

## **Fresh and Healthy Enterprises Limited**

M/s Fresh and Healthy Enterprises Limited is a fully owned subsidiary of CONCOR.

Considering its future growth requirements and as part of business strategy, concor has identified the business space of Agricultural Business for exploiting the opportunities for diversification & expansion of its core business. It has taken several initiatives by way of forming a large number of joint venture companies for various businesses, related to its core business. The cold chain project initiated by concor is a part of its initiatives for diversification. To push this business segment, a subsidiary company called " fresh and healthy enterprises ltd " has been formed in February 2006.

What is cold chain?

Cold chain may be defined as a logistic system that provides a series of facilities for maintaining ideal storage conditions for perishables from the point of production to the point of consumption in the food chain. This is generally absent, but critical segment in Indian logistics infrastructure.

Why are we suddenly talking about Cold Chain ?

- We have realized that there is great amount of wastage happening post Harvest.
- This wastage is being estimated at 25% of total produce or approx Rs. 50000 Cr US \$ 10 Billion.
- Indian Agriculture sector accounts for 26% of country's GDP, produces 64% employment and 18% of country's export.
- India is 2nd largest producer of Fruits & Vegetable in the world.
- India is the 2<sup>nd</sup> largest vegetable Exporter.
- India's share is only 1% of World trade.

Why are there Losses in Post Harvest of Horticulture produce ?

- Shortages of Cold Storage facilities and Refrigerated transport lead to inefficiency in handling perishables which manifest itself into wastages.
- Some estimates say that the post harvest losses of fruits and vegetables alone in India is more than the total production of fresh fruits and vegetables in Great Britain.

#### USPs OF FHEL's COLD CHAIN PROJECT:-

- 1) Controlled atmosphere stores to be established in country for the first time-different from 'conventional cold stores'
- 2) Technology to be the 'state of the art' proven technology.
- 3) End to end cold chain solutions will be provided : from farm gate to wholesaler/distributor to retailers/chain/fruit marts
- 4) Strong logistic focus
- 5) Nation – wide presence
- 6) Size & scale

#### Prime objectives of FHEL:-

To erect, purchase, hire, own, operate, manage, use, rent or otherwise acquire Cold Stores/CA stores and to carry on the business of providing facilities and services for Cold Supply Chain operations including but not limited to procurement, import, transport, handling, storage, grading and packing including branding, distribution, marketing, export and selling of fresh fruits, vegetables, frozen foods etc. for the Company and third party.

#### Incidental objectives: -

1. To establish modern Cold Supply Chain that will act as a catalyst for the developing of a modern, efficient, and safe food chain to meet the growing demands from the hospitality industry, corporate, exporters, food distribution companies etc.
2. To develop and apply new scientific methods to all aspects of post-harvest management including proper handling of produce starting from the farm, during cold storage, transport in refrigerated containers and distribution, to bring freshness and value to the food supply chain.
3. To facilitate storage of large quantities of fruits and vegetables for longer periods by using state-of-art technologies like controlled Atmosphere (C.A.) Storage, for taking advantage of price difference between peak season and off-season of produce.
4. To provide customized end-to-end Cold Supply Chain services capable of handling the produce from the farm gate to the end customer to eliminate

wastage by intergrading all activities from pre and post harvest management to storage and logistics for the fresh produce.

5. To link modern Cold stores to the farms and the market through logistics network based on the use of refrigerated trucks and containers supported by an IT Network with latest software applications for managing an efficient supply chain.
6. To manage demand supply imbalances in a better manner and potential elimination of inefficiency along the supply chain by reducing the number of intermediaries.

