

FOOD FOR THOUGHT FOR FOOD



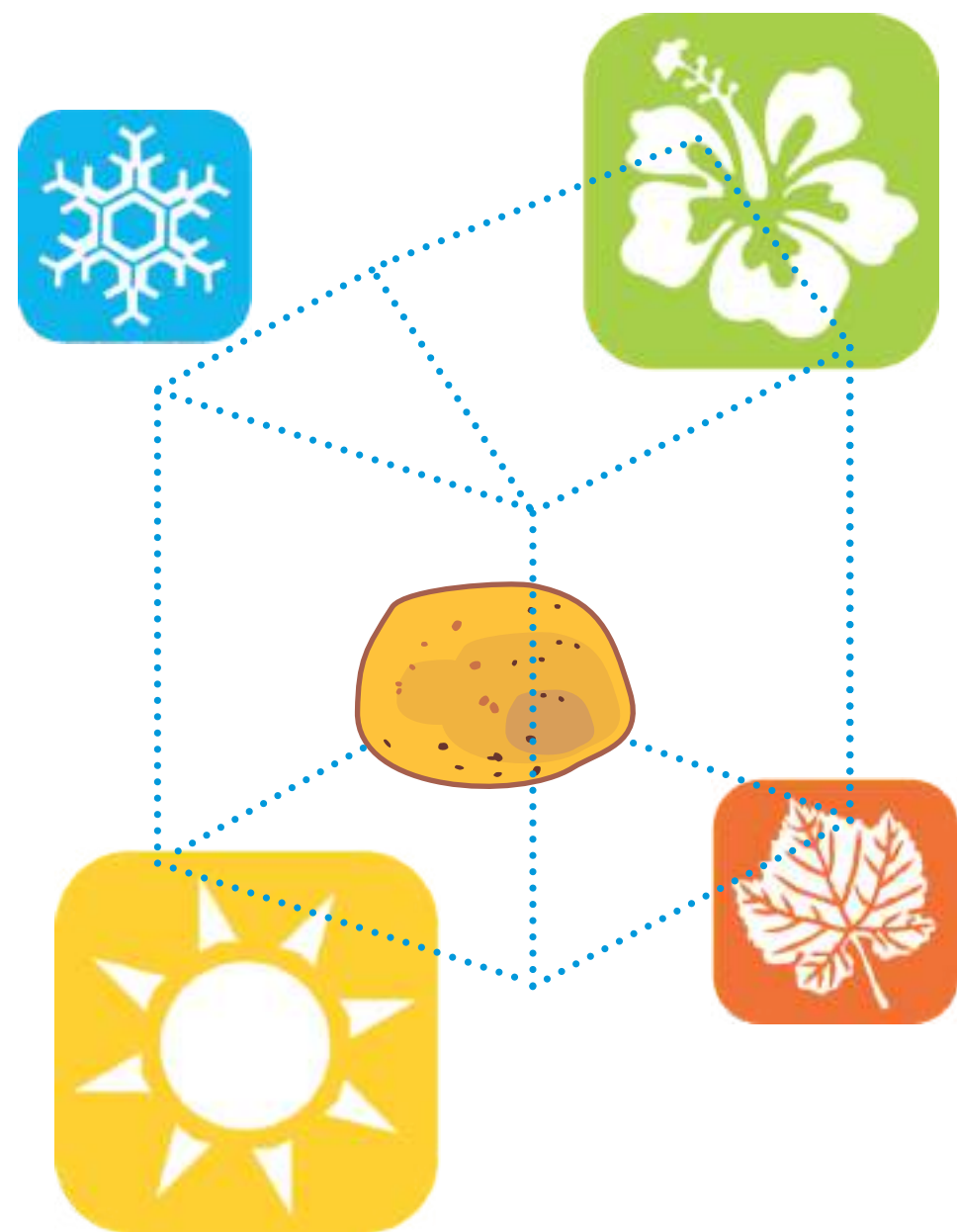
A FOOD SOLUTIONS COMPANY FROM FARM TO FORK



