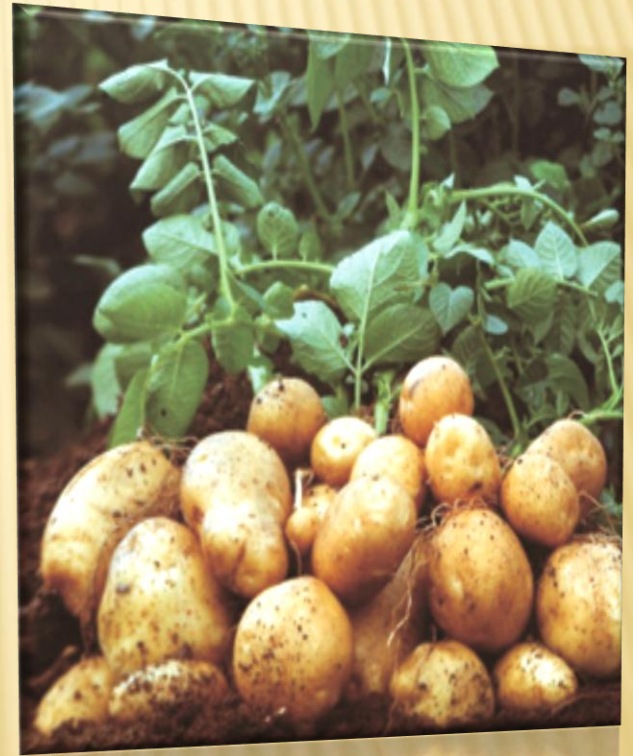


How to Start Potato Processing Industry

(Products: *Potato Chips & Wafers, Potato Granules, Potato Wine, Alcohol, Vodka, Sticks, French Fries, Potato Specialties, Dehydrated, Frozen Potato Products, Potato Starch, Potato Powder, Flakes & Pellets, Liquid Glucose*)

Potato is an important crop not only of the developed countries but also of the developing countries. It is probably the most popular food item in the Indian diet and India is one of the largest producers of potato.



It is also known as ‘The king of vegetables’, has emerged as fourth most important food crop in India after rice, wheat and maize. It is grown all over the country with Uttar Pradesh growing the maximum quantity. Potato is a very rich source of starch. It also contains phosphorus, calcium, iron and some vitamin C & A. The protein calorie ratio is high.

Potato is consumed by more than one billion people in the world. It is a high quality vegetable cum food crop and used in preparing more than 100 types of recipes. The protein content of Potato has a high biological value than cereals and considered to be better than milk.

Hence, Potato is supplementing meat and milk products by lowering energy intake and also by reducing food cost.

Potatoes are used for a variety of purposes, and not only as a vegetable for cooking at home. In fact, it is likely that less than 50 percent of potatoes grown worldwide are consumed fresh.

The rest are processed into potato food products and food ingredients; fed to cattle, pigs, and chickens; processed into starch for industry; and re-used as seed tubers for growing the next season's potato crop.

As people's habits and lifestyles have changed the demand for processed potatoes has grown.

Indian vegetable basket is incomplete without Potato. Potato is a nutritionally superior vegetable due to its edible energy and edible protein. It has become an integral part of breakfast, lunch and dinner among the larger population.



The potato processing industry has evolved over the years until it has become possible to buy potatoes as frozen French fries, potato rounds, stuffed baked potatoes, shredded potato patties, hash browns, curly fries, seasoned fries, or mashed.



Dehydrated potatoes come as flakes or granules for instant mashed, hash browns, diced for soups and stews, or sliced for au gratin, etc. One of the benefits of processing potatoes, aside from convenience to the consumer, is that it gives an opportunity to use the less than perfect potatoes, resulting in less waste.

The importance of Potato Industry:

Fifth most important food crop

Ability to provide nutritious food for the poor and hungry.

Poverty Alleviation

Food Security

Farmer's Income

Major producing states in India:

Uttar Pradesh

West Bengal

Bihar

Punjab

Gujarat

See more: <http://goo.gl/pAxlHD>

Opportunities for Potato Production and Utilization Technologies

There are significant opportunities for improved potato production and utilization technologies in this part of the world to address poverty, food security, and environmental degradation.

