



MEGA FOOD PARK AT TRIPURA



Promoted by,

Sikaria Mega Food Park Pvt. Ltd.

In association with Ministry of Food Processing Industries (MoFPI)

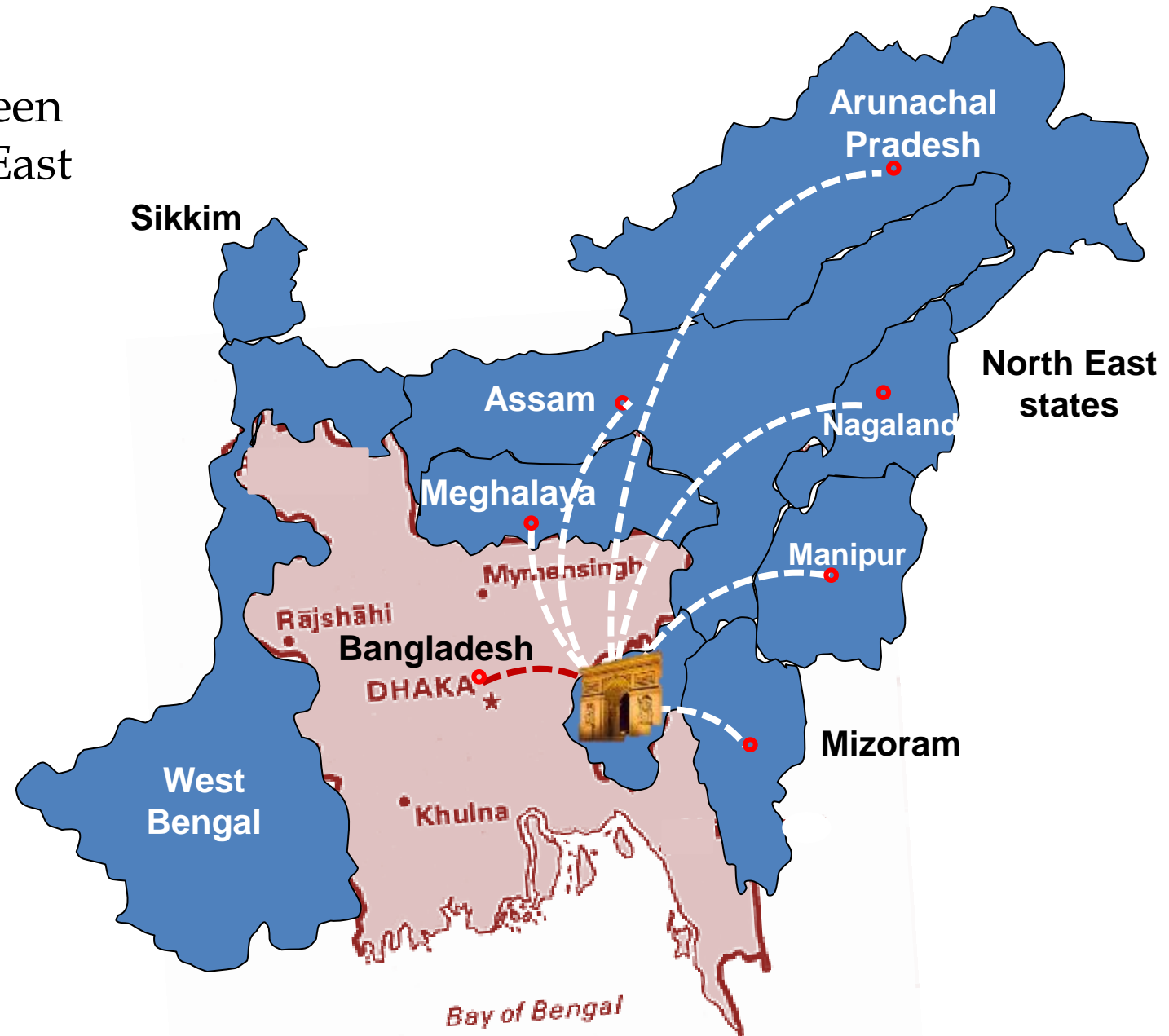


- Mega Food park at Tripura
- Capabilities of Promoters
- Concept of Sikaria Mega Food Park (SMFP)
 - ▣ Uniqueness of SMFP
 - ▣ Flow at a glance
 - ▣ Cluster overview
 - Potential of Food Processing Sector in Cluster
 - Growth Drivers for the Cluster
 - ▣ Government Policy and Incentive
 - ▣ Marketing opportunities for investors
- Sikaria Mega Food Park
 - ▣ SMFP Highlights
 - ▣ Core processing facilities
 - ▣ Common facilities
 - ▣ Basic enabling infrastructure
 - ▣ Layout
- Investor's Requirement Assessment
 - ▣ Why to invest in SMFP
 - ▣ Cost Benefit Analysis
- SPV Recommendations...

Mega Food park at Tripura

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- Potential gateway between Bangladesh and North East
- Having good export potential
- Major fruit cluster
- First in the state



