Potato Powder

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<td><strong>Capacity:</strong></td>
<td>1800 MT/ Annum</td>
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<tr>
<td><strong>Plant and machinery cost:</strong></td>
<td>543.00 Lakh</td>
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<td><strong>Working Capital:</strong></td>
<td>0.00 Lakh</td>
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<tr>
<td><strong>Rate of return(ROR):</strong></td>
<td>44.00 %</td>
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<td><strong>Break Even Point (BEP):</strong></td>
<td>40.00 %</td>
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<td><strong>TCI:</strong></td>
<td>800.00 Lakh</td>
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<td><strong>Cost of Project:</strong></td>
<td>800.00 Lakh</td>
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Profile Potato powder is highly concentrated and nutritious flour grounded from the pulp of cooled potato. The flour commodities of the chemical constituents of the potato, retains all of the mineral salts. The potato powder is used as thickening agent in soups, stews and for breading meats and fish. The potato powder is used extensively by armed forces, the civilian trade and the school lunch programme. Potato is widely consumed as food all over the world. Its composition is influenced not only by genetic and environmental factors but also by maturity at harvest and subsequent storage history. Indeed the efficiency of storage is of determining importance, as on it depend the availability of potato as a fresh or processed vegetable, its palatability and also its nutritive value. Potato Powder obtained from potato has the following composition.

- Carbohydrates (Assimilable) - 71-81 %
- Protein - 7.1-13.5% Ash
- 2.8-5.9% Crude fibre
- 0.4-3.4% Fat
- 0-0.7%

Application Potato Flour is used in bread, pancake and waffle recipes or as a thickener for smoother sauces, gravies and soups. Also used in fabricated Potato chips, Extruded Snacks, Snack Pellets, Battered breaded products etc. Also used in gluten free and allergy cooking. Potato powder is increasingly being used in a variety of food preparations like snack foods (McDonald, Pringle, Haldiram snacks etc.), soups, curries and other dishes as a thickening agent and Stir Fries. It has strong potato flavour. It can be a binding material for preparing kheer, tikki, chops, pakoda, cutlets, stuffed paratha, kofta and other products.

Market Potential

The potato powder is meant only for export. Although domestic market for dehydrated and powdered potato is there but more than 70% of the total indigenous production of potato powder is exported to various countries. The potato powder is supplied in bulk to the manufacturers of the various snack food items and restaurants/hotels. The major demand is in cities like Mumbai, Delhi, Chennai, Nagpur, etc. The demand is much more than the supply at present and is likely to grow with the increasing popularity of the snack foods and other items where potato powder is used as input. It has good export potential also, and European countries are largest consumer of potato flour.

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