



**MARKET  
OPPORTUNITIES  
INDIA**

**SURI** AgroFresh

# INDIA

---

1. India is the Largest Producer of Milk. - [www.news18.com](http://www.news18.com)
2. Ranks second in production of rice, wheat, fruits and vegetables – [apeda.com](http://apeda.com)
3. India poised to be third largest consumer economy.
4. India is the fourth largest start-up hub in the world. –[thehindu.com](http://thehindu.com)
5. Fifth largest car manufacturer and producer of Poultry – [economictimes.com](http://economictimes.com)
6. India is the top sixth manufacturer country –[hindustantimes.com](http://hindustantimes.com)
7. Host to one the seven wonders of world (Taj Mahal).

# INDIA- GROWTH & NUMBERS

---

- The economy of [India](#) is the seventh-largest in the world measured by [nominal GDP](#) and the [third-largest](#) by [purchasing power parity](#) (PPP). –Forbes Agri Business
- India's economy became the world's fastest growing [major economy](#) in the last quarter of 2014, surpassing the [People's Republic of China](#).
- Topped the [World Bank's](#) growth outlook for 2015-16 for the first time with the economy having grown 7.6% in 2015-16
- Population of 1.311 Billion
- Huge Consumption of Fruits and Vegetables

# INDIA- GROWTH & NUMBERS

---

- Every variety of fruit grown e.g., Apples, Kiwi, Grapes, Oranges, Bananas, Pomegranates etc.
- Production can't meet Consumption.
- Requirement of high number of imports. Storage Facilities to rescue.
- Fruit Consumption increasing every year due to increase in education class.
- Numbers present the huge potential itself

# INDIA- A NEW OUTLOOK

---

- Health conscious Generation coming up
- Demand for fresh fruits increasing
- Quality a matter of prime importance
- New varieties being accepted.

# APPLE - A CASE STUDY

---

- Harvest from August to November. Earlier availability restricted to 4 Months.
- National Horticultural Board India(NHB), MOFPI(Ministry of Food Processing India) assisted in setting up Controlled Atmosphere Facilities.
- Cold Storage Facilities have made 12 month availability providing better prospectus to farmers as well as consumers
- Still not enough to meet the demands of Indian Market.
- Red Delicious dominant in market. However the new market trends show growth of varieties such as Granny Smith, Gala, Golden Delicious. They are being accepted and consumed at high rates.



# TRANSITION SETTING NEW STANDARDS

---

- From 100% traditional packing of apples in 2009, the number has reduced to 50%.
- There is a substantial increase in modern packaging techniques.
- Hygienic packaging with complete cold chain supply.
- **Introduction of High-Density Apples Orchards.**



# KIWI Fruit - Case Study

---

- Zespri (New Zealand) was introduced in year 20011.
- No demand, confused with Sapota, Potato etc.
- Only 690 Tons Imported
- In 2016-2017, India imported of 6900 tons of Zespri Kiwi
- Success due to repeated commercials and Sampling.





# FRUIT MARKET INDIA

---

- Imported fruit limited to Metros and Tier-1 cities, opportunity for Tier-2 and Tier 3 cities ahead.
- People willing to pay for best quality
- Certified Products hit among the consumers.
- Market for All sizes of fruits due to economic and cultural versatility.
- India ranked number 2 in land under cultivation for Apples.

# ORGANIZED RETAIL & FUTURE MARKET TRENDS

---

- Strong Base in South India due to more service Class.
- In Contrast to a decade back, Northern Part has seen tremendous growth in organized retail.
- Consumers prefer packaged and fresh fruits rather than supplied by street vendors.
- Supermarkets leading to introduction of new varieties of apples and Kiwis.
- E-Commerce Website such as Grofers, Big Basket, SabziWala changing how people have a fruit salad.

# MARKETING AND CONSUMER COMMUNICATION

- Social Media
- **SAMPLING, SAMPLING AND SAMPLING**

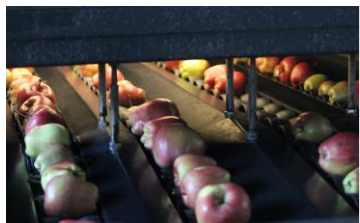




## -PRE & POST HARVEST APPROACH

---

- SURI Group is emerging as one of the leading industries in the sector.
- Transfer of Modern Know-How
- CA Stores spread over the country, among top 5.
- Online Grading and Packing
- Refrigerated Vehicles to maintain freshness.
- Supply to All Over India with hubs such as Mumbai, Chennai and Kolkata, which cater to every nook and corner.
- Supply to Leading retail Outlets
- Fixed Programme for Purchase and Sale.
- Season Wise Booking.
- Reefer Transportation due to high temperatures.



*Fruit On The Go*  
frugo 

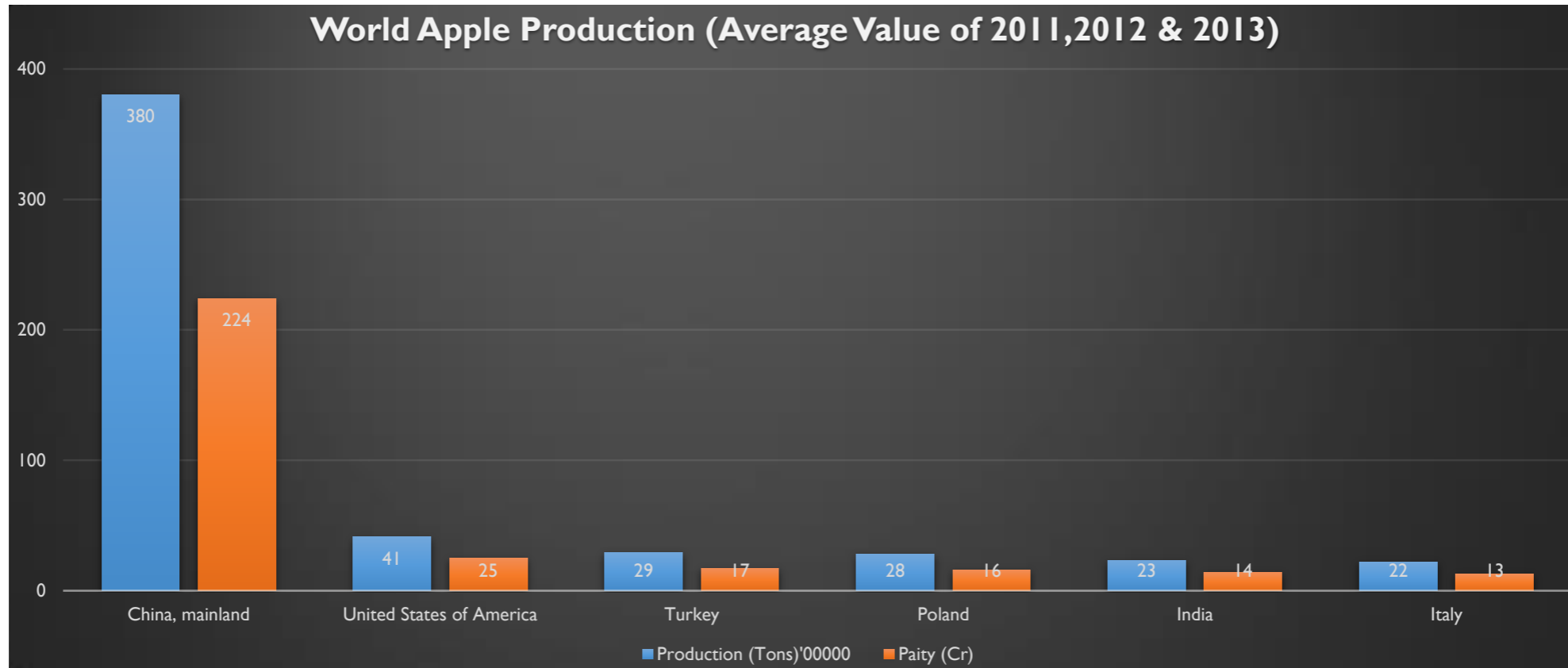


# Opportunities In India

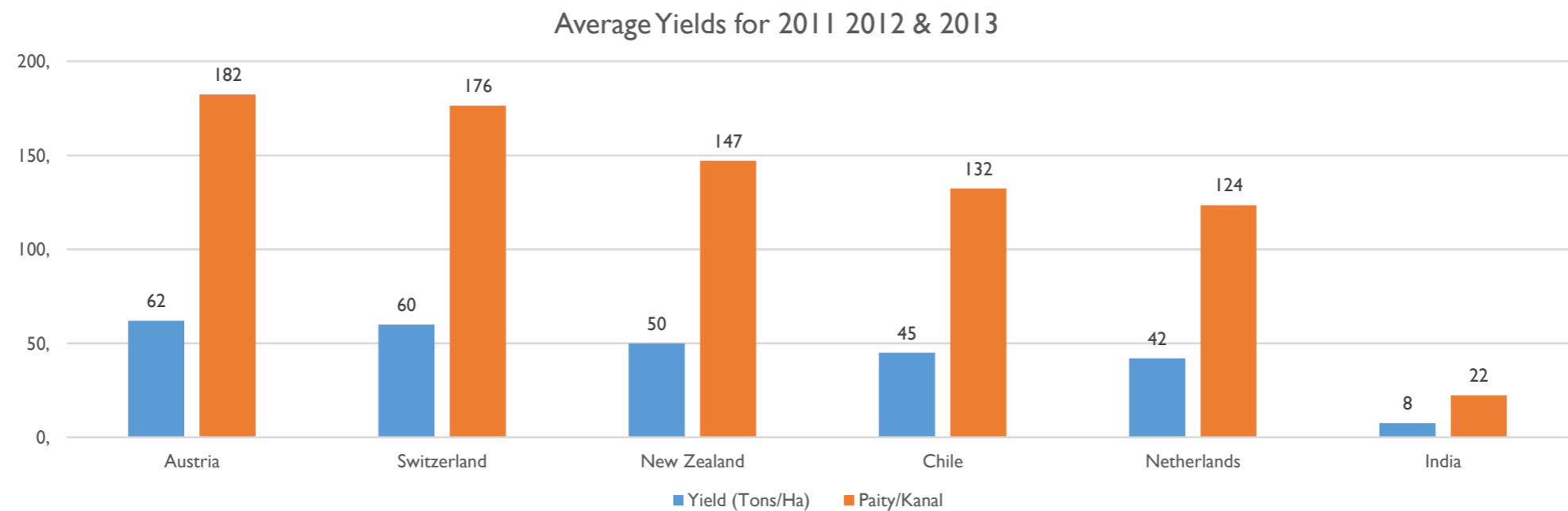
---

- Production of Apples can be increased by 400%. Making India number 2 in production.
- No institutionalized setup for High-Density Orchards.
- GAP (Global Agricultural Practices) know how to be transferred.
- Scope for new varieties.
- More hypermarkets coming up.

# Production Chart

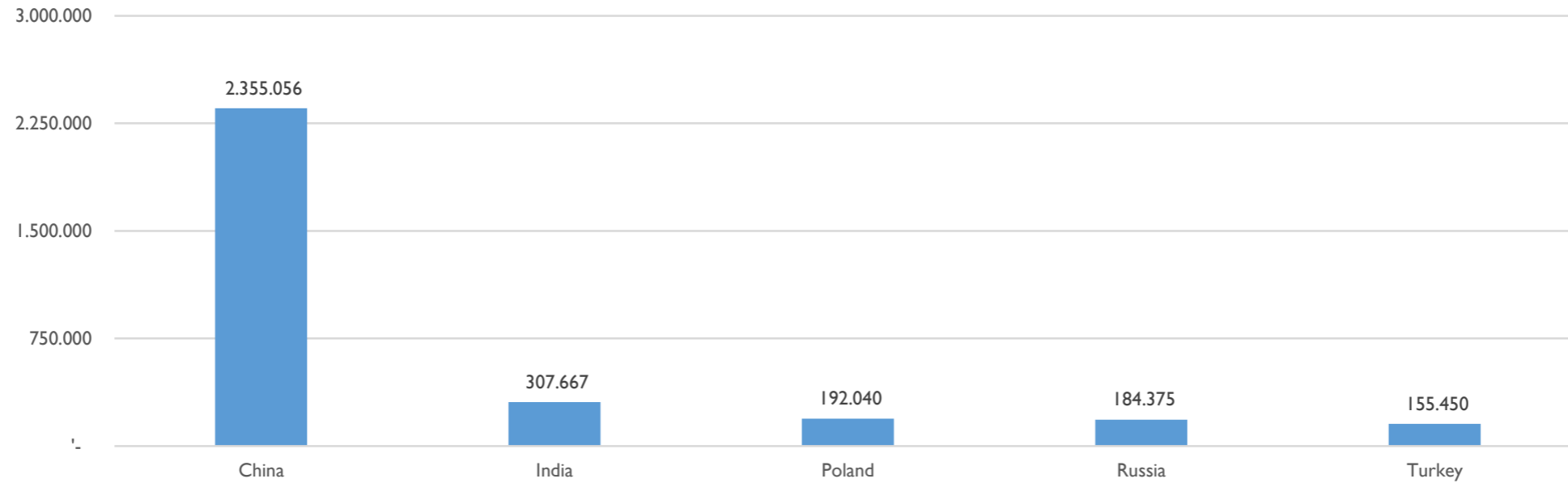


# Yields



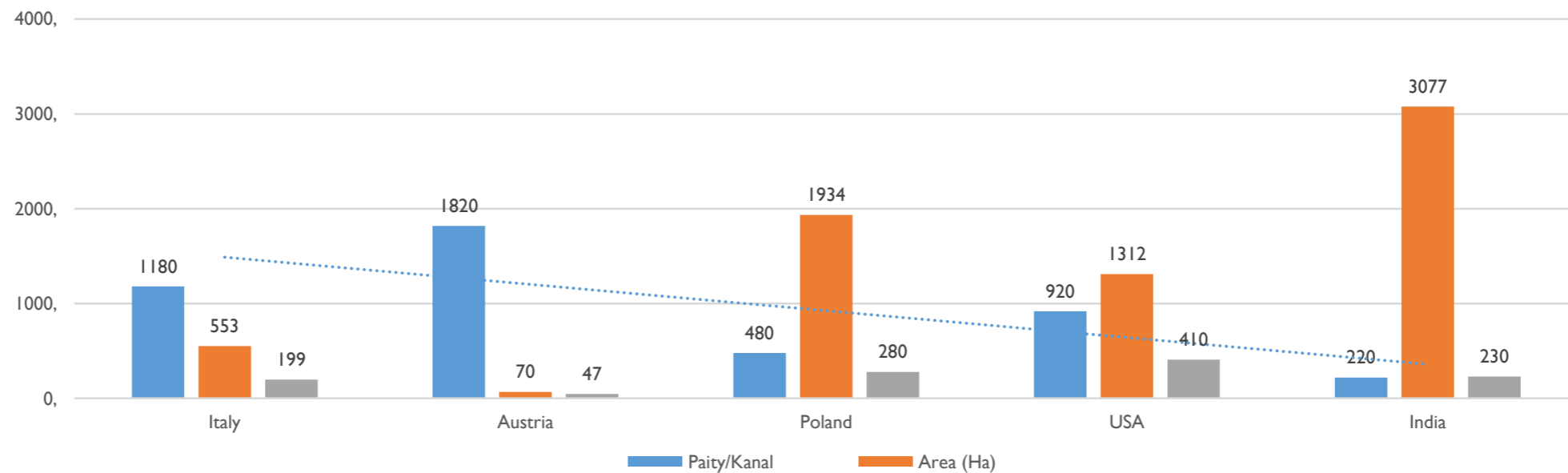
# Area Under Cultivation

## Hectares



# Potential

## Yields, Production & Area Harvested



# THE WAY FORWARD

---

Develop a Model Orchard & Nursery that showcases

## Seeing is believing

- High Density Apple Orchards
- Latest techniques of Training & Pruning trees
- All support systems such as drip irrigation, hail nets, trellis system, integrated nutrient & pest management
- Provide consultancy service to State horticulture department to improve yields & quality of existing orchards



# Thank You

Hitin Suri

[hsuri@suriagrofresh.com](mailto:hsuri@suriagrofresh.com) | +91 9811058823

