

POMEGRANATE JUICE AND PRODUCTS

(Process Code: CBP - 2360)

INTRODUCTION

Pomegranate (*Punica granatum*) a fruit of great antiquity is highly liked for its pleasing flavour. It is also valued for its several medicinal properties. Now-a-days organized cultivation is undertaken in various parts of the country and the production is increasing year by year, necessitating for taking up of processing for value addition to utilize the surplus production. The sweetened Pomegranate juice is a delicious fruits beverage. Pomegranate RTS beverage alone or as a blended beverage with other fruit juices like lime juice, orange juice, pineapple and flavoured with lime/orange oil can also find good acceptability. Pomegranate squash/syrup and jelly are the other products that can be made commercially.

MARKET POTENTIAL

The product has excellent market potential considering the increase in its production, availability and growing popularity; there is considerable interest in processing the fruit into value added product.

RAW MATERIAL

Pomegranate, Sugar, Citric acid, Lime Juice, Orange and Honey. All the raw materials are indigenously available in the market.

Under the know-how standardized at CFRTI, we provide technology for bottling pomegranate juice, pomegranate beverage, syrup and jelly. The process for pomegranate juice bottling is given below:

PROCESS

Pomegranate → Cutting → Grains / Arils separation → Juice extraction → Filtering → Clarification → Bottling

PLANT & MACHINERY

Major equipments required are Screw type juice extractor, Plate & frame filter press, Steam Jacketed Kettle, Beverage Holding Tank, Pasteurizer, Cleaner, Sealer. Crown corking machine, Generator, Weighing scales & Working tables etc

PROJECT COST – FIXED COST – WORKING CAPITAL (in Rs. '000)

(Estimate for a model project)

a) Land & Land development (200 m ²)	112.00
b) Building & civil construction (165 m ²)	1008.00
c) Plant and machinery	1516.00
d) Miscellaneous fixed assets	60.00
e) Pre-operative expenses	200.00
Total Fixed Capital	2896.00
Working capital margin	241.00
Total Project cost	3137.00
Means of Finance	
- Promoter's contribution	965.00
- Term loan	2172.00

PRODUCTION CAPACITY - (estimate)

a. Capacity	: 870 Kg/day
b. No. of Working Days	: 300
c. Optimum capacity utilization	: 70%