Capabilities of Promoters

Team of Promoters

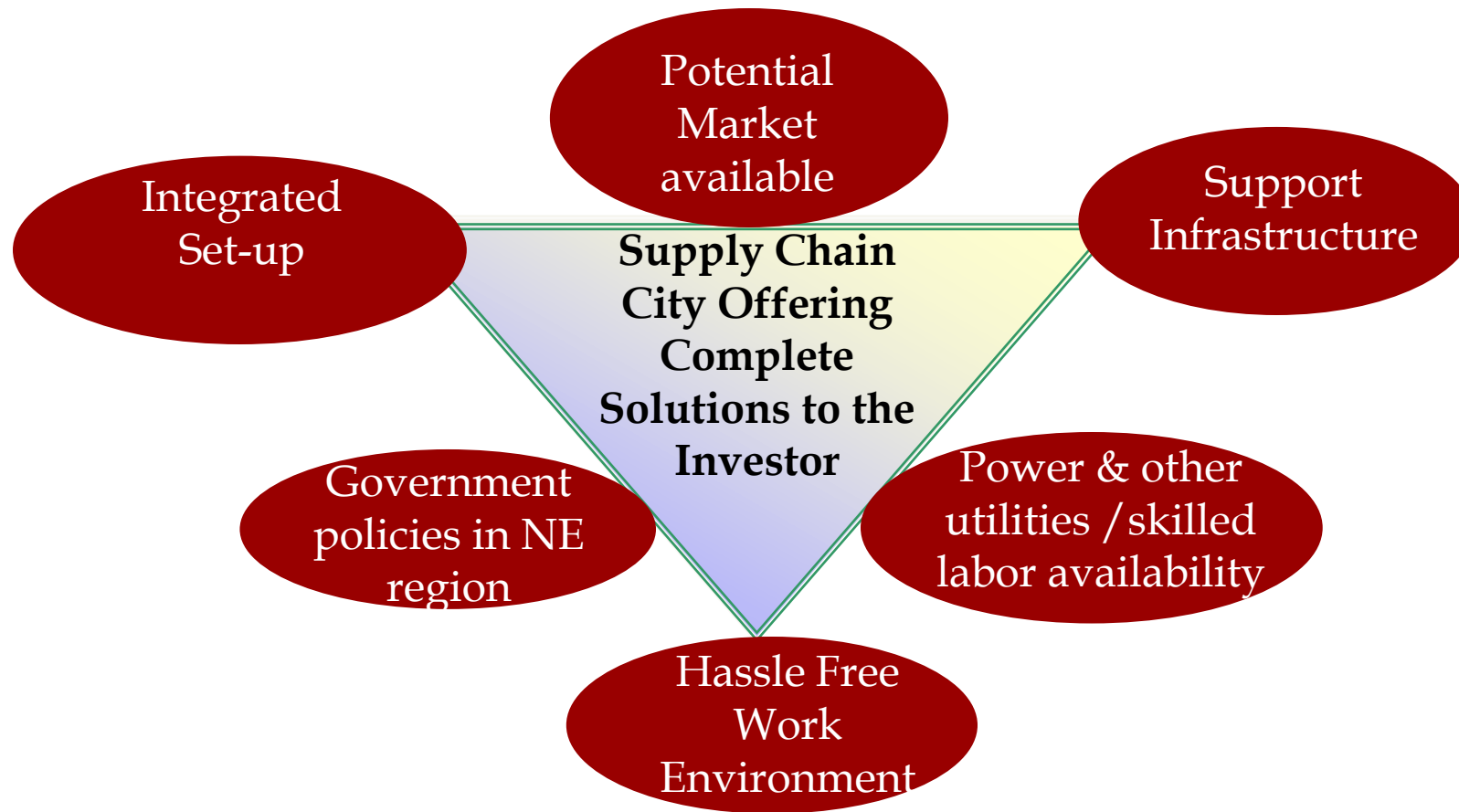
- ❑ Promoters with requisite combination of food Processing, Infrastructure development
- ❑ Sikaria Infraprojects has 21 years of experience in creating infrastructure
- ❑ The famers & group of self help group holds the shares in the park
- ❑ All Promoters' are having good exposure for development, marketing, operation & management of the said Mega projects.

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Concept of SMFP

Uniqueness of SMFP

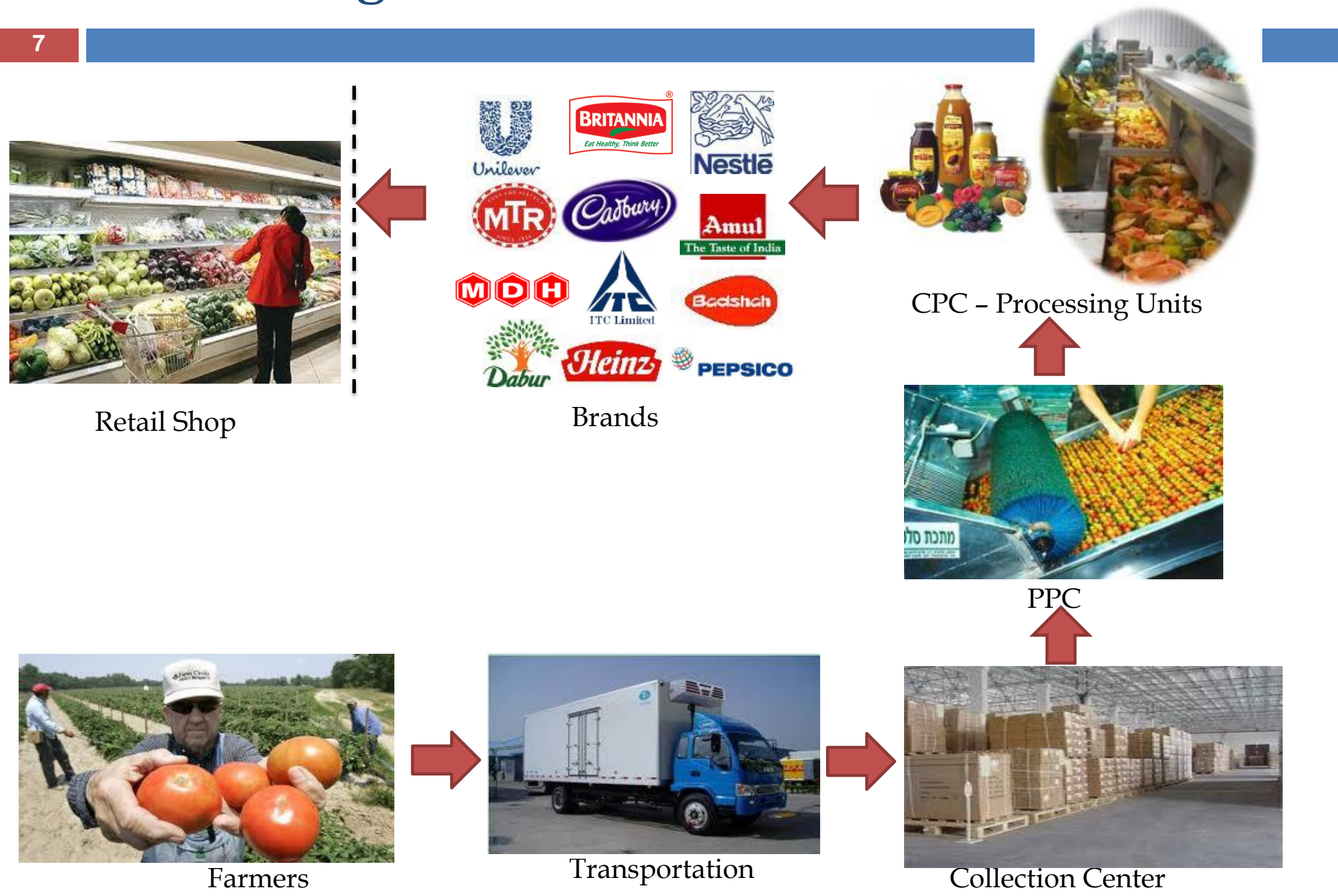
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Objective: to provide adequate / excellent infrastructural facilities for food processing along with the value chain from Farm to Fork

