



## Indus Mega Food Park

*Food Processing Excellence  
within Your Reach!*



## About Indus Mega Food Park

Indus Mega Food Park Private Limited (IMFPPL) is set up at Khargone (Near Indore, Madhya Pradesh) in Central India. Conceptualized as a food processing infrastructure facility providing world class infrastructure and technology to the enterprises engaged in the food processing industry Indus Mega Food Park will provide a platform and establish backward and forward linkages covering the entire food processing value chain, quality assurance, food safety and implementation of best practices in post-harvest management. The Mega Food Park (MFP) shall make available the latest food processing technologies to manufacturers and marketers through international tie-ups. Located in one of the most agri-rich areas of India, the facility is foreseen as the destination for sourcing food products for domestic and international markets in future.

The project is supported and approved by Ministry of Food Processing, Government of India, and the State Government of Madhya Pradesh under Mega Food Parks Scheme to provide all infrastructural facilities under one roof.

The Indus Mega Food Park is promoted by Ananda Group and Vasistha Holdings Ltd. Ananda Group is a veteran in agro based industry and has a gross turnover of more than ` 5 billion (500 crores) per annum. Vasistha Holdings Limited on the other hand is a diversified entity with interests in Renewable Power Generation, Infrastructure Development, Storage of Agriculture produce and other agro related businesses.



## Indus Mega Food Park

### Vision

To create best in class infrastructure facilities for swift setting up and smooth operations of the food processing industries and thereby creating a value chain from farm to the market



# Infrastructure

The food Park has tailor made infrastructure for food processing sector with one Central Processing Centre and three Primary Processing Centre Unit developed inside the park shall get benefits and access to the existing infrastructure as following.

## CENTRAL PROCESSING CENTRE (CPC)

**Roads:** Access to National Highway through a dedicated dual carriageway. Internal cement concrete roads with street lighting

**Power (Substation):** Dedicated 5 MW substation for uninterrupted power supply round the clock to all units through independent distribution lines.

**Common Cold Storage:** Individual Units can avail storage facility at common cold store upto 200 MT for frozen products and 5000 MT for storage of Potato in Bulk

**Dry Warehouse:** CPC is equipped Dry Warehouse of 5,000 MT capacity.

**MSME Sheds:** CPC is equipped Dry Warehouse of 5,000 MT capacity.

**Water Treatment Plant:** Water Treatment Plant CPC is equipped with Water Treatment Plant with handling capacity of 30,000 lt/hr. Water treatment plant includes carbon, sand and micron filters

**Storm Water Drainage System:** Fully developed underground Storm Water Drainage System alongside the campus roads and rain water harvesting system looking towards water conservation requirements

**Weigh Bridge:** Weigh Bridge with maximum capacity of 80 MT is operational to support the day to day needs of various units inside the mega food park premises

**Parking Sheds:** Parking Sheds are provided inside the mega food park premises for parking of heavy and light vehicles separately.

**Laboratory:** Common laboratory for basic requirements of individual units.

**Training Centre:** A training centre to accommodate 100 people with necessary training gadgets.

**Central Canteen:** Central Canteen facility is developed to provide healthy and delicious meals to the staff and residents.

**Conference Hall:** A seminar cum conference hall in Administration block for meetings.

**Over Head Tank:** 2.5 lack litres storage capacity over head water tank to supply clean and treated water.

**Pipe Line:** Underground raw and treated water dedicated pipeline for supply to individual units.



Roads



Power



Common Cold Storage



MSME Sheds



Parking Sheds



Adminstrative Building



Weigh Bridge

## SALE OF PLOTS

**Rack Rate :** Upfront premium 1500 Rs per square feet, Rebate on rack rate based on location, extent of land and nature of Industry.

## PRIMARY PROCESSING CENTRE

Fresh farm produce is collected at collection centres and transported to Primary Processing Centres where they are sorted, graded, washed and packed suitable to be dispatched to Central Processing Centre or Market.

