



LAUNCH OF NEW NUPRO PULSES

COVERAGE DOSSIER

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Mahindra expands branded pulses portfolio

DILIP KUMAR JHA

Mumbai, 8 August

Mahindra Agri Solutions (MASL), a 100 per cent subsidiary of Mahindra & Mahindra, on Monday launched four new varieties of branded pulses under its NuPro brand. The company is aiming for six-seven per cent share in Mumbai's packaged pulses market by the end of FY17.

MASL introduced chana dal, moong dal, masoor dal and urad dal at a premium of nearly 20 per cent over the prevailing market price. It sells tur dal at similar premium pricing.

"With introduction of four new varieties of pulses, we can now boast of a complete portfolio of branded pulses with the proposition of healthy, pure and quality products... The repeat purchase for NuPro stands at a healthy 30 per cent," said Ashok Sharma, managing director and chief executive, MASL.

At present, the company is targeting upper middle class, health conscious consumers in Mumbai before going for a pan-India rollout plan in three years. "Currently, we are focused in Mumbai. But we are also evaluating other markets in Maharashtra and in another three years, we expect to be present in all important cities across India," Sharma said.

Going forward, Mahindra will expand its footprint in other related value-added products this year such as besan.

ब्रांडेड दाल बाजार में महिंद्रा का विस्तार

कंपनी ने नुप्रो दाल की चार नई किस्में लांच कीं



मुंबई ■ संवाददाता

विविधीकृत महिंद्रा एंड महिंद्रा समूह की कंपनी महिंद्रा एग्री साल्यूशन लि. (एमएसएल) ने मुंबई में नुप्रो ब्रांड के तहत ब्रांडेड दालों की चार नई किस्मों को लांच किया है। नुप्रो दालों की विस्तृत पोर्टफोलियो में लोकप्रिय अरहर दाल जो पिछले साल शुरू किया गया था, के अलावा अब चना दाल, मूंग दाल, मसूर दाल और उड़द दाल भी शामिल है। सौ फीसदी अनपॉलिशड नुप्रो ब्रांडेड दालों में नमी की मात्रा न्यूनतम है

और इसे प्राकृतिक तरीके से सुखा कर तैयार किया जाता है। कंपनी का दावा है कि नुप्रो दाल को पकाने में, अन्य दालों की तुलना में 50 फीसदी कम समय लगता है। नुप्रो दाल किसी भी तरह के रासायनिक पदार्थ से मुक्त हैं ताकि उपभोक्ताओं के लिए दालों का शुद्धतम रूप सुनिश्चित हो सके। ये दाल प्राकृतिक पोषक तत्वों को बनाए हुए है। इसका उच्च प्रोटीन और विटामिन एक स्वस्थ जीवन शैली का पूरक हैं। नुप्रो दाल 500 ग्राम और एक किलो के पैकेट में मुंबई के 4,300 आउटलेट्स में उपलब्ध हैं। शुरुआत में उड़द की दाल केवल 500 ग्राम के पैक में बेची जाएगी।

एमएसएल के प्रबंध निदेशक अशोक शर्मा ने कहा कि कहा कि दालों की चार नई किस्मों की शुरुआत के साथ ही अब हम स्वस्थ, शुद्ध और गुणवत्तापूर्ण ब्रांडेड दालों का एक पूरा पोर्टफोलियो दे रहे हैं। हम अपने ब्रांड को मिले उपभोक्ता प्रतिक्रिया से प्रोत्साहित हैं। उन्होंने कहा कि नौ महीनों के भीतर हमने महानगर में 500 मेट्रिक टन अरहर दाल का आफटेक देखा है। हाल में हमने प्रति माह करीब 100 मेट्रिक टन की सीमा को छुआ है। नुप्रो ब्रांड के साथ, हम ग्राहकों के साथ शुद्धता का वादा भी निभा रहे हैं। उन्होंने उम्मीद जताई कि महिंद्रा गुणवत्ता मानक के साथ नुप्रो बाजार में दाल का एक पसंदीदा ब्रांड बन जाएगा।

Mahi Agri Solutions Launches Unpolished Pulses in Mumbai

Brings chana, moong, masoor and urad dal to the market under its brand NuPro

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Mumbai: The estimated ₹1.5 lakh crore branded pulses market in the country has attracted yet another corporate, thanks to the hefty margins and potential for growth it commands.

Mahindra Agri Solutions (MASL), a wholly-owned subsidiary of M&M, which launched tur dal under NuPro brand a year ago in Mumbai, has launched chana, moong, masoor and urad dals across 4,000 outlets in the city.