There are millions of households in the region that grow potatoes, each household producing on average about two tons of this commodity on 0.1 to 0.2 hectares of planted area per year. Demand for potatoes is increasing rapidly, and a large share of production is marketed as a vegetable cash crop, with a small but increasing share going for processing.

The potato also tends to be an input-intensive crop, often grown in fragile mountain environments. Thus, improved potato productivity is likely to have favorable impacts on the incomes of poor farming families.

The organized snacks category is sub-divided into the traditional segment (bhujia, chanachur and the like), Western segment (potato chips, cheese balls etc.) and the newly established finger snacks segment, which is an adaptation of traditional offerings in the western format.



The leading brands in the market are Lays, Bennie's, Uncle Chips, Ruffles, Bingos and others. Looking to the estimated demand of nearly 50 million tonne of potato by 2020, for a nearly 1.3 million population, the production and productivity will keep rising.



The potato plays a strong role in developing countries with its ability to provide nutritious food for the poor and hungry. The demand for potato is growing as both a fresh and processed food. In India, Potato is cultivated in almost all states under diverse agro-climate conditions.

About 85 per cent of Potatoes are cultivated in Indo-gangetic plains of North India. The states of Uttar Pradesh, West Bengal, Punjab, Bihar and Gujarat accounted for more than 80 per cent share in total production.

Here's some Potato Based Projects for investment:

- **Grain & Potato Based Vodka Distillery**
- **Potato Starch**
- **Potato French fries**
- **Potato Chips (Different recipe and flavors)**

➤ **Good Future Prospects For Potato Powder/Flakes**

Project

➤ **Potato Powder, Flakes & Granules With Cold**

Storage

➤ **Frozen Finger Chips**

➤ **Potato Chips/Wafers in Different Flavours**

See more:

<http://goo.gl/pAxlHD>

VISIT US AT

www.entrepreneurindia.co

TAKE A LOOK AT NIIR PROJECT CONSULTANCY SERVICES ON #STREET VIEW

<https://goo.gl/VstWkd>

Niir PROJECT CONSULTANCY SERVICES

AN ISO 9001:2008 COMPANY

WHO ARE WE?

- ✖ One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services
- ✖ We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad

WHAT DO WE OFFER?

- ✗ Project Identification
- ✗ Detailed Project Reports/Pre-feasibility Reports
- ✗ Market Research Reports
- ✗ Technology Books and Directory
- ✗ Databases on CD-ROM
- ✗ Laboratory Testing Services
- ✗ Turnkey Project Consultancy/Solutions
- ✗ Entrepreneur India (An Industrial Monthly Journal)

HOW ARE WE DIFFERENT ?

- ✗ We have two decades long experience in project consultancy and market research field
- ✗ We empower our customers with the prerequisite know-how to take sound business decisions
- ✗ We help catalyze business growth by providing distinctive and profound market analysis
- ✗ We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors
- ✗ We use authentic & reliable sources to ensure business precision

OUR APPROACH

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

WHO DO WE SERVE?

- × Public-sector Companies
- × Corporates
- × Government Undertakings
- × Individual Entrepreneurs
- × NRI's
- × Foreign Investors
- × Non-profit Organizations, NBFC's
- × Educational Institutions
- × Embassies & Consulates
- × Consultancies
- × Industry / trade associations

SECTORS WE COVER

- ✗ Ayurvedic And Herbal Medicines, Herbal Cosmetics
- ✗ Alcoholic And Non Alcoholic Beverages, Drinks
- ✗ Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin
- ✗ Activated Carbon & Activated Charcoal
- ✗ Aluminium And Aluminium Extrusion Profiles & Sections,
- ✗ Bio-fertilizers And Biotechnology
- ✗ Breakfast Snacks And Cereal Food
- ✗ Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling

SECTORS WE COVER *CONT...*

- ✗ Bamboo And Cane Based Projects
- ✗ Building Materials And Construction Projects
- ✗ Biodegradable & Bioplastic Based Projects
- ✗ Chemicals (Organic And Inorganic)
- ✗ Confectionery, Bakery/Baking And Other Food
- ✗ Cereal Processing
- ✗ Coconut And Coconut Based Products
- ✗ Cold Storage For Fruits & Vegetables
- ✗ Coal & Coal Byproduct

SECTORS WE COVER *CONT...*

- ✖ Copper & Copper Based Projects
- ✖ Dairy/Milk Processing
- ✖ Disinfectants, Pesticides, Insecticides, Mosquito Repellents,
- ✖ Electrical, Electronic And Computer based Projects
- ✖ Essential Oils, Oils & Fats And Allied
- ✖ Engineering Goods
- ✖ Fibre Glass & Float Glass
- ✖ Fast Moving Consumer Goods
- ✖ Food, Bakery, Agro Processing

SECTORS WE COVER *CONT...*

- ✖ Fruits & Vegetables Processing
- ✖ Ferro Alloys Based Projects
- ✖ Fertilizers & Biofertilizers
- ✖ Ginger & Ginger Based Projects
- ✖ Herbs And Medicinal Cultivation And Jatropha (Biofuel)
- ✖ Hotel & Hospitality Projects
- ✖ Hospital Based Projects
- ✖ Herbal Based Projects
- ✖ Inks, Stationery And Export Industries

SECTORS WE COVER *CONT...*

- ✗ Infrastructure Projects
- ✗ Jute & Jute Based Products
- ✗ Leather And Leather Based Projects
- ✗ Leisure & Entertainment Based Projects
- ✗ Livestock Farming Of Birds & Animals
- ✗ Minerals And Minerals
- ✗ Maize Processing(Wet Milling) & Maize Based Projects
- ✗ Medical Plastics, Disposables Plastic Syringe, Blood Bags
- ✗ Organic Farming, Neem Products Etc.

SECTORS WE COVER *CONT...*

- ✗ Paints, Pigments, Varnish & Lacquer
- ✗ Paper And Paper Board, Paper Recycling Projects
- ✗ Printing Inks
- ✗ Packaging Based Projects
- ✗ Perfumes, Cosmetics And Flavours
- ✗ Power Generation Based Projects & Renewable Energy Based Projects
- ✗ Pharmaceuticals And Drugs
- ✗ Plantations, Farming And Cultivations
- ✗ Plastic Film, Plastic Waste And Plastic Compounds
- ✗ Plastic, PVC, PET, HDPE, LDPE Etc.

SECTORS WE COVER *CONT...*

- ✗ Potato And Potato Based Projects
- ✗ Printing And Packaging
- ✗ Real Estate, Leisure And Hospitality
- ✗ Rubber And Rubber Products
- ✗ Soaps And Detergents
- ✗ Stationary Products
- ✗ Spices And Snacks Food
- ✗ Steel & Steel Products
- ✗ Textile Auxiliary And Chemicals

SECTORS WE COVER *CONT...*

- ✖ Township & Residential Complex
- ✖ Textiles And Readymade Garments
- ✖ Waste Management & Recycling
- ✖ Wood & Wood Products
- ✖ Water Industry(Packaged Drinking Water & Mineral Water)
- ✖ Wire & Cable

Niir Project Consultancy Services

106-E, Kamla Nagar, New Delhi-110007, India.

Email: npcs.ei@gmail.com , info@entrepreneurindia.co

Tel: +91-11-23843955, 23845654, 23845886

Mobile: +91-9811043595

Fax: +91-11-23841561

Website :

www.niir.org

www.entrepreneurindia.co

Take a look at NIIR PROJECT CONSULTANCY SERVICES on #StreetView

<https://goo.gl/VstWkd>

Follow Us



➤ <https://www.linkedin.com/company/niir-project-consultancy-services>



➤ <https://www.facebook.com/NIIR.ORG>



➤ <https://www.youtube.com/user/NIIRproject>



➤ <https://plus.google.com/+EntrepreneurIndiaNewDelhi>



➤ https://twitter.com/npcs_in



➤ <https://www.pinterest.com/npcsindia/>



THANK YOU!!!

For more information, visit us at:

www.entrepreneurindia.co