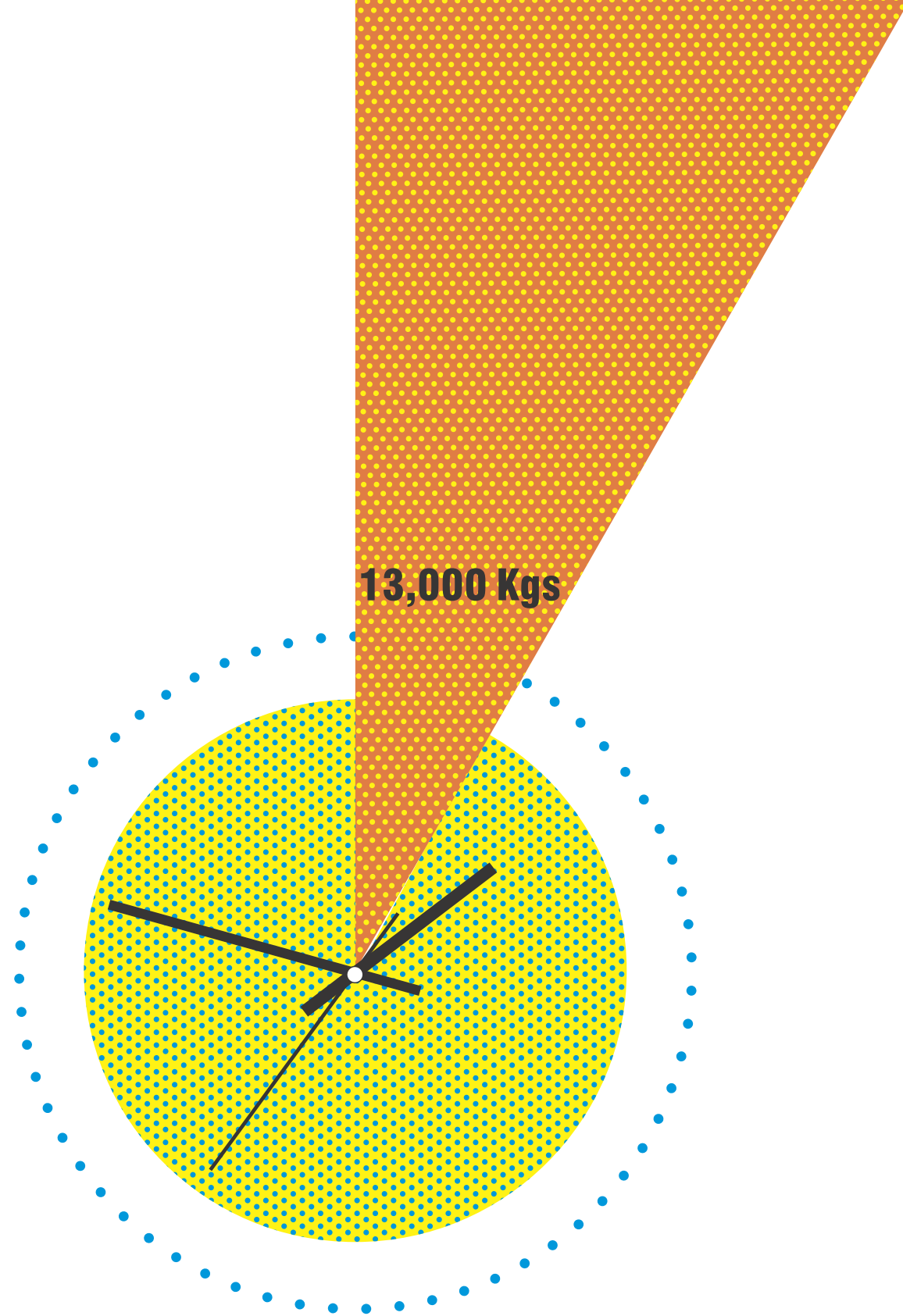
Food for Thought

Our passion for food & agro, experience, expertise & innovative approach, have all added value in the eco space.

Here's a Taste...



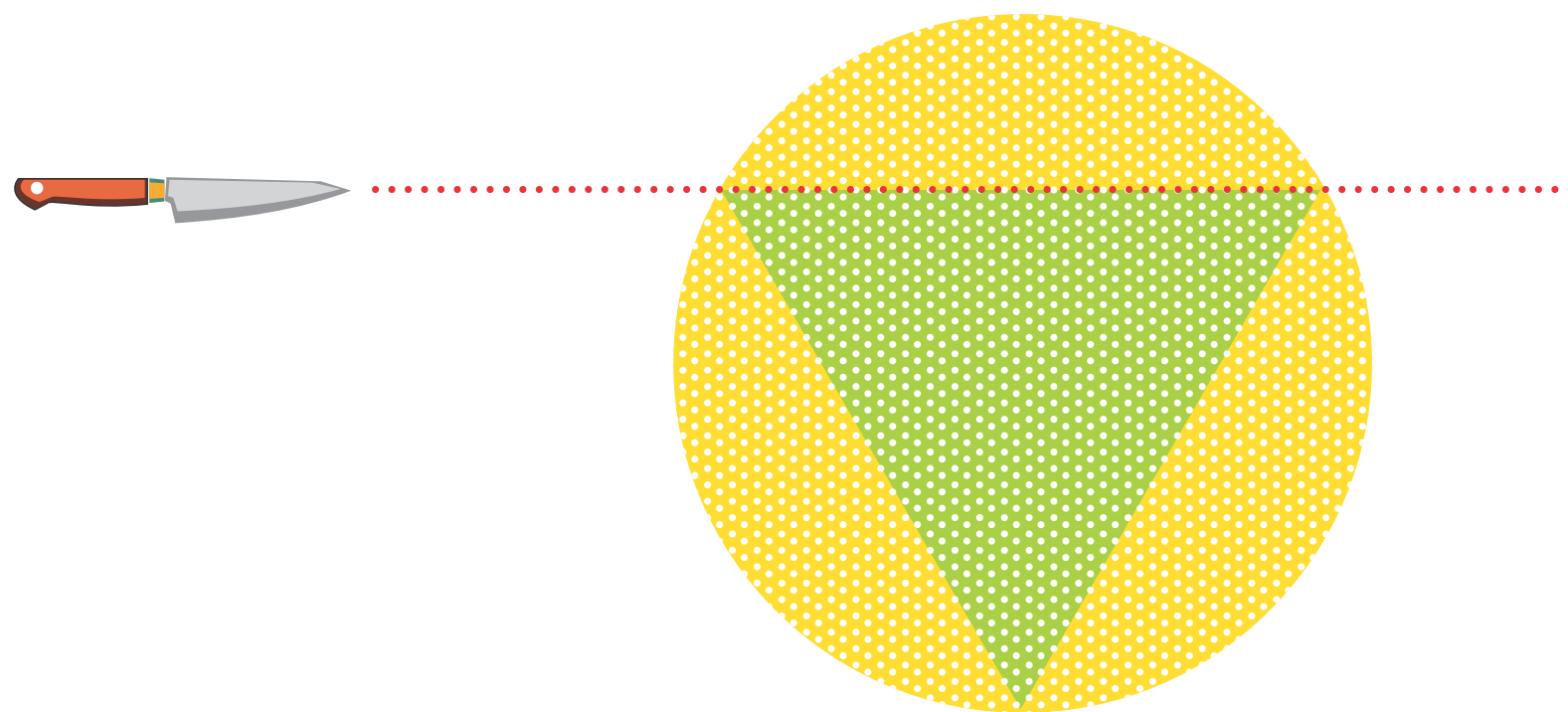
Were the 1st
in India
to design a cold
storage for
process grade
potatoes, ensuring
year round
availability in
factories.