NuPro pulses are targeted at the upper middle class, educated woman of the city. Urad dal has been priced at ₹130 per half a kg, moong dal (₹185 a kg), Masoor Dal (₹160/kg) and chana dal (₹175 a kg). The premiums that the unpolished dals command range from 50-100% to the normal variety of dals, basis consumer affairs ministry data on July 5.

Justifying the prices, Sharma said, "These are sundried, unpolished variety of pulses which take approximately half the time to cook. Besides we vouchsafe for the purity and high quality assurance, which is why NuPro had a healthy 30% repeat purchase."

The two larger rivals of MASL are Tata Sampann and Satyam, which have 20% and 8-9% market share in Mumbai respectively, said Sharma. The company which had sales of ₹2.5 crore in pulses in FY16 targets to



Packaged Pulses Mkt Seen at ₹350 Crore

MUMBAI The Mumbai pulses market is estimated at ₹7,000 crore, of which organised packaged pulses market is ₹350 crore. MASL plans to have around 5% market share by the end of the current fiscal year, according to Ashok Sharma, MD & CEO, MASL.

generate revenue of ₹20 crore from pulses in the current fiscal in Mumbai. It's grander aims include expanding to the country's top 10 cities over the years and commanding a 5% market share of the overall ₹1.5 lakh crore branded market.

MASL also sells edible oils like soya and mustard under the NuPro brand in West Bengal, and fruits and vegetables under the Saboro, Spanish for tasty, brand. The revenues of MASL grew 12 times to ₹900 crore in the past five years through fiscal year 2015-16.

Around 90-95% of the procure-

ment of pulses is from the domestic market, mainly APMC market yards and appx 10% from Myanmar, Tanzania and Canada. The company has reached out to 2500 farmers in Maharashtra in areas like Latur and Amravati and plans to swathe 10,000 farmers in the near future.

In fact, claims Sharma, the productivity of pulses, which stands at an average ₹650 kg/hectare in India, rose to ₹800-850 kg/ha, thanks to advisory and high quality input sales by MASL to farmers in Latur. In comparison average yield in China is 1900 kg/ha for pulses, Sharma added.

Ashok Gulati, Infosys chair professor for agri at ICRIER, also said that corporates tend to charge higher premiums because of "quality assurance" and brand equity "which isn't built out of thin air."

"If you knew the kind of oils being used by some to polish dals in the unorganised sector, you'd stop eating them," he said. "The bigwigs (corporates) can't afford to erode their brand equity by engaging in malpractice so you as a customer can be sure of quality even if you're paying a higher price."

Mahindra launches 4 varieties of dal under NuPro

OUR BUREAU

Mumbai, August 8

Mahindra Agri Solutions, part of Mahindra & Mahindra Group, has launched four new varieties of branded pulses under its NuPro brand in Mumbai with a target to become a pan-India player in three years.

The company, which is selling only branded tur, has completed the entire portfolio of branded dal with the launch of chana, moong, masoor and urad. It also

plans to launch *besan* under NuPro brand soon.

The agriculture division of Mahindra group is targeting a turnover of ₹20 crore this fiscal from the branded pulses market in Mumbai which is estimated at ₹350 crore. Overall pulses market in Mumbai is about ₹5,000 crore.

Mahindra plans to source 90 per cent of its pulses requirement directly from farmers in Maharashtra, Madhya Pradesh and Karnataka and depend on

imports from Canada, Myanmar and Tanzania for the rest.

Ashok Sharma, Managing Director, Mahindra Agri Solutions, said the good response for the tur dal, which was launched nine months ago, has given confidence to go whole hog on pulses.

"We have sold 500 tonnes of NuPro tur dal in nine months and touched a peak of 100 tonnes recently. In fact, about 30 per cent of our sales came through repeat customers," he said.

Estimated at ₹1.5 lakh crore, the Indian market for branded pulses is growing at 20 per cent per year for last five years as pulses sold in loose are also priced at a premium mostly.

Mahindra is also strengthening its focus on research and development and is developing a new variety of hybrid seed for pulses to improve the yield which is currently among the lowest at 650 kg/hectare against the world average of 1,000 kg. It is 1,900 kg/ha in China.

महिंद्रा अॅग्रीकडून डाळ व्यवसायाचा विस्तार

मुंबई, ता. ९ : महिंद्रा समूहाची उपकंपनी असलेल्या महिंद्रा अॅग्रीने डाळ व्यवसायाचा विस्तार केला आहे. न्यूप्रो ग्रॅण्डअंतर्गत कंपनीने हरभरा डाