

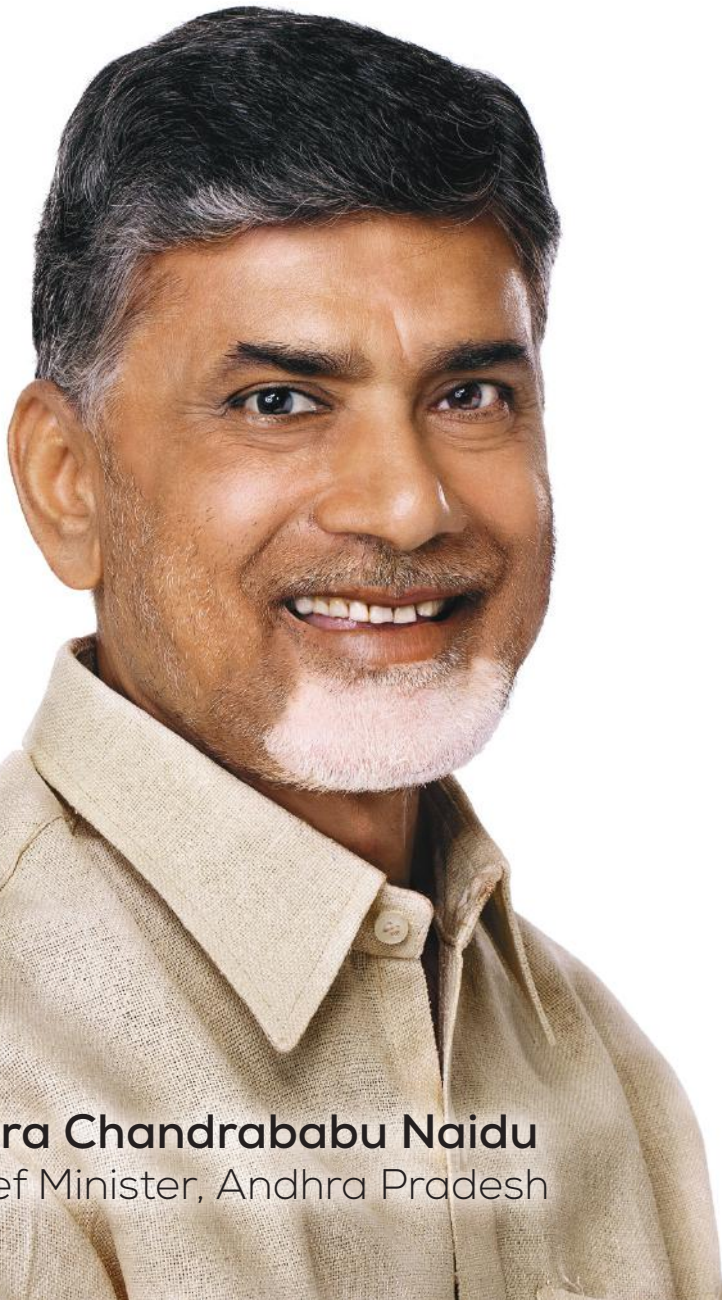


# APIIC Mega Food Park





**ANDHRA PRADESH**  
India's Sunrise State



**Nara Chandrababu Naidu**  
Chief Minister, Andhra Pradesh

# ABOUT THE PROMOTER

APIIC is a wholly owned undertaking of Government of Andhra Pradesh and was formed in 1973 with the objective of providing industrial infrastructure through the development of industrial areas. The Corporation has so far developed more than 300 industrial parks spread over an extent of about 1,21,655 acres (including allotted area). Besides this, the Corporation is also developing sector focused parks like Apparel park, Food Processing parks/ Leather parks and Special Economic Zones in the state. The Corporation has also constructed 3500 industrial sheds, 4800 dormitory units, 466 commercial shops.

Andhra Pradesh with its investment-friendly approach offers immense opportunities to entrepreneurs to set up industry in the State. To add to this, the districts – including Krishna, Guntur, Prakasam, West Godavari and East Godavari, offer food processing companies with abundance of agricultural and horticultural produce.

