton desiccated coconut annually. The capacity utilization of the plant at present is 75% of the installed capacity. The plant is periodically updated. Capacity of the plant can be increased according to the requirement of the market demand. They are planning to go in for product diversification by canning coconut milk and tender coconut water and to develop virgin oil from

coconut milk.

Rajendran is assisted by his son Kannan, who is now the managing director of SCPL. He is an engineering graduate and had undergone training in Management of Food Processing Industry at CFTRI, Mysore and in Packaging Technology from the Indian Institute of Packaging, Chennai. He has also worked in modern coconut processing industries abroad.

India could make an entry for the first time into the export market of coconut milk powder through Shriram coconut products. This gives immense satisfaction to Rajendran, fulfilling his desire of being a pioneer in the field.

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The 'Keratech' story



Adv. K.V. Mohanan, the founder Chairman of the Keratech Company hails from a middle class agricultural

family from Engandiyoor Village of Chavakkad Taluk in Kerala. Coconut cultivation, copra processing, trading of coconut fibre and coir products were the family business. After his graduation in Economics, he went to Mumbai, from there to Bahrain and worked for twenty years as an administration manager in charge of production and marketing. Keratech is a consortium of five independent virgin coconut oil manufacturing units in the districts of Trichur, Alleppey and

Ernakulam. The directors of the company are Gulf returnees and their dependants.

The unit was started with a vision to generate employment opportunities in the villages by utilizing agri raw materials from the neighbouring villages to produce value added agro products so as to enable the farmers to get a remunerative price for their products. Initially the Kairali VCO unit was started with production of VCO (DME process) as a joint venture with 'Rubco' with buy back arrangements. Since Rubco could not fulfill their commitments to the promoters satisfaction, the consortium 'Keratech' was formed and started marketing the product by themselves.

The project was financed by various financial institutions like SBT, Canara Bank and SFAC. Since VCO has been a new concept and a new product at that time there were no possibilities for market surveys. Even then they studied the international markets through internet and sensed the increasing trend for the product. The unit commenced commercial production during August 2008. Keratech VCO manufacturing facility has a capacity to process 15000 coconuts into 900 litres of VCO and 1200 Kgs of defatted coconut powder. Raw materials are available in abundance from the neighboring villages of Chavakkad Taluk. The company has also obtained ISO 9001-2008 certification. The technology for VCO was

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availed through CDB from CFTRI, Mysore. CDB has also provided financial assistance under the TMOG programme.

The product is marketed under the brand name Virgin Plus extra virgin coconut oil. The products are marketed in all districts of Kerala and cosmopolitan cities like Mumbai, Ahmedabad, Jaipur, Pune, Nasik and Coimbatore. The product is also exported to U.K, USA, UAE, Qatar, Singapore, New Zealand and Bahrain. Annual turnover of the unit in 2011-12 was Rs.70 lakhs.

The unit is on working profit from the third year onwards. Presently product variants include or-

ganic virgin coconut oil, virgin coconut oil, hair cream, massage oil, baby oil, mouth refresher and virgin capsules. Products like hair oil, shampoo, lip balms and coconut jam with honey are in the pipeline.

'Our aim is to establish a mini industrial estate exclusively for value added agro products like desiccated coconut powder, coconut chocolates, hair oil, soap, vinegar, soda from coconut water, tender coconut water plant and activated carbon unit in Vatanappilly village' says Mohanan while acknowledging the financial and moral support extended by Chairman and officers of CDB.

'Assistance and guidance from CDB to place the products in defense canteen and railway stations and trains through proper channel will help the entrepreneur in a great way. Coconut based entrepreneurs association under CDB will also help to communicate, interact and share the problem faced by the entrepreneurs and to find out remedies for it' concludes Mohanan.

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Coconut shell powder from Jammu



S. Saravanan and **A.S. Senthil Kumar** from Erode, Tamil Nadu were dare enough to start a shell powder unit in Samba District of Jammu during 2008 with an investment of Rs.1.36 crores. Shri. Saravanan aged 31 years is an engineering graduate having 9 years of business experience in civil construction jobs. Shri A.S. Senthil

Kumar, 32 has done BA (Eco.) and possesses around 12 years experience in the industrial line dealing mainly with manufacturing and marketing of turmeric, chillies, coriander powder and other spices. Apart from this he was also involved in the marketing of coconut shell powder. With this experience, they decided to start S.S. Agro Mills, a unit for producing shell powder.

Before starting the unit alongwith 5 other partners,

intensive study on the raw material availability, marketing of the product and all other requirements for setting up the unit was undertaken. Finally they planned to setup the unit in Samba in Jammu since there is a huge demand for coconut shell powder from mosquito coils manufacturing having their production base at Jammu. The unit procures the broken coconut shell chips from Kerala, Tamilnadu and other coastal areas for pulverizing in the plant at Samba, Jammu. All the