For Haldiram
Prabhuji,
we designed
Namkeen
mechanization
& automation in
the existing
infrastructure,
increasing capacity
from 1,500 to
13,000 kgs/hr.



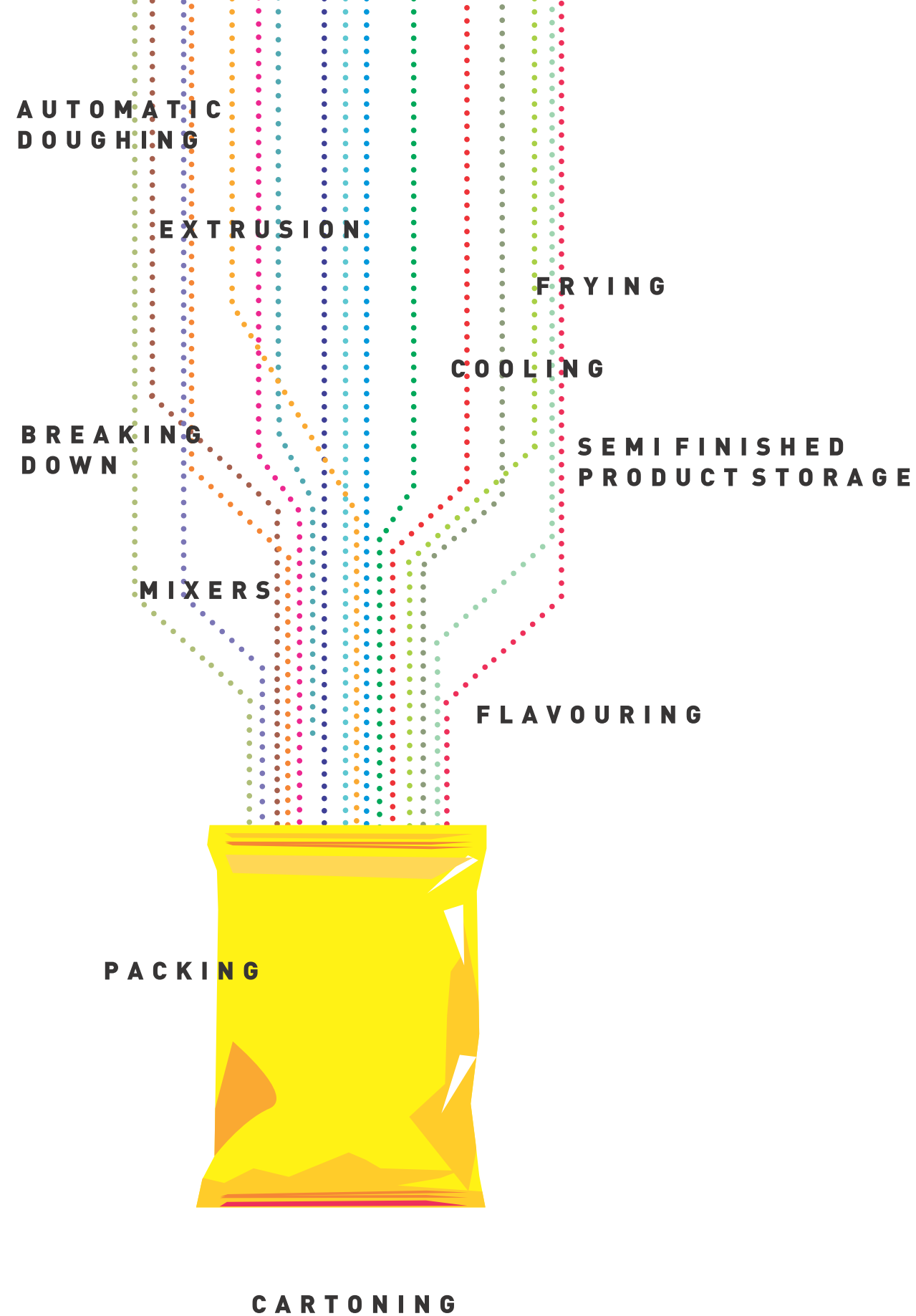
Worked as
technical & strategic
consultant to increase
business of
Priniti Foods from
INR 15 cr - INR 100 cr
in 4 years.



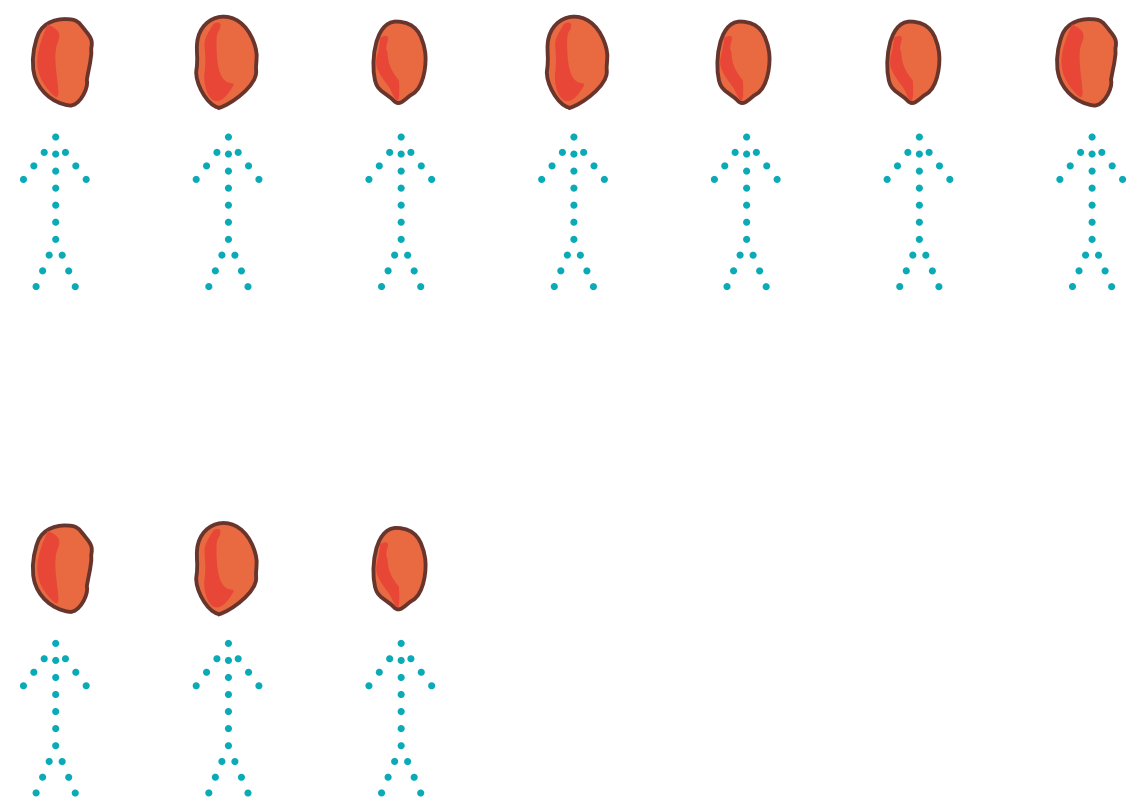
We introduced
the cone shaped
Bhatura, Pav
and Naan for
Cones & Curries,
making it possible
to sell Chhole
and Bhatura
together.



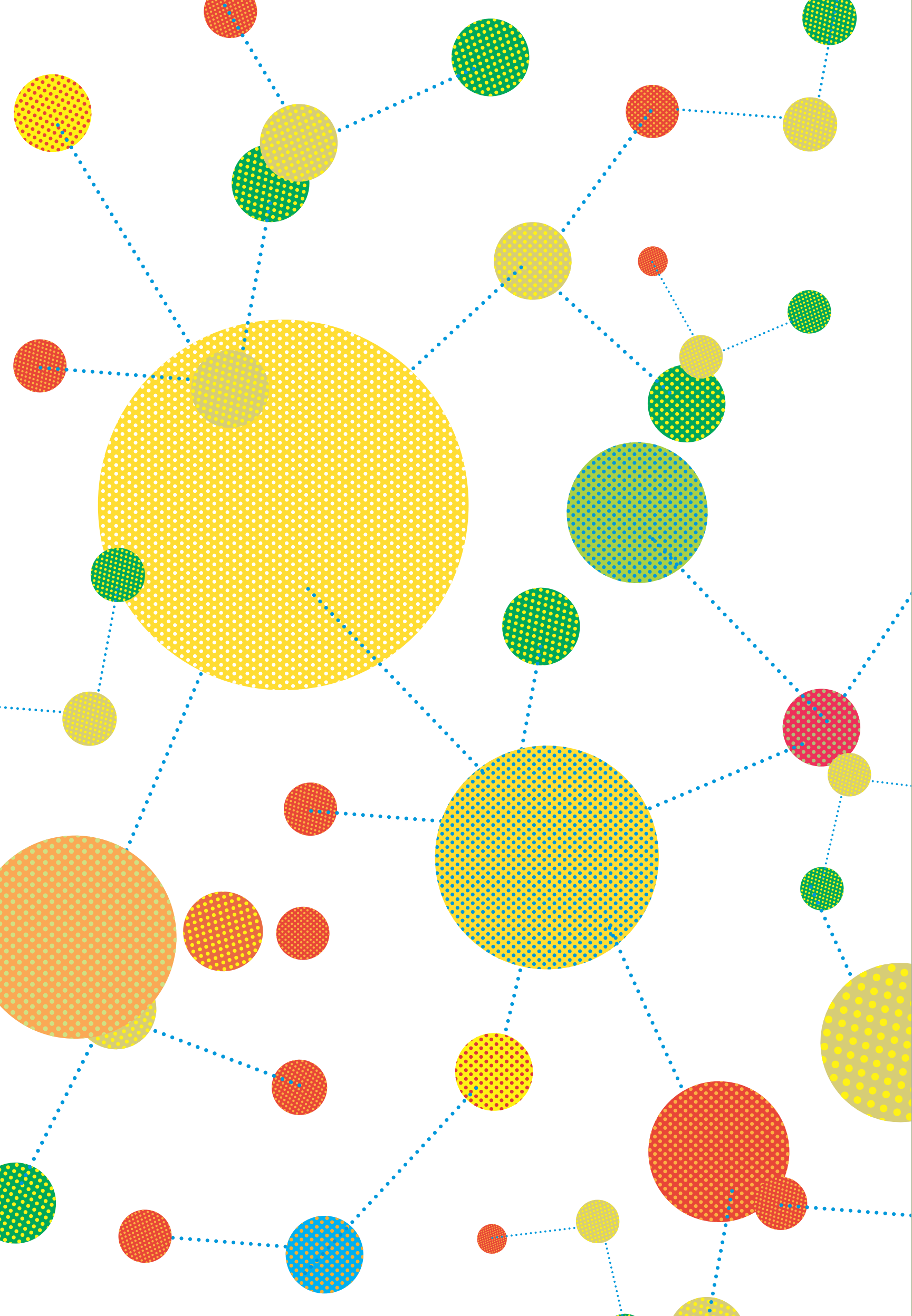
At Priniti, Pragati
and Panjwani,
we automated the
water cycle of the
potato chip line,
reducing
consumption of
water from 7500 to
2500 lt/hr.



While providing end-to-end solutions, we synchronized the whole process from automatic doughing to automated cartoning in Indian ethnic namkeen.



Mechanized & automated clay roasting of peanuts at Bhrigu Foods (Jabson) - increased capacity, decreased time, manpower & improved hygiene.



Associated with some of the best in policy research & development fields.

- Member of working group of planning commission during 11th plan
- Developed commercial protocol of irradiation on potato, onion and garlic for Bhabha Atomic Research Centre (BARC)
- Associated with the Central Potato Research Institute for National Agricultural Innovation Project (NAIP) and for Trials in Farms and Fields
- Associated with National Research Center for research on onion and Garlic
- Recognized by Indian Potato association, CPRI, ICAR, CIP, DAC and NHB for contribution in the specific area of Potato farming
- Invited by Food and Agriculture Organization (FAO) of the United Nations for inputs on National Medium Term Policy Framework on Horticulture in India
- Invited by Indian Horticulture Congress for deliberation on 'Contract Farming: Status, its implications and future prospects'

Thought for Food

ABOUT US

Conceived and founded in 1996 by a team of highly experienced professionals, FOV's offerings include agriculture projects, food & end-to-end food processing advisory and consultation through the entire food & agro value chain.

FOV's expertise in strategic & financial consultancy has been instrumental in impacting the ROIs of leading food brands & start-ups in India.

Today FOV's consulting in farm management services comprises of 3 divisions which are Agri Engineering, Agronomy and Operations & Infrastructure of Farms.

In the food processing industry, FOV has in-house teams covering every area and aspect like architecture, processed engineering, utility engineering such as fire, ETP, HVAC, water solutions, food technology, creating New Product Development (NPDs), food process augmentation, setting up of standards, standardisation of different food equipments, financial services, etc.



CONSULTANCY
IN FOOD PROCESSING

AGRI & FARM
CONSULTANCY

PERISHABLE AGRO
PROCUREMENT

STRATEGIC &
FINANCIAL PLANNING

PRODUCT DEVELOPMENT
& STANDARDIZATION

PLANT SETUP

PRODUCT PROCESS
MANAGEMENT

TEAM STRUCTURE
& TRAINING

AGRI CONSULTANCY

FARM CONSULTANCY

IDENTIFYING
GEOGRAPHIES
FOR PROCUREMENT

MODELS OF PROCUREMENT
/ CONTRACT FARMING

VARIETAL SELECTION
& PACKAGE OF PRACTICE

CONSULTANCY IN FOOD PROCESSING

FARM TO FORK

STRATEGIC AND FINANCIAL PLANNING

STRATEGIC CONSULTANCY

Product identification and profiling

- We help identify specific target markets and product mix like chip manufacturing, extruded, bakery, sweets etc. within food industry. Give an in-depth understanding with the know-how to create a product in terms of touch and feel, taste, shape, packaging etc.

- Client profiling, identification and development of business model

Technical requirement assessment

- With more than 2 decades of experience in advisory services for food business, Fresh-O-veg has gained wide range of expertise to perfectly comprehend the needs of any small, mid or large scale business and its requirement. Site basic layout based on the scale of the product, processing unit design and assessment of engineering requirement. Selection of all process and associated machinery and equipment synchronization, engineering and procurement of raw material

Raw material assessment

- Raw material is the foundation of finished food product. Team of expert help to access raw material availability, development strategies for qualitative and quantitative development of local geography, local sourcing, handling methods and logistics

Location of plant and required compliance

- Team FOV assists the client in identification of plant location, with plant to market, raw material, utility services, legal compliances, logistics, subsidies and other government related affairs and market forces

FINANCIAL CONSULTANCY

Preparation of detailed project report

- Budget essentials, market study, go-to-market strategy, raw material planning, financial projections

Financial closure

- Funding from bank and financial Institutions, subsidy benefits and assistance in availing them. Other govt. benefits direct or indirect in the eco system

Private equity funding and mergers and acquisitions

- Creation of business model for PE / JV / Merger
- Restructuring of organisation
- Identification of right business partner, due diligence and hand holding for transitions. Technical and market due diligence

PRODUCT DEVELOPMENT AND STANDARDIZATION

PRODUCT DEVELOPMENT

- Understanding target group and geographical taste/ bite / colour and packaging
- Assistance of raw material in the geography
- Development of product with multiple technology
- Appropriation of taste / bite / colour with technology
- Development of NPD centre
- Shelf life testing
- Recipe development and process protocol

STANDARDIZATION

- Specification of raw material / handling of raw material
- Recipe management
- Development of QA and QC parameters for SOP
- Development of SOP for process & process flow
- Development of SOP for packaging and storage
- Finished goods transportation protocol



LAB - HALDIRAM BHUJIYAWALA LTD., KOLKATA

MIXING LINE - HALDIRAM BHUJIYAWALA LTD., KOLKATA



PRODUCT STANDARDIZATION - ARIBA FOODS PVT. LTD., INDORE



PLANT SETUP

EQUIPMENT ENGINEERING AND PROCESS REQUIREMENT ASSESSMENT

- Define product quality and based on that selection of process and engineering
- Packaging equipment selection
- Utility selection
- Integration of process and utility services
- Define scope of mechanization and automation

FACTORY LAYOUT

- Assessment of area requirement
- Horizon and adaptability for long term development
- Optimization of man, material movement
- Food safety and utility integration
- Vaastu compliant design options

OPTIMIZE ENGINEERING

- Technology requirement
- Standard design to explain equipment as per market goal
- Inter-linking of utility, energy, water and waste optimization
- Automation
- Production demand

DETAILED DESIGN INTEGRATED UTILITY DESIGN

TOTAL BUDGET TIME ESTIMATION / RPF / TENDER

SCHEDULE OF PROJECT AND ARCHITECTURE

ON SITE MONITORING

- Full time on site monitoring and facilitation team
- Subject matter specialist are in house

TRIAL PRODUCTION AND SETTLING UP SOP AND PROCESS FLOW

PRODUCT PROCESS MANAGEMENT

SYSTEMS & PROCESS ENHANCEMENT

PROCESS CONTROLS

PROCESS FLOWS

QUALITY ASSURANCE

SAFETY STANDARDS

OPERATION MANUAL

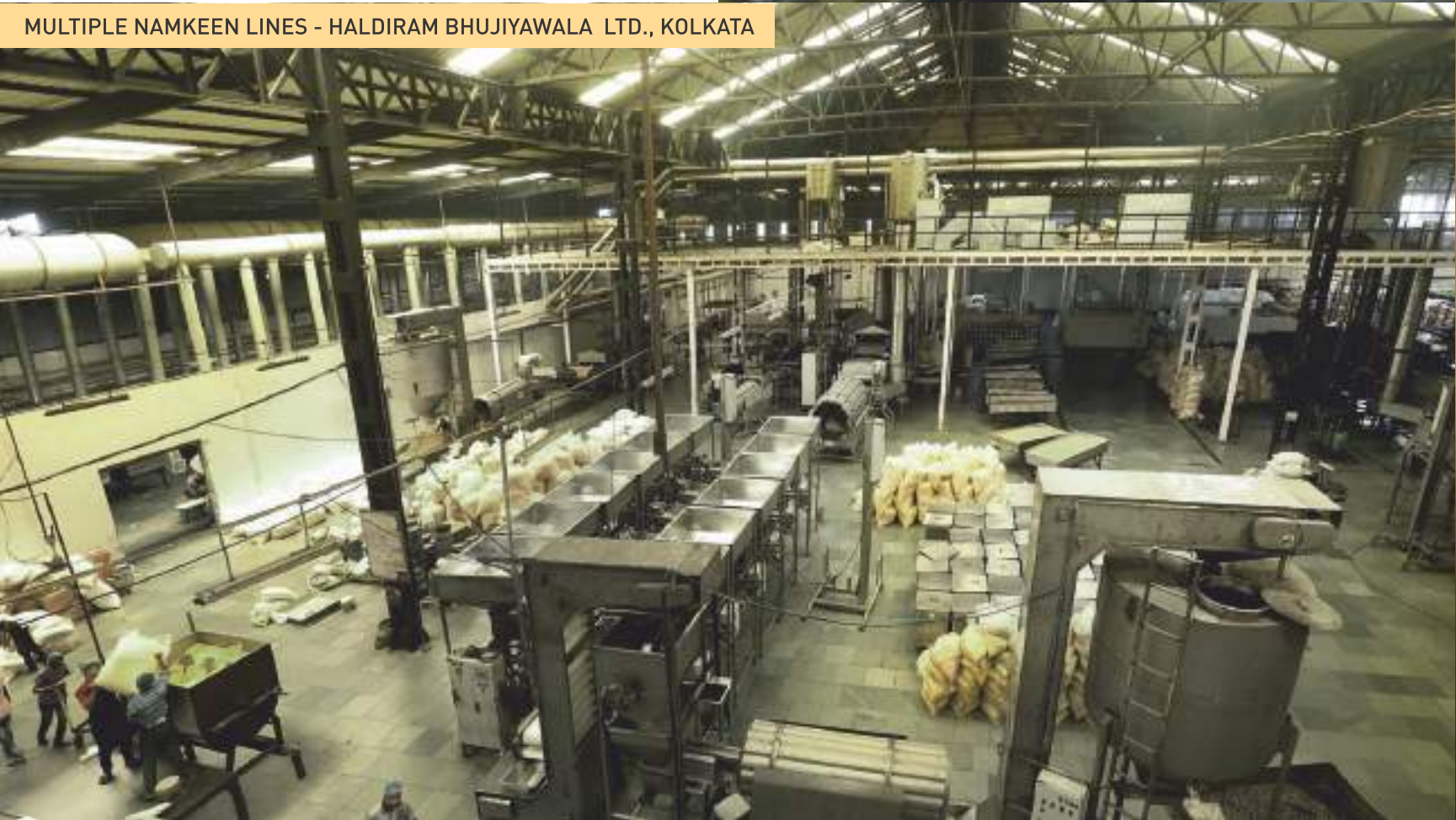
MOONG DAL LINE - PRINITI FOODS, SONIPAT



BHUJIYA LINE - HALDIRAM BHUJIYAWALA LTD., KOLKATA



MULTIPLE NAMKEEN LINES - HALDIRAM BHUJIYAWALA LTD., KOLKATA



AGRI CONSULTANCY AND FARM CONSULTANCY

TEAM STRUCTURE AND TRAINING

IDENTIFICATION AND RECRUITMENT ASSISTANCE OF TEAM DEVELOPMENT

TRAINING AND TEAM DEVELOPMENT LINKING OF SOP AND PROCESS FLOW

FROZEN READY TO EAT - ARIBA FOODS PVT. LTD., INDORE



AGRI CONSULTANCY-

- Developmental model for particular crop
 - Pan-India analytical survey for particular crop
 - Study of economics of competitive crops
 - Feasibility report
- Varietal evaluation
 - Varietal trials through random block
 - Design & assessment in various aspects i.e. yield, pest - disease tolerance, seasonal adaptability etc.
- Evaluation of farm mechanization & equipments
 - Test products and implements
 - We established a professionally run hi-tech custom hiring center in the state in order to facilitate easy availability of tractors and other imported hi-tech equipment like pneumatic precision planters for farmers on custom hiring basis
- Agri-tech developmental evaluation
- Applied research
 - Practical and effective implementation of technology
 - Research natural resources
 - Market-driven research activities
 - Device new agriculture strategies
 - Enable proper farmer feedback

FARM CONSULTANCY-

- Farm audit & plant health audit of crop
 - Agronomy observation audit
 - Plant health monitoring and suggesting remedial actions thereof
 - Integrated pest & nutrition management
 - Assessment and projection of production quantity and quality
 - Quality system audit
 - Safety audit
 - Training of manpower
- Developmental plan
 - Infrastructure assessment
 - Farm layout and land utilization
 - New technology introduction
 - Labor optimization through time-motion study and mechanization
 - Introduction to vendors of agri engineering
- Agricultural layout & crop rotation
 - Selection of crop
 - Crop optimization including inter-cropping
- Agri engineering
 - Farm fencing/ wind barrier
 - Irrigation and drainage layout & implementation
 - Water recycling and harvesting
 - On farm infrastructure development
- Market & logistics opinion
 - Supply chain and sales back-end
 - Cold storages & warehouses
- Crop monitoring & evaluation
- Crop consulting.



PERISHABLE AGRO PROCUREMENT

- TRADING / PARTNERS IN PROCUREMENT

IDENTIFYING GEOGRAPHIES FOR PROCUREMENT

- Identification of agro climatic zone
- Competitive crop analysis
- Development of multi location to hedge climate uncertainties
- Local logistics and market forces

VARIETAL SELECTION AND PACKAGE OF PRACTICE

- Multi location trial
- Multiple level of farms - Small /medium / large
- Development of package of practice
- Demonstration of new technology and adoption strategy

MODELS OF PROCUREMENT /CONTRACT FARMING

- Develop buyer strategy, local region specific
- Integration of logistics and growing and extension partner
- Development of prior discovery mechanism
- Crop assessment model
- Identification of channel partner

SERVED AS PER YOUR TASTE!

NEW ENTRANTS INTO THE AGRICULTURE
BUSINESS AND THOSE WANTING TO
DIVERSIFY OR EXPAND AGRO BUSINESSES

INTERNATIONAL CLIENTS WHO WANT TO
COME TO INDIA AND START BUSINESS IN THE
FOOD AND AGRO ARENAS

NEW ENTRANTS TO THE FOOD BUSINESS

THOSE DESIRING BACKWARD INTEGRATION
AND TRACEABILITY OF THE FOOD CHAIN

EXISTING FOOD BUSINESSES WHO WANT TO
EXPAND, DIVERSIFY, AUTOMATE, DECREASE
COSTS, ETC.

OUR SPECIALITY FOODS!

TRADITIONAL INDIAN SNACKS

WESTERN SNACKS

READY TO EAT

READY TO COOK

INDIAN SWEETS

CANDIES AND CONFECTIONARIES

FROZEN

DEHYDRATED

VACUUM FREEZE

PULPS AND PUREES

SELECT BAKERY PRODUCTS



OUR CLIENTS.

Aakash Namkeen Pvt. Ltd.
APEDA (Agricultural and Processed
Food Products Export Development Authority)
Ariba Foods Pvt. Ltd.
Atop Food Products Pvt. Ltd.
BARC (Bhabha Atomic Research Center)
Bhriugu Foods LLP (Jabson Foods)
Bikanervala Foods Pvt. Ltd.
Chhatrakaran Cold Storage Pvt. Ltd.
Frito-Lay India
Haldiram Bhujjiawala Ltd.
Hindustan Agro Cooperative Ltd.
ITC Limited
Kartikey Ware Housing
Kishlay Foods Pvt. Ltd.
Mahakali Mega Food
McCain Foods India Pvt. Ltd.
Panjwani Foods Pvt. Ltd.
Pragati Snacks Pvt. Ltd.
Priniti Foods Pvt. Ltd.
SKM Food Park Ltd.
Vishwanath and Sons

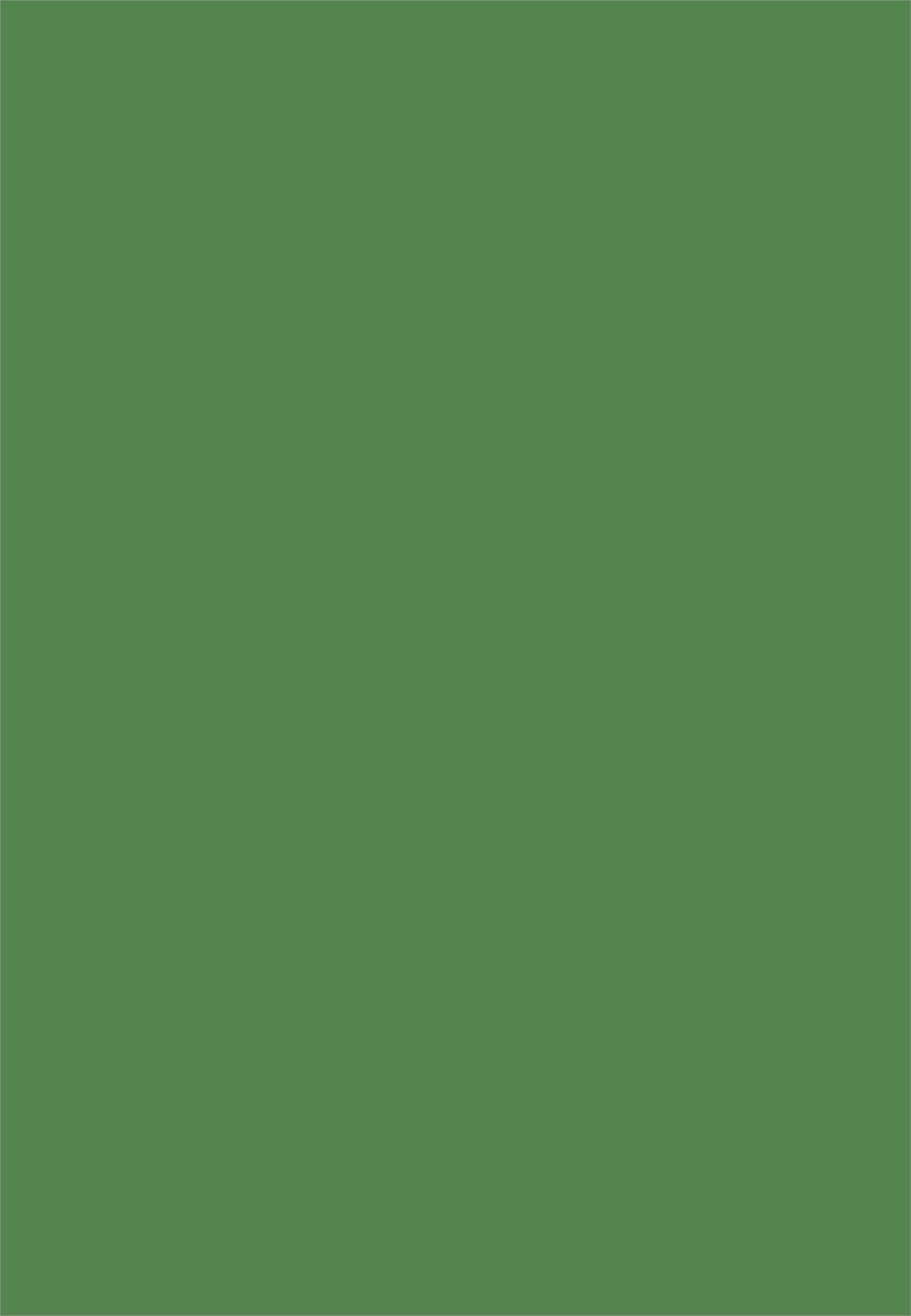
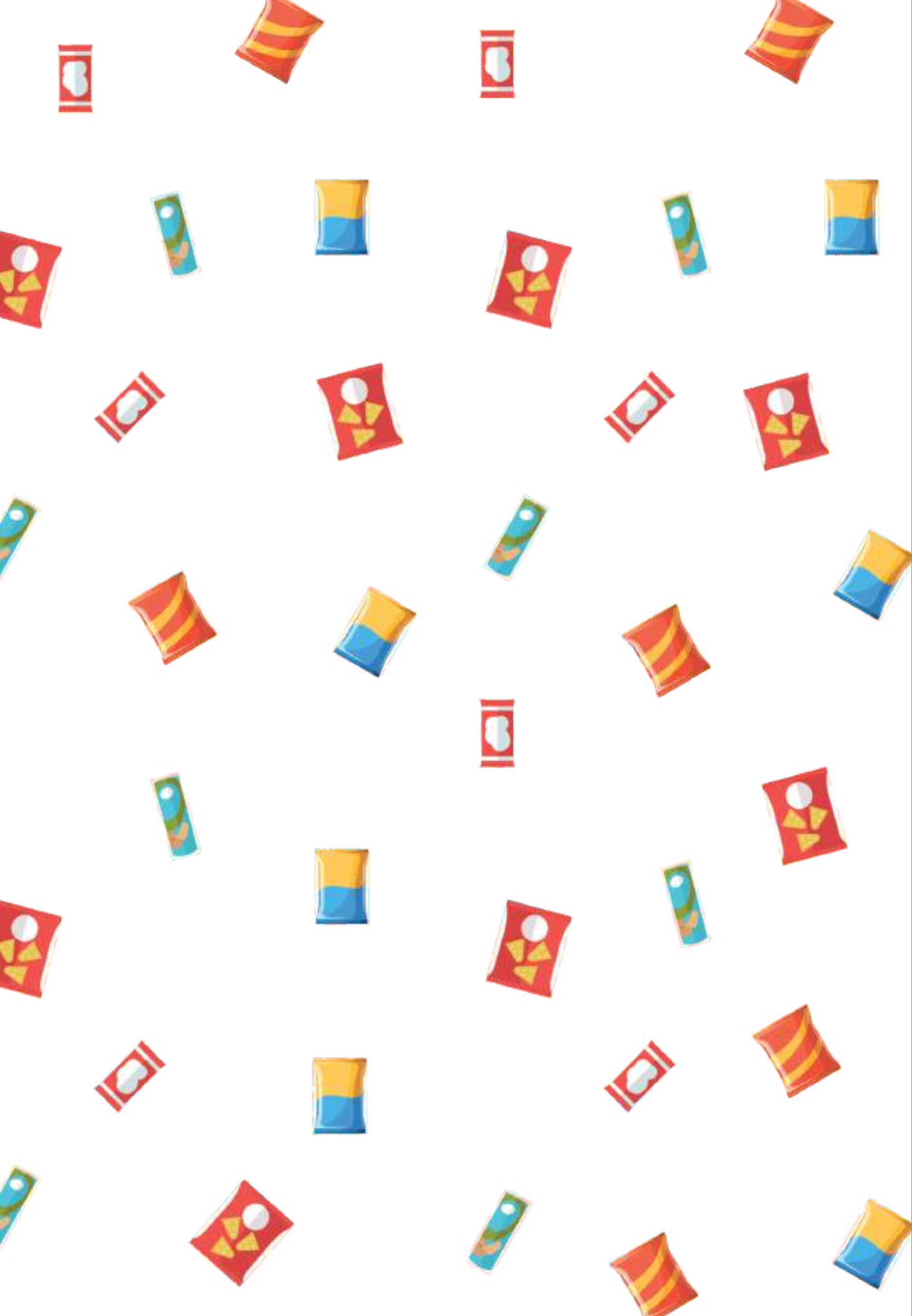
KRISHAK CLUB- OF THE FARMERS! BY THE FARMERS! FOR THE FARMERS!

The Krishak Club, a farmers' initiative by Fresh-O-Veg, is a group of farm members for assisting farmers through their problems related to crop improvement and protection in order to reap better harvest at all times.

With more than 600 members, the Krishak Club generates awareness amongst farmers to adopt the latest technology for irrigation (micro irrigation, drip irrigation, etc.), fertigation, post-harvest management, water conservation, horticulture plantations, composite farm management, etc.

The club regularly invites industry experts to seminars, workshops, and other awareness programs, conducted to impart maximum knowledge and benefits to its members. It also conducts trials and demonstrations of the latest varieties and techniques, in collaboration with leading research institutes like BARC, CPRI, NRCOG, etc.







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