APIIC is implementing a Mega Food Park at Mallavalli Village, Krishna District, at a cost of 125.25 cr. The Food Park is approved by Ministry of Food Processing Industries, Govt. of India. The project offers developed industrial area of 27 acres that is ideal for food processing and ancillary units.

# MEGA FOOD PARK

## DETAILS

### DETAILS OF PROJECT:

- Land Area: **57.45** acres
- Project Cost: Rs. **125.25** crores
- Proposed Industrial Leasable Plots: **27.53** acres/ **33** plots
- Potential MSME units (Plug and play Facility) : **1.70** Acres/**6** plots

### CORE FACILITIES OF THE FOOD PARK

- Cold Storage
- Dry Warehouse/ Silos
- Aseptic Pulping Processing Unit
- Ripening Chamber
- Tetrapak Line
- Chilling Unit for Milk
- Material Handling Equipment- Stackers, Forklifts, Crates and Bins
- Testing Lab
- Cold Chain Logistics

### ENABLING INFRASTRUCTURE

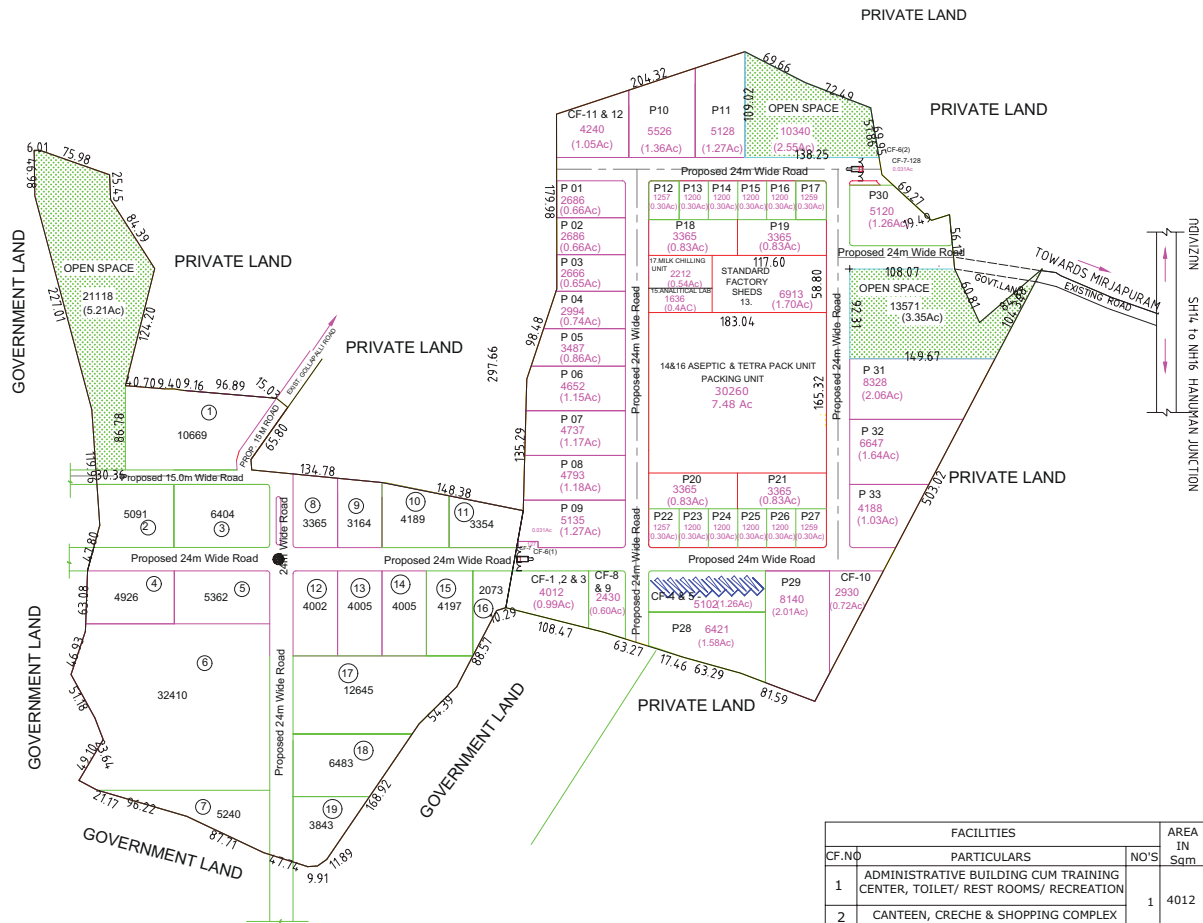
- Road Network
- Storm Water Drainage System
- Water Supply System
- Common Effluent Treatment Plant
- Integrated Solid Waste Management
- Power Transmission and Distribution
- Street Lighting System
- Telecommunications and IT system
- Weighbridges
- Signage and Landscaping