### PPC RATLAM

Grading and Sorting Lines  
Crates

Weigh Scales  
Sorting Tables

### PPC UJJAIN

Grading and Sorting Lines  
Crates

Weigh Scales  
Sorting Tables

### PPC BEDIA

Multi Product Cold Storage 2 degrees to 10 degrees with CO2 and RH Control, Weigh Bridge

# Services

1. Treated water for Use in Boilers, Utilities and Processing
2. Raw water for general use at Rs. 1500/- per KL
3. Common Security Services will be provided to all the units
4. Backward Integration Services
  - Food Park shall undertake trial cropping and provide necessary reports to the units based on their specific requests
  - Assistance in commercialisation and farm extension services
  - Assistance in identifying suitable farmers / farms for contract farming
  - Assistance in soil and water testing through centralised laboratory
  - -Farmer training and skill development programme based on specific crop requirements
5. Forward Linkage Services
  - Assistance in logistics through cold chain
  - Assistance in participation in domestic and global trade shows
6. Assistance in Govt. Approvals: Assistance in obtaining necessary approvals from revenue, excise, pollution, industries and other related departments during construction and post commercialisation

7. Product Testing for Biological analysis, Water quality testing
8. Collection and Disposal of Solid waste
9. Guest House for Visitors
10. House Keeping

## Services for Start-ups

- Can rent out / lease the latest processing facilities
- Ready to use 5 T/hr IQF line available for frozen fruits & vegetables
- Ready to use 2000 jars/hr line for canning of fresh fruits & vegetables

## Services for Food Processors

- Can avail facilities for reducing processing / transportation losses
- Can avail facilities for packaging, labelling and storing their frozen foods
- Can avail facilities for consistent raw material supply
- Can avail facilities for bulk packaging and supply
- Can avail facilities for storing frozen finished goods



## Advantages

- Readily available world class infrastructure to set up & run Food Processing Industry.
- Better income to farmers due to direct sale of produce to food processing industries
- Multiple crop options and higher yield due to guidance from extension team of food park
- Emergence of area as skill development & logistic hub thus creating employment to rural population
- Effective monitoring, enforcement & compliance of environmental laws.
- Effective monitoring & collection of various Central & State Taxes.
- Fair price to the Farmer & reduction in State subsidies in the form of Minimum Support Price



## Farming Initiatives

These Initiatives are aimed to improve agricultural productivity, land use & income generation of farmers in Catchment Area:

- Contract Farming pilot project in an area of 350 Acres.
- Crop diversification & crop rotation in the catchment area through optimum use of the land and introduction of high yielding seeds
- Technological interventions through a qualified, trained & experienced team to increase productivity & reduce cost of cultivation
- Fair procurement system & removal of middlemen/ commission agents.
- Input support from advisory & adoption of good agricultural practices.
- Drastic reduction in loss of agricultural & horticultural produce due to timely procurement at fair prices.
- Round the year production through crop rotation for sustainable agriculture.

## Convenient Location in the Progressive State of Madhya Pradesh

The Indus Mega Food Park is located at almost 90 Kms (at Panwa Village, Khargone district) from Indore, the commercial capital of Madhya Pradesh. The geographical centre of India and it spans an area of 100 acres. It is located 3 Kms from the Mumbai Agra National Highway (NH-3) and 1 Km from the State Highway No. 38. It is also closer to the Nimrani Industrial Corridor.

The strategic positioning at geographical centre of India, the food park is almost equi-distant from key consumption markets and ports on the west coast. The closest port is Mumbai port is located at 500 Kms from the Central Processing facility. Major cities such as Mumbai (450 Kms), Delhi (900 Kms) and Ahmedabad (384 Kms) are all located at accessible range. An Inland container depot managed by Container Corporation of India in Pithampur is also at close proximity 80 km from CPC. The Central Processing Center (CPC) is just 2 Kms away from Narmada river with abundant water availability.



