

A collage of images related to agriculture and infrastructure. On the left, there are three rows of images: tomatoes, green coconuts, and corn. In the top right corner of the collage is the FAVORICH logo with the tagline 'ENRICHING GROWTH'. In the bottom right corner, there are three images: a red pipe pouring water, a construction site with a crane, and a power line tower.

A brief Presentation on

MEGA FOOD PARK

Bannenahalli village, Mandya District, Karnataka

By
Favorich Infra pvt Ltd (FIPL)
(A Favorich group company)



1. BACKGROUND:

Favorich Infra Pvt Ltd incorporated in the year 2009 is the infrastructure arm of the Favorich group. The company is the outcome of the passion, vision and commitment of Mr.Jayadev.C.N and likeminded professionals to establish a world class and hassle free industrial infrastructure with a business environment, meeting international standards.

Favorich Agro Pvt Ltd which is flag Ship Company of Favorich group originally started with trading in agricultural commodities in 1987. Initially, the company was dealing in agro-based snack food ingredients and ever since the tie-up with Pepsico India, the horizon expanded into contract manufacturing. Today, the company is the largest Snack Food Raw-material manufacturer and is involved in manufacturing brands like, Kurkure, Cheetos, Takatak, Bingos for the Food Giants, such as, Pepsico, General Mills, Parle, ITC, Britannia and United Breweries.

Mr.Jayadev.C.N with his three decades of vast experience in the field of agriculture and food processing has studied and identified key constraints faced by food processing entrepreneurs in India. The major key constraints are power, water, roads, logistic facilities, storage facilities, skilled labours in addition to Government policies and liaison issues.

Favorich Infra having understood the scope and opportunity in this infrastructure business, has planned and is setting up of various industrial parks in different states for specific sectors. The company, during the year 2011, initiated and is in the process of implementing its first Mega Food Park project at Bannenahalli Village in KR PET taluk of Mandya District with the support of Ministry of Food Processing Industries (MOFPI), GOI and GOK.

2. PROJECT OVERVIEW

Favorich Mega Food Park is a unique organized industrial cluster model conceptualized by Favorich Infra to overcome the key constraints faced by the Agro-Food processing sector presently in setting up industry in India Viz., land acquisition, liaising, uninterrupted, cheaper and quality power, water, roads, sewage & effluent, logistics facilities, secured campus, raw material sourcing marketing and others. In addition the Mega Food Park would act as common and value addition platform bridging farmers on one side and manufacturers, wholesalers, exporters, consumers on other side.

The project would consist of four components viz., Core Processing Center (CPC), Industrial Area (IA), Primary Processing Centre (PPC) and Collection Centre (CC).



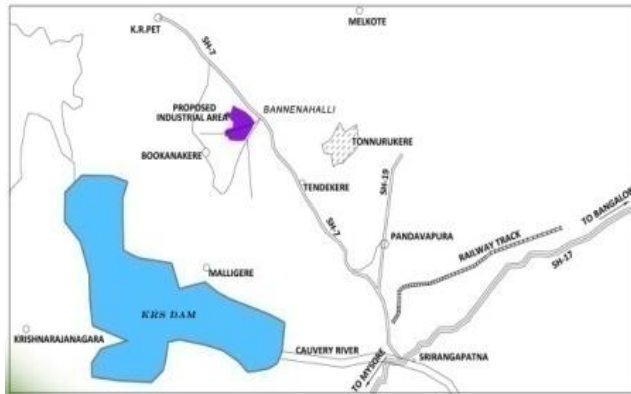
BRIEF PROJECT PROFILE OF MEGA FOOD PARK

Address of the project	Bannenahalli Village, Bookanakere Hobli, Krishnarajpet, Mandya District- Karnataka
Project area	300 acres (Allotted by Karnataka Industrial Area Development Board (KIADB) as Single Unit Complexes (SUC))
Project classification	Industrial area- Mega food park
Project approval reference	Government Order No. CI 125 SPI 2012, Bangalore dated 21-04-2012
Water	5 MLD of water from Karnataka Industrial Area Development Board (KIADB)
Power	40 MW to be serviced by Chamundeshwari Electricity Supply Company (CESCOM)
Incentives & Concessions	As per Karnataka New Industrial Policy, 2009-14/Integrated Agribusiness Development Policy 2011
Classification into Zone as per Karnataka New Industrial Policy 2009-14	Zone 2 (Malavalli, Nagamangala & K. R. Pet in Mandya district)
Lease cum Sale of land	Approved by KIADB for sublease of land as per order CI/27/SPI/2005 dtd 21.09.2010
Project investment	Rs. 125Crores

3. PROJECT LOCATION: Favorich Mega Food Park is located at Bannenahalli Village, Bookankere Hobli, KR Pet Taluk, Mandya district in Southern Karnataka.

- The site is located on State Highway (SH-07) and is just 25 Km from NH-17 connecting Bangalore –Mysore.
- The site is 150 Km from Bangalore, 45 Km from Mysore and 15 Km from Pandavapura.

- Nearest Airport is Mysore which is around 50 Km and seaport is Mangalore which is around 250 Km.



4. FACILITIES: The following common facilities would be available to the entrepreneurs setting up the industry with in the campus.

Basic facilities	Non Core facilities	Core facilities
<ul style="list-style-type: none"> • Asphalted/ cement roads along with drainage and landscaping • Inland container depot with railway siding. • Solar based street lighting and flood lighting. • Industrial and Potable Water Supply • Captive power generation through Cogen. • Electric sub station and Generator • Rain water harvesting system and pond • Security Block • Fire fighting and safety equipments • Weigh bridge • Truck Parking Yard • Air strip and Helipad 	<ul style="list-style-type: none"> • Commercial block for offices and banks • EDP cum incubation centre • Fully furnished seminar cum conference facilities • Training centre along with hostel facilities • Guest room, club house and dormitory • Display , distribution and retailing complex. • Information centre • Human resource development centre 	<ul style="list-style-type: none"> • Research and Development centre • Grading and Packing Center for Fruit and Vegetables • Grading and Packing Center for Cereals and Pulses • Low cost potato cold Storage • PUF type cold storage for fruits and vegetables • Precooling chambers. • Common packing centre • Common processing centre • Low cost and specialized dry ware house • Ripening chambers

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The food park can be broadly classified into common facilities and industrial area and is provided as below.



MASTER PLAN LAYOUT- MEGA FOOD PARK –CPC & IA



Google map showing location of Favorich Mega Food Park in Mandya District



A front view of the Favorich Mega food park at Bannenhalli village, KR Pet Taluk



A view of Administrative and Commercial block of the Favorich Mega Food Park

6. PLOTS/ SHED :

The Industrial developed plots, Standard Factory Sheds and Wholesale Godown are being developed exclusively for setting up of Agriculture and Food Processing related industries and would be provided with utilities on service charges viz., Power, Water, ETP, Soft Water, Steam, etc. Following are the various types of plots available.

Sl. No.	Type of plots/sheds	Dimension/Size	Type of agreement
1	Developed Plots	0.25, 0.5, 1, 1-5 & >5 Acres	Lease cum sale
2.	MSME Sheds	500 & 1000 SQM	Long lease/Rental
3.	Whole sale storage Godowns	500 & 1000 SQM	Long lease/Rental

Commercial aspect: The developed plots would be available on “**lease cum sale basis**” as per KIADB norms. The following sizes of developed plots are available for setting up of food

processing industries in the Favorich Mega Food Park. A total of 220 Acres of industrial plots would be made available in four stages

Sl. No.	Size (Acres)
1	0.25
2.	0.5
3.	1.0
4	1 to 10
5	Above 10

Note:

- Advance booking would be 25% of the total cost of the plots booked.
- Developed plots would have provisions for hard & soft water, power, ETP facilities and other utilities in addition to the common facilities in the food park.
- The Purchase cost would be exclusive of maintenance charges and service charges on usage of common facilities.

7. BENEFITS**Benefits to Investors**

- 100% KIADB industrial land with state high level committee clearance – clear title.
- Ideally situated on the National Highway (SH-7) and 17 KM for NH-4.
- All common facilities required for setting up of food and allied industries are available within the campus.

Benefits to Entrepreneurs setting up the industry

	Items	Benefits from GOI/GOK
1	Stamp Duty	100% exemption on stamp duty
2	Registration Charges	Concessional rate of registration charges @ Re. 1 per Rs. 1,000
3	Conversion charges	100% waiver of conversion fees for converting the land from

		agricultural use to industrial use.
4	Entry Tax	100% exemption from Entry Tax
5	100% EOU's	100% exemption from Entry Tax
	Other EOU's	100% exemption from Entry Tax
	100% EOU's & Other EOU's	Refund of certification charges to the extent of 50% or Rs. 2 lakhs per unit whichever is less
6	APMC cess/fees	100% exemption
7	Subsidy for setting up of Effluent treatment plants	50% of the cost of ETP subject to maximum of Rs. 100 Lakhs per unit.
8	Upgradation or establishing of new food industry	Rs. 50 lakhs subsidy from Ministry of food processing Industries, GOI (Priority would be provided to units to be established in the Mega Food Park)
9	Integrated cold chain project	Maximum of Rs.10 Crores subsidy from Ministry of Food Processing Industries, GOI
10	Income tax exemption on profits	Exemption of 100% Income tax on profits made during the first five of establishing fruits and vegetable based processing industry.

8. USP of the project

- 1) 300 Acres of Industrial area allocated by KIADB exclusive for Agriculture, Food processing and allied industry- Clear title
- 2) Approval for 5 MLD of water from Hemavati River downstream is obtained
- 3) Approval for 40 MW power from CESCO obtained and in addition 27 MW of eco friendly Co-gen power is planned in the park.
- 4) Favorich group has received In-principle approval for railway siding.
- 5) Inland container depot (ICD) would be developed to reduce the logistic cost.

9. Potential Industries:

The following industrial unit could be established in Mega Food Park by the entrepreneurs based on the abundant raw material available in the surrounding region.

- Tender coconut & Desiccated coconut powder unit





- Coconut virgin oil extraction unit.
- Maize milling and starch extraction plant.
- Turmeric processing unit.
- Juice extraction and concentration plant.
- Fruits and Vegetable dehydration unit.
- Spices processing and packing unit
- All types of Packing unit
- Dairy Industry
- Canning and IQF.
- Dhal milling, Wheat milling, Rice milling units
- Biscuits, Noodle, Industrial bakery, Snack food industry
- Vermicelli, Infant foods

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