### NON-CORE INFRASTRUCTURE

- Parking Area
- Administrative block
- Fire Station
- Canteen, Creche and Shopping Complex
- Training Room
- Executive Guest House
- Worker Dormitory

| PPC Location                     | Facilities  | Commodity  |
|----------------------------------|---|--|
| Tadepalligudem (81.4KM from CPC) | Cold Storage- 20MT<br>Manual Sorting & Grading- 2MT/hr<br>Precooling unit- 6MT        | F&V : Mango, Banana, Tomato and Guava  |
| Rangampeta (146 KM from CPC)     | Cold Storage- 20MT<br>Manual Sorting & Grading- 2MT/hr<br>Precooling unit- 6MT        | F&V : Mango, Banana, Tomato, Brinjal, Okra<br>Spices : Chillies              |
| Sattenapalle (117KM from CPC)    | Cold Storage for Chillies – 500MT<br>Cold Storage 9F&V) -20MT<br>Precooling Unit- 6MT | Spices : Chillies, Turmeric<br>F&V : Tomato, Brinjal, Guava and Okra<br>Milk |
| Ongole (190KM from CPC)          | Cold Storage- 20MT<br>Manual Sorting & Grading- 2MT/hr<br>Precooling Unit- 6MT        | Spice: Chillies<br>F&V : Mango, Banana<br>Milk                               |

# SITE LAYOUT



SCALE 1:2500

| CPC (CURENT) UNITS |                          |      |             |
|--------------------|--------------------------|------|-------------|
| S.NO               | PARTICULARS              | NO'S | AREA IN Sqm |
| 14                 | ASEPTIC & TETRAPACK UNIT | 2    | 30260       |
| 15                 | ANALITICAL LAB           | 1    | 1,636       |
| 17                 | MILK CHILLING UNIT       | 1    | 2,212       |
| TOTAL AREA         |                          |      | 34,108      |

| FACILITIES |   |      | AREA IN Sqm |
|------------|---|------|-------------|
| CF.NO      | PARTICULARS   | NO'S |             |
| 1          | ADMINISTRATIVE BUILDING CUM TRAINING CENTER, TOILET/ REST ROOMS/ RECREATION   | 1    | 4012        |
| 2          | CANTEEN, CRECHE & SHOPPING COMPLEX  |      |             |
| 3          | WORKERS HOSTEL  |      |             |
| 4          | DRIVERS REST ROOM   |      |             |
| 5          | PARKING BAY FOR 30 NOS OF TRUCK   | 1    | 5102        |
| 6          | SECURITY (1 UNIT-15)  | 2    | 30          |
| 7          | WEIGH BRIDGE (1 UNIT-250)   | 2    | 255         |
| 8          | UNDERGROUND WATER TANK & FIRE WATER TANK (10 LACK LIT. CAPACITY)<br>OVERHEAD WATER TANK (4 LACK LIT. CAP.)<br>GROUND LEVEL SUMP | 1    | 2430        |
| 9          | WATER TREATMENT PLANT   |      |             |
| 10         | SUBSTATION / TRANSFORMER YARD   | 1    | 2930        |
| 11         | EFFULENT TREATMENT PLANT  | 1    | 4240        |
| 12         | SEWAGE TREATMENT PLANT  | 1    | 6913        |
| 13         | STANDARD FACTORY SHEDS  | 1    | 6913        |
| TOTAL AREA |   |      | 25,912      |

# FEATURES

## CAPACITY OF CORE PROCESSING FACILITIES



- Cold storage - **3000** MT
- Dry warehouse - **4000** MT
- Dry, wet & powder packing unit - **1** MT/hour
- Ripening chamber (ECRC) - **120** MT/chamber
- Tetrapak line - **9000** packs/hr (200ml)
- Aseptic pulping and concentration line - **6** MT/hour
- Material handling equipment - stackers (**3**), forklifts (**3**) & crates
- Testing lab

# ADVANTAGES OF APIIC MEGA FOOD PARK

Mega Food Parks scheme is considered to be an inclusive concept aimed at establishing “direct linkages from the farm to processing and on to the consumer markets”, through a vast network of collection centres and Primary Processing Centres. These Mega Food Parks are expected to provide high quality food processing infrastructure near the farms. These include logistics, transportation, and central processing centres so as to ensure

- Direct as well as indirect employment generation in rural areas
- Exposing farmers to a more systematic, market driven and profitable farming activities
- Generation of additional income for the farmers
- Reduction in post harvest losses
- Maintenance of value chain from the farm to the market

## ADVANTAGES OF SETTING UP A UNIT AT FOOD PARK

- A Scheme - Pradhan Mantri Kisan Sampada Yojana (KSY)\* has been launched to leverage 35% of eligible project cost to Max Rs 5.00 Cr
- Single Window System: All the facilities are available in house. User only needs to pay the charges for ETP/STP/ Electricity etc.
- Land: For setting up of units, interested applicants may also apply for land parcel online by visiting [www.apiic.in](http://www.apiic.in)
- Water: The site has abundant water availability through Krishna river.
- Power: Power available in the food park is 5.63 MW.
- Backward linkages: Availability of raw material
- Forward linkages: Buyer availability in the food park. Better access to customers, technology and information.
- Cutting down the unproductive cost and reduction of overall cost through shared resources.
- Ensures that the environmental safety standards are maintained
- No additional clearance is required for setting up of unit
- Ready-to-use dedicated infrastructure.

**Location advantages:** Proximity to the highway, airport and railway.

**Roads:** The site is located near Hanuman Junction Town

**Airways:** 30 kms from Gannavaram Airport.

**Railways:** Nuzvid Railway Station is nearest and Vijayawada Railway Station is 55 Km from site of the CPC

\*12 Vacancies have been allocated for the State of Andhra Pradesh



# RESOURCES

## AGRICULTURE

Rice is a major food crop and staple food of the State contributing about 77 per cent of the food grain production. Other important crops are Jowar, Bajra, Maize, Ragi, Small millets, Pulses, Castor, Tobacco, Cotton and Sugarcane.

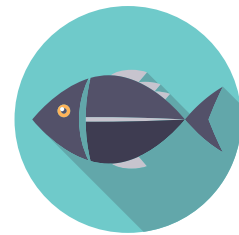


## HORTICULTURE

Mango, Guava, Banana, Papaya, Tomato, Chilli and Turmeric are the key crops grown. The fruit and vegetable crops are developed using advanced farm techniques. The district is identified as a major potential area for Mangoes with large volumes of Mango being exported.

## FISHERY

The State ranks 1st in the production of fish and shrimp. The sector in the past one decade has grown by more than 10 %. It is one of the most remunerating sectors for farmers and processors. The State's long coastline provides immense potential for entrepreneurs.

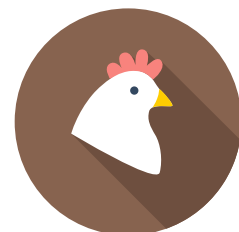


## DAIRY

Dairy farming is an important allied agro activity suitable predominantly in rural areas of AP, which occupies 7th position in milk production. The State has huge cow population which is best suitable for production of high value added items like cheese. Government has launched a massive programme for restructuring breeding operations in cattle under the National Project for Cattle and Buffalo Breeding (NPCBB) scheme

## POULTRY

The catchment region is rich in Meat and Egg Production. The State is the largest egg producer and third largest meat producer in the country. The State has potential for poultry processing units for domestic and export market





# INDUSTRIAL POLICIES OF ANDHRA PRADESH

The Government of Andhra Pradesh assures speedy, time-bound and transparent permissions to project proposals, in the new industrial policy that it has released.\*

## FEATURES OF THE POLICY

- Online system for filling and issue of clearances
- Common Application Form that captures requirements from different government departments
- Self certification
- Right to clearances
- Penal actions against officials if permissions are not given in time.
- Consolidated land bank of 10 lakh acres that gives the State a strategic edge in attracting investments

## SINGLE DESK WINDOW

- First time in the world - right to timely clearances.
- First time in India - self-certification accepted.
- First time - time limits for clearances specified in the Act itself rather than in rules.
- 21 days clearances for Mega projects first in the country.
- Penal provision if clearances delayed by Departments
- A single Common Application Form prescribed.
- Applicant need not go to different departments - this will be done by the Nodal Officer - like the Singapore Economic Development Board(EDB)
- Grievance Redressal mechanism will be created.
- Applicant also liable for action if self-certification is false.
- Graft free and zero tolerance to corruption
- Minimum inspection and maximum facilitation

## INDUSTRIAL POLICY FRAMEWORK

- Zero graft, zero tolerance to corruption
- Peaceful, secure and progressive business regulatory environment.
- Industrialisation shall be inclusive and facilitate social equality.
- Attractive incentives to Small and Micro industries.
- Ancillary and vendor development linked to major industry.
- Special package for SC/ST/ Women/ PH
- Marketing assistance to MSME sector
- Programme for traditional art and handicrafts
- Plug and play infrastructure in industrial park development.
- Industry
- Local body status for industrial parks
- Rationalisation of taxes to encourage local industry.
- Industrial corridors and district industry parks to encourage growth of industry across the State.

# STATE INCENTIVES OF ANDHRA PRADESH

| Particulars                                | MSMEs Units   | Large Industries   |
|--|---|--|
| VAT/CST/SGST Reimbursement                 | 100% of Net VAT/CST/SGST (Max 5 years from the date of commencement of commercial production.)                            | 75% of Net VAT/CST/SGST for Medium Enterprises 50% of Net VAT/CST for Large Enterprises (7 years from the date of commencement of commercial production or up to realisation of 100% fixed capital investment, whichever is earlier) |
| Interest subsidy                           | Subsidy on the term loan taken at interest rate in excess of 3% per annum (Max reimbursement of 9% p.a. up to 5 years)    | -  |
| Stamp duty reimbursement                   | 100% of stamp duty and transfer duty paid by the industry on purchase of land meant for industrial use will be reimbursed | 100% of stamp duty and transfer duty paid by the industry on purchase of land meant for industrial use will be reimbursed  |
| Rebate in land cost                        | 50% rebate (Max Rs.20 lakhs in industrial estates/parks)  |  |
| Investment subsidy                         | 35% on Fixed Capital Investment (FCI) and additional 10% for Women (Max- Rs.75.00 lakhs)                                  | NIL  |
| Reimbursement of land conversion charges   | 25% (Max Rs.10 lakhs for industrial use)  | 25% (Max Rs.10 lakhs for industrial use)<br>Not Applicable for Large Enterprises   |
| Fixed power cost reimbursement             | Reimbursement @ Rs.1.50 per unit (Max 5 years)  |  |
| Skill upgradation and Training             | 50% cost reimbursement limited to Rs.5000 per person  |  |
| Quality Certification/ Patent Registration | 50% subsidy up to Rs.3.00 lakhs   |  |
| Specific Cleaner Production Measures       | 25% Subsidy (max Rs.5.00 lakhs)   |  |

# MEGA FOOD PARK

## LOCATION ADVANTAGE





**ANDHRA PRADESH**  
India's Sunrise State



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