Flow at a glance

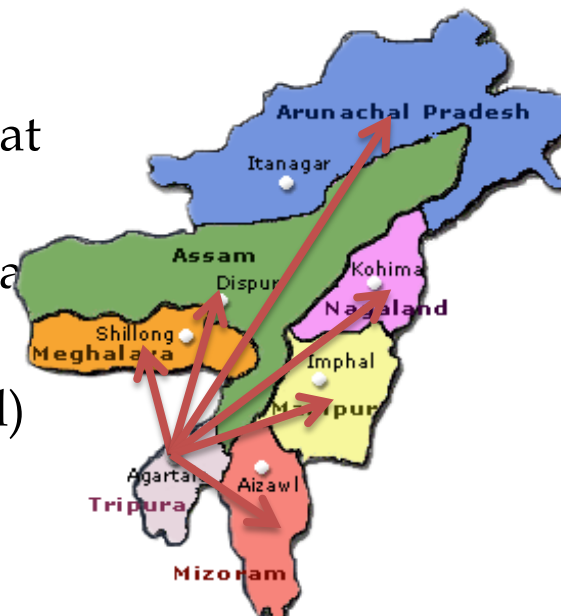
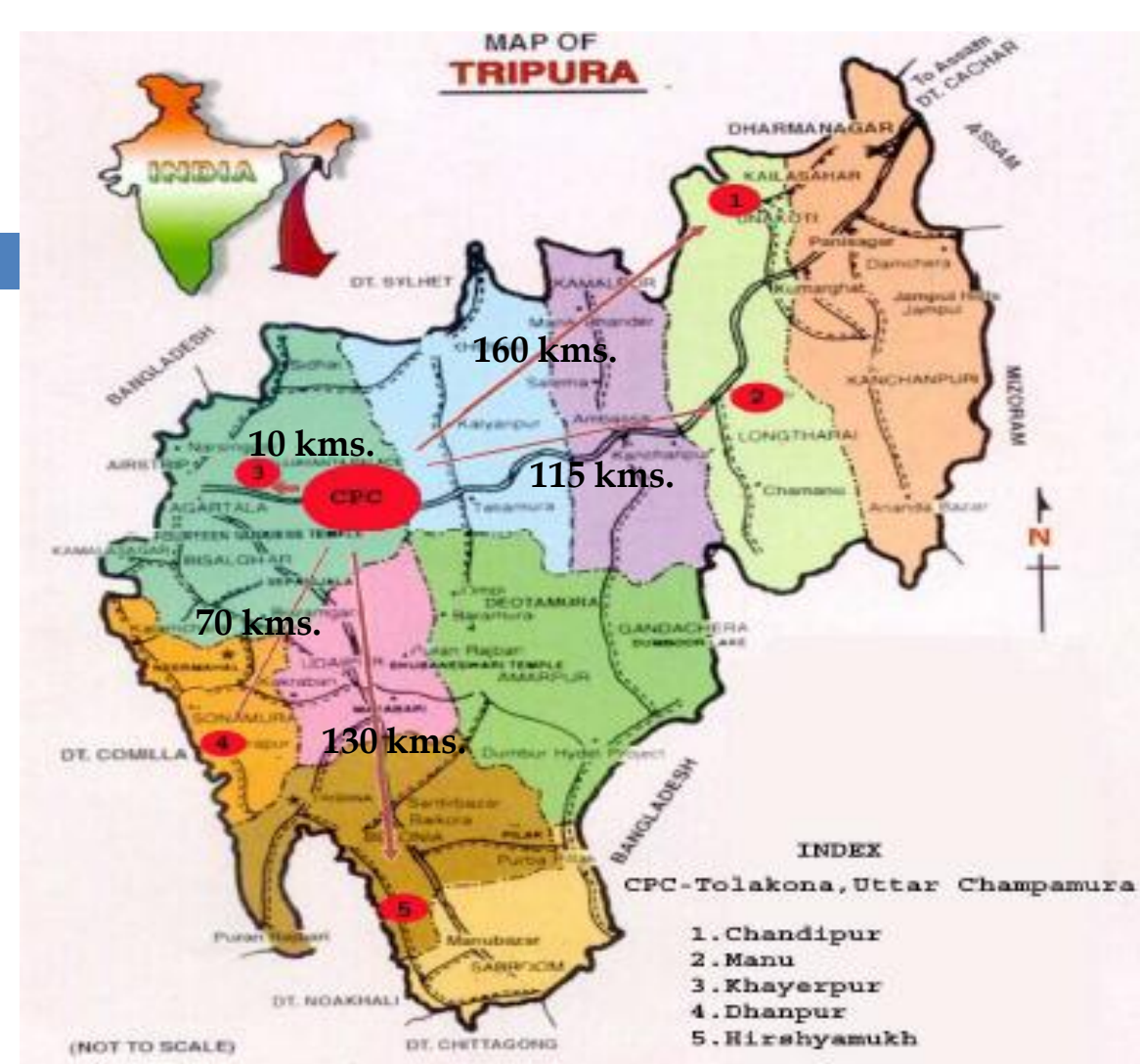
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Cluster Overview

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- Abundant availability of raw material
- Located at around 7 kms from the city of Agartala
- Well connected by rail, road, air, port
 - NH: NH 34 bypass located at west side of CPC
 - Nearest railway stations:
 - Jogendranagar (3 kms away)
 - Jirania (15 kms away)
 - Nearest national airport: Agartala
 - Nearest Port:
 - Asugugang Dock (50 Km at Bangladesh),
 - Chittagong Dock (100 km at Bangladesh)
 - Haldia Dock (600 km at West Bengal)



Growth Drivers for the Cluster

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□ Improved Infrastructure

- National Highway: Agartala - Guwahati - Sabroom (the southern-most point in the State), only about 75 km. from Chittagong Port, Bangladesh
- Railway line has been extended up to Agartala, same extended up to Sabroom
- Agartala Airport: upgraded, by extension of airstrip and by providing night landing facilities
 - Agartala: 2nd busiest Airport in NE & efforts are on to make it an International Airport
- Telecom infrastructure: being upgraded by laying OFC network connecting all towns. All telephony services – Landline, Mobile, WLL, 3G, Broadband/ WiMAX internet, etc. are available in the State
- Multi-industry complex at Bodhjungle: near Agartala, comprising of Industrial Growth Centre, an EPIP, a Food Park and a Rubber Park



Potential of Food Processing Sector in Cluster

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- ❑ Agro-climatic conditions are favorable
- ❑ Products of Tripura cluster are well known – both in table as well as processed form
- ❑ Vast scope for expansion of area under any specific variety, as required
- ❑ An Agri Export Zone for pineapple is also being developed
- ❑ Vast potential for setting up of food processing units in the cluster
- ❑ Ample scope for area expansion under organic spices cultivation in Tripura cluster
- ❑ Major spices include Ginger, Turmeric, Chilli, Black Pepper, Cinnamon, Tezpatta



Growth Drivers for the Cluster



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- Government Policy and Incentives
 - Offers a package of incentives for setting up of industrial units, which is comparable to other states
 - Special incentive package i.e. North East Industrial and Investment Promotion Policy (NEIIP), 2007 declared by the Government of India for the North East Region is available to industrial units
 - Excise Duty Exemption
 - 100% Income Tax exemption
 - Capital Investment Subsidy of 30% of the investment in plant and machinery
 - Interest Subsidy @ 3% on working capital loan
 - New industrial units as well as existing units on their substantial expansion will be eligible for reimbursement of 100% insurance premium
 - Transport Subsidy Scheme

Growth Drivers for the Cluster



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- Government Policy and Incentives (Cont'd..)
 - State Package of Incentives under Tripura Industrial Investment Promotion Incentives Scheme (TIIPIS), 2007
 - Capital Investment Subsidy @ 30% and additional subsidy @ 2.5% for enterprises of ST, SC, & women individuals on Fixed Capital Investment, for land and civil works subject to a ceiling of Rs. 50 lakh per unit
 - Reimbursement of commodity tax for 5 years subject to a maximum ceiling of Rs. 50 lakh
 - Plant & Machinery Procurement Preference @15% on purchases by the Government
 - 3% Interest Subsidy on term loans
 - Reimbursement of power charges for a period of 5 (five) years on an annual tapering basis with a maximum of Rs. 12 lakhs per enterprise 10% State Transport Subsidy for a period of 5 (five) years in the line of Central Transport Subsidy

Growth Drivers for the Cluster

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- Government Policy and Incentives (Cont'd..)
 - Other Benefits / Strengths:
 - 90% subsidy on Air Freight from Agartala to Guwahati/ Kolkata, on transport of fruits/fruit products for export
 - Tripura Industrial Development Agency (TIDA), as Single Window facility
 - Prompt and regular clearance of incentives and subsidy claims
 - State Level Committees for identification and facilitation of Food Processing
 - Transparent, efficient and responsive administration

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Potential Markets

EXIM of Bangladesh-India

Potential Markets

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- Potential Markets:
 - ▣ International: Bangladesh & South Eastern countries
 - ▣ National: Agartala, all NE states, West Bengal etc.

Exports from India to Bangladesh:

In MT

S. N.	Prominent Products	2005	2006	2007	2008	2009	2010	2011
1	Tea	12	57	583	40	11	1,435	2,532
2	Spices	11,232	27,128	52,322	12,702	29,495	19,689	32,259
3	Milled & semi-milled Rice	917,373	518,633	1,487,704	1,259,384	363	1,515	36,562
4	Rice bran Oil	4,980	7,453	7,497	NA	NA	NA	NA

NA: Not available

Trade policies: Indo-Bangladesh

- There are various trade policy benefits from
 - SAPTA (Agreement on SAARC Preferential Trading Arrangement)
 - SAFTA (South Asian Free Trade Agreement)
 - APTA (Asia Pacific Trade Agreement)
 - India-Bangladesh Bilateral Trade and Potential Free Trade Agreement: Prime Minister Declared in the 14th SAARC summit (New Delhi, April 2007) that there will be zero duty market access for products originating from SAARC countries including Bangladesh(except 480 items)
 - SAFTA: with zero customs duty on the trade of practically all products in the region by end 2016
 - SAPTA: include all products and commodities in their raw, semi-processed and processed forms
 - APTA: contains consolidated list of tariff concessions granted by member countries to each other

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Marketing opportunities

For investors

Marketing opportunities

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- SPV offers one of the following lucrative options to tap the huge potential of the Indian processed food market
 1. Sole proprietary module
 2. Partnership module
 3. Franchise module
 4. Sole selling agent module
 5. Job work module

Sole proprietary & Partnership module

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1. Sole proprietary module

- Basic feature of this module are
 - ▣ Investor will procure a land from SPV & start manufacturing independently
 - ▣ It is a business established, owned, and controlled by a single investor
 - ▣ The investor realizes all the profits

2. Partnership module

- Basic feature of this module are
 - ▣ Equity participation with probable partners
 - ▣ Partnership firm will procure land from SPV, & will start manufacturing
 - ▣ For manufacturing & marketing of the products both partners will be responsible
 - ▣ Partnerships offer the benefit of combined finances as well as shares profits in proportion with equity

Franchise module & Sole selling agent module

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3. Franchise module

- Many leading international & national brands are on the lookout for suitable partners to set up franchising operations
- A franchisor licenses his trademarks, brands and unique business processes or practices to an investor
- The franchisor usually will provide the advertising & publicity support, key business practices or techniques, technical knowhow
- Franchisor establishes supply chain for network

4. Sole selling agent module

- Investor will procure a land & will start manufacturing
- The established brand will appoint the investor as sole selling responsibilities of his products in a specified region
- All distribution networks & supply chain would be developed by investor in that region
- Investor will get selling commission based on terms & conditions agreed by the brand

5. Job work module

- ❑ Investor will procure land
- ❑ Brand will provide defined raw material/pay for raw material for further processing
- ❑ The brand will guide the investor for his requirements of plant, m/c & systems
- ❑ Investor will set up the unit as per requirement of the brand
- ❑ Processed food products will be taken by the brand at specified rates
- ❑ Marketing, selling, distribution of the products will be responsibilities of the brand

Target products & identified brands

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S. N.	Target Food products*	Identified Brands*	Zero duty market access under SAFTA
1	Litchi beverages	Coca Cola, PepsiCo, Dabur	√
2	Mix Fruit Jam	Aachi, Kissan	√
3	Chips	PepsiCo, haldirams	√
4	Fruit Milk shake	Amul	√
5	Pineapple beverages	Coca Cola, PepsiCo, Dabur	√
6	Ready to Eat (Veg & non-veg)	Kitchens of India, MTR, Priya	√
7	Coconut & Rice Bran Oil	Heloi, Nutriko	Sensitive items under SAFTA for Bangladesh
8	Ice cream (fruit based)	Kwality, Vadilal, Amul	√
9	Noodles	Yippee noodles, Wai - Wai Noodles, Maggi	√
10	Ginger products	Maha lecto, ITC, Cadbury , Vicks	√
11	Lime beverages	Coca Cola, PepsiCo, Dabur	√
12	Spices	Badshah, Catch, MDH, ITC	Sensitive items under SAFTA for Bangladesh
13	Tomato products	Kissan, Nilon's , Heinz	√

* We are ready to tie up with other products & brands other than above mentioned list

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Sikaria Mega Food Park

SMFP highlights

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Central Processing Centre (CPC)	Spread over an area of about 50 acres
Core Processing Facilities	<ul style="list-style-type: none">• Sorting, grading, packing lines for primary processing of raw materials• Dry warehouses• Hi-tech cold storage• Fruit pulping line• Food testing laboratory• Mobile collection vans• Material handling equipments• Ripening chambers etc.
Strong Backward linkage	Regular supply of raw material to food processing units in Mega Food Park and assurance of market for the produce of farmers with good market rates
Standard Design Factories	Plug & Play sheds for Micro & Small Enterprises.
Catchment Area	Presence of support services like Banking, Insurance, Post Office, Market Information Centre, Recreational Facilities etc.

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Core processing facilities

Core processing facilities

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- **Storage facility for raw materials & finished products:**
 - ▣ Comprising of 3000 Sq.meter area
 - ▣ Storage capacity: 5000MT
 - ▣ This will house the storage requirement for the raw material as well as the finished goods of the individual units

- **Contemporary Plug & Play sheds for MSMEs**
 - ▣ Available at Rs. 215 Rs/shed/Month

- **Pineapple pulping facility: 2TPH**
 - ▣ available on hire basis to farmers and food processors, big and small enterprises at Rs. 1,000/MT



Core processing facilities

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Packaging facility: 2 TPH & colour sorter for the Rice Milling units



Hi-tech Cold Storage : 5000 MT



Forklifts & material handling equipments



**Quality Control laboratory,
R. & D. centre**

Core processing facilities

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Mobile collection vans



Grading & sorting facility for fruits at PPC



Ripening Chambers at CPC & PPC

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Basic enabling infrastructure

Site Development

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- Site preparation includes
 - ▣ Needed test drilling, landfill, levelling, earth-moving, excavating, land drainage and other land preparation
 - ▣ Tunneling, overburden removal and other development and preparation of the land
- Reshaping of the surface of land to be irrigated to planned grades
- Construction of compound wall, fencing and gate



Infrastructure Development- Road

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- ❑ Each plot will be accessible using well defined road network
- ❑ Utility services will run parallel to road
- ❑ Preparation of earth for proposed road
- ❑ Consolidation of sub base with power roller
- ❑ Preparation of granular sub base
- ❑ Wet mix Macadam
- ❑ Bituminous coat
- ❑ Precast cement concrete kerbs
- ❑ 15 meter wide internal road network



Storm Water Drain

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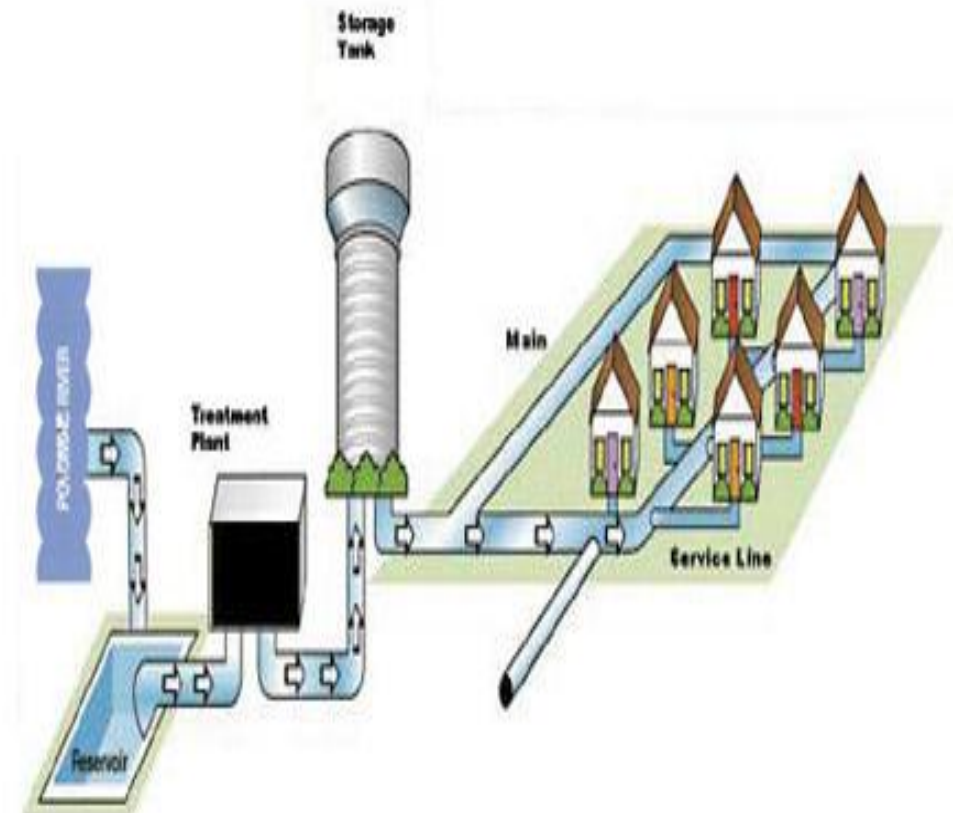
- ❑ Designed according to rainfall analysis of the area
- ❑ Designing of drain and pipeline according to flow
- ❑ Excavation work for drain and culverts
- ❑ Concrete structure of Storm water drain
- ❑ RCC pipes for roads crossing
- ❑ Manholes & cover for maintenance of drain



Water Storage & Distribution System

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- ❑ To provide a reliable water supply to Industrial & other operations
- ❑ Water requirement analysis for the park
- ❑ Designing of water storage tank
- ❑ Water treatment plant with 9 MLD capacity is to be provided in modular way
- ❑ Construction of water storage system and distribution line



Basic enabling infrastructure

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15 meter wide internal road network



Continuous water supply



All types of vehicle parking



Stable power supply th'gh own Power Plant



Common effluent treatment plant



Solid waste disposal facility

Basic enabling infrastructure

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Fire fighting facility



Central security system



Street lighting

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Common facilities

Common facilities

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- Individual units can benefit from the facilities which will be leased to them at subsidized rates
 - ▣ Training & conference hall
 - Crucial for organizing buyer-supplier meets, negotiations and exhibiting products
 - Will ensure reduced through put time for any order by encouraging direct one-on-one interaction
 - ▣ Hygienic & well equipped Canteen
 - ▣ Staff quarters & guest houses



Common facilities

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- ❑ Library, Market information centre for farmers and other stakeholders
- ❑ Bank & Post Office, Insurance Office
- ❑ Police Station
- ❑ Fire Station & Garage
- ❑ Weigh bridge



Layout

NO	DESCRIPTION	NO OF AREAS	PLAT AREA IN ACRES	TOTAL AREA IN ACRES
1	SALEABLE INDUSTRIAL PLOTS	30	100.00	100.00
2	COMMON FACILITIES	10	10.00	110.00
3	GREEN SPACE	10	10.00	120.00
4	ROADS	10	10.00	130.00
5	RAILWAY TRACK	1	1.00	131.00

NO	DESCRIPTION	AREA IN ACRES	% OF TOTAL AREA
1	SALEABLE INDUSTRIAL PLOTS	100.00	76.92
2	COMMON FACILITIES	10.00	7.69
3	GREEN SPACE	10.00	7.69
4	ROADS	10.00	7.69
5	RAILWAY TRACK	1.00	0.77

NO	DESCRIPTION	PLAT AREA IN ACRES	PLAT AREA IN ACRES
CP-1	INDUSTRIAL PLOT (SMALL)	3.33	3.33
CP-2	INDUSTRIAL PLOT (MEDIUM)	6.67	6.67
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CP-95	INDUSTRIAL PLOT (MEDIUM)	6.67	6.67
CP-96	INDUSTRIAL PLOT (LARGE)	10.00	10.00
CP-97	INDUSTRIAL PLOT (SMALL)	3.33	3.33
CP-98	INDUSTRIAL PLOT (MEDIUM)	6.67	6.67
CP-99	INDUSTRIAL PLOT (LARGE)	10.00	10.00
CP-100	INDUSTRIAL PLOT (SMALL)	3.33	3.33

LEGEND

- SALEABLE INDUSTRIAL PLOT (SMALL)
- SALEABLE INDUSTRIAL PLOT (MEDIUM)
- SALEABLE INDUSTRIAL PLOT (LARGE)
- COMMON FACILITIES
- GREEN SPACE
- PLOTS



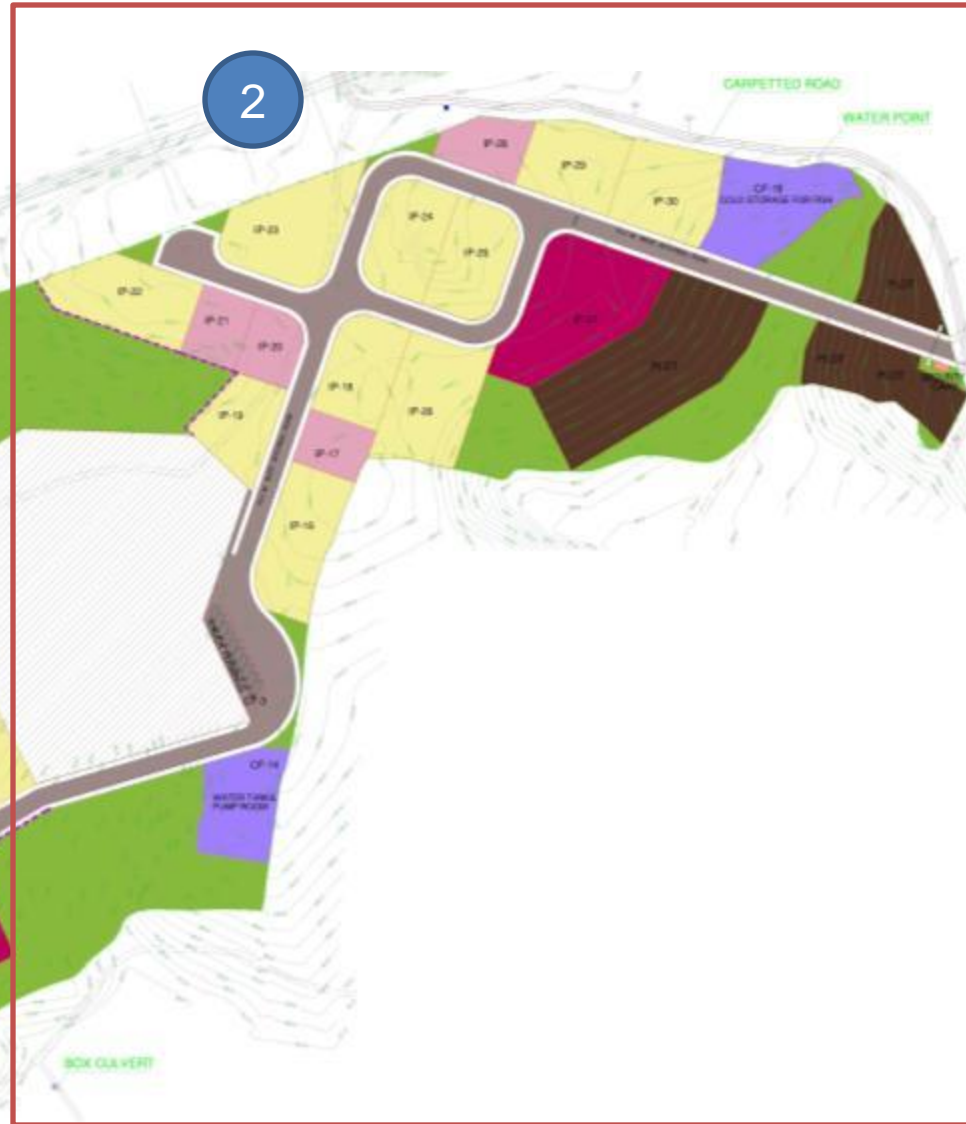
Master plan

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1



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Master plan

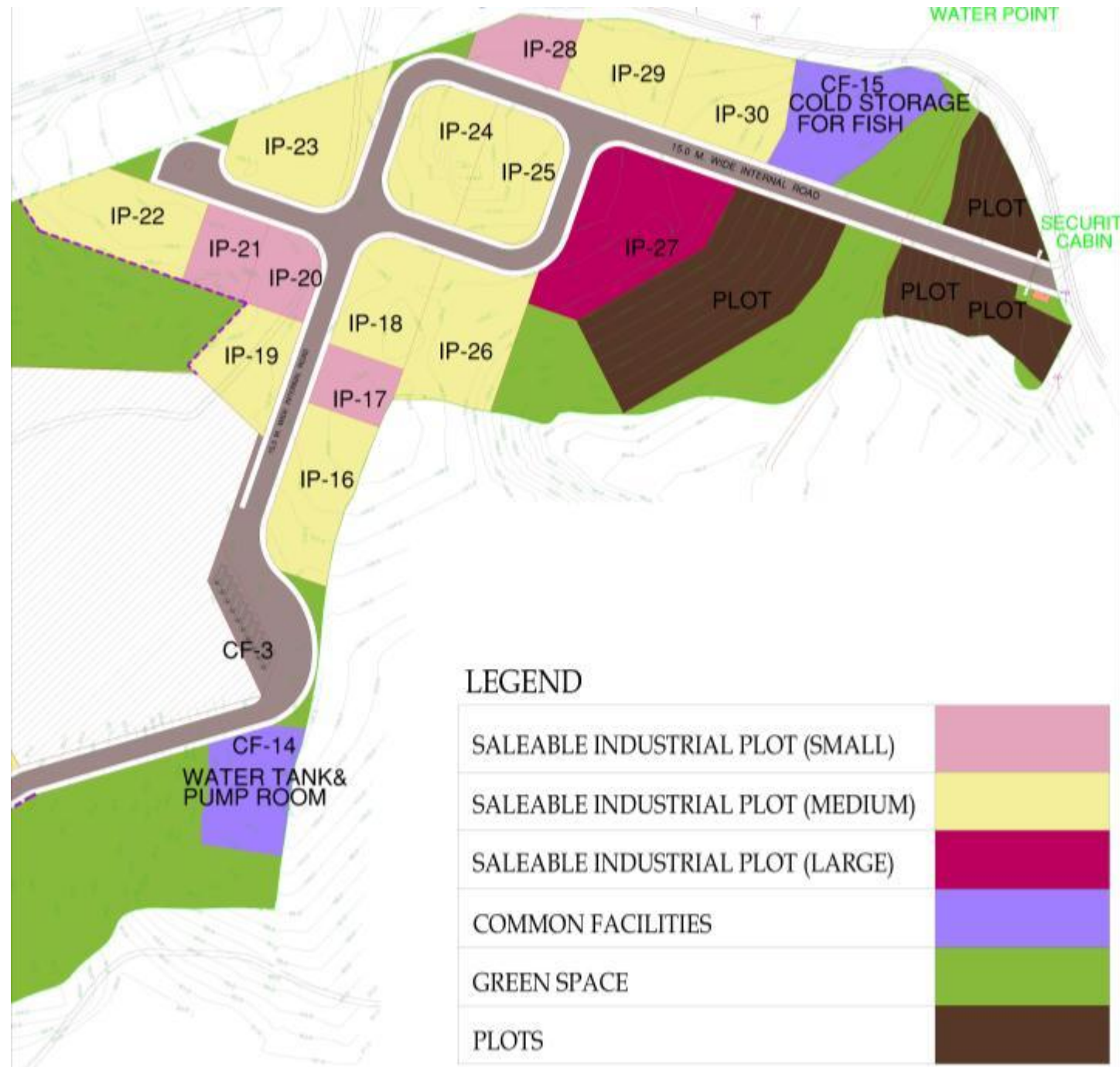
SR.NO.	BUILDING NAME
CF-2A	POWER PLANT
CF-2	ELECTRICAL SUB-STATION
CF-1	WEIGH BRIDGE
CF-6	QA/QC LAB
CF-16	SECURITY CABIN
B	STAFF/AUDITORIUM/LIBRARY/GUEST HOUSE
C	CPC/MARKET INFOR/BANK/INSURANCE/ CONFERENCE/MEDICAL CENTER/POLICE BOOTH
D	CANTEEN

LEGEND

SALEABLE INDUSTRIAL PLOT (SMALL)	
SALEABLE INDUSTRIAL PLOT (MEDIUM)	
SALEABLE INDUSTRIAL PLOT (LARGE)	
COMMON FACILITIES	
GREEN SPACE	
PLOTS	



Master plan



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Investor's Requirement Assessment

Why to invest in SMFP

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Benefits and Savings

- Exemption of Excise Duty on finished products
- Subsidies in Central Transport & Income Tax, Capital Investment; Interest Subsidy on working capital loans; 90% subsidy on Air Freight from Agartala to Guwahati/ Kolkata, for export of processed fruit

Hassle Free & Cost Saving Business Environment

Hassle Free Environment

- Single window clearance
- Being in North East region – priority for putting up industry

For business...

- State-of-the art technology: Primary processing, cold storage, color sorters, storage facility etc.
- Common infrastructure provided – roads, standard design factories, stable power & potable & treated water supply, weighbridge, waste water & solid waste disposable etc.

A Complete Destination – From “Business to Living”

For Living...

- Housing: labor hostels to houses
- Training centres
- Banks
- Insurance office
- Central security systems etc.

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Cost Benefit Analysis

- SMFP vs. outside SMFP

Methodology

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- The cost benefit analysis for investment in SMFP “inside SMFP” & “outside SMFP” has been done for the key activities & utilities.
- Financial working was done for inside SMFP & outside SMFP (with specific land rates) and the cost comparison for the two cases were done to arrive at the cost benefit of the units vis-à-vis presence in SMFP.
- The following slides would show the key numbers / brief overview of the cost benefit analysis-

Cost Benefit in SMFP

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Parameter	Unit	Outside SMFP	Within SMFP	% Saving
Land	Rs. Lakh/acre	15.00	10.45	30%
Plug & Plug sheds	Rs/shed/month	300.00	215.00	28%
Maintenance charge	Rs/Sq.mtr./month	45.00	35.00	22%
Common amenities charge	Rs/Sq.Mt/month	230.00	215.00	7%
Cold storage for fish	Rs/MT/month	9,200.00	9,000.00	2%
Cold storage for fruit & veg.	Rs/MT/month	1,350.00	1,300.00	4%
Cold storage for potato	Rs/MT/6 month	1,300.00	1,250.00	4%
Fire station, garage, parking facility	Rs./Sq. mtr/month	300.00	215.20	28%
Pinapple pulping line - Season rate	Rs/MT	2,000.00	1,500.00	25%
Cleaning, sorting & grading of fruit & vegetables	Rs/MT	1,500.00	1,000.00	33%
Packing of rice & other products	Rs/MT	400.00	300.00	25%
Warehouse rate at CPC	Rs/MT	80.00	50.00	38%
Warehouse rate at PPC	Rs/MT for 10 days	30.00	20.00	33%
Ripening chambers rate	Rs/MT	700.00	600.00	14%
Power per unit	Rs/KWh	6.00	4.50	25%
Transportaion rate	Rs./MT(Avg 100 Km)	100.00	75.00	25%
Vehical trip	Rs/Trip (Gross & Tare)	150.00	100.00	33%

Land Cost in SMFP

Sr. No.	Industrial plot	Plot area Sq.Mtrs	Cost of land in Rs. Lakhs
1	Small size plot	800 - 1400	2.22 - 3.4
2	Medium size plot	1735 - 3180	4.48 - 8.21
3	Large size plot	3180 - 6250	8.21 - 16

List of investors already approached to SPV

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S. N.	Name of Investors	Type of processing	Finish product
1	M/s Monalisa Vinimay (P) Ltd	Fruit	Fruit Milk Shake
2	M/s Aasu Exports & Marketing (P) Ltd	Vegetable	Vegetarian RTE curries
3	M/s Aasu Projects (P) Ltd	Ginger	Candy & Dehydrated ginger
4	M/s Mridul Retailers (P) Ltd	Spices	Turmeric, Chilly & Others
5	M/s Shree Shakti India Ispat (P) Ltd	Coconut	Coconut and Sativa Bran Oil
6	M/s Shree Shakti India Ispat (P) Ltd	Potato & Banana	Chips/wafers
7	M/s Guin Construction (P) Ltd	Fish	Non-Veg. RTE curries
8	M/s Confast Steel (P) Ltd	Fruit	Mix Fruit Jam
9	M/s. Goodpoint Developers (P) Ltd	Pineapple	Jam, Juice, canned products
10	M/s. Leoline Traders (P) Ltd	Meat	Non-Veg. RTE curries
11	M/s Bluemotion Enclave (P) Ltd	Grain	Noodles
12	M/s Goodpoint Construction (P) Ltd	Litchi	Litchi based juices
13	M/s Kotiratan Builders (P) Ltd	Lime	Pectin, juice, citric acid etc.
14	M/s Mahamani Buildcon (P) Ltd	Tomato	Tomato sauce, ketch up
15	M/s Mangalrashi Residency (P) Ltd	Fruit & dairy	Fruit based ice-cream

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Summarizing.....

Summarizing....

- State-of-the-art technology
- Capital cost benefits within SMFP:
 - The major saving in project cost is due to savings in land cost
 - Plug play shed reduces the primary capital costs
 - Provides independent power substation within the park
 - Reduces the transmission cost to bring power up to the industrial unit considerably
 - Individual cold storage need not be set up, reduces the capital costs
 - Available warehousing facility
 - Other major cost saving factors with respect to above mentioned table are:
 - Land development (Savings of Rs. 4.55 Lakhs/acre)
 - Tube wells, water supply & distribution drainage (Savings of Rs. 4.96 Lakhs/acre)
 - Wastewater treatments etc. (Savings of Rs. 11.82 Lakhs as individual ETP & STP need not be set up)

Summarizing....

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- Operating cost benefits within SMFP:
 - Major operating cost saving is due to savings from power i.e. from Rs. 6 to 4.5 per KWh
 - Uninterrupted & quality raw material availability increases the operating days of the plant
 - Ready to process: cleaned, sorted, graded, ripened & precooled raw material
 - Economical cold storage facility as compared to outside SMFP
 - Cheaper transportation rates
 - World class pineapple pulping facility available for direct use
- Offering of services at below market prices in the CPC
- Availability of skilled labour in and around the proposed unit
- Nearness to national & international market
- All food processing sectors would benefit by being in SMFP in terms of savings in Project Cost and Operating Cost , along with substantial increase in Net Profits

SPV Recommendations...

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**SMFP is preferred
destination for the
investment**

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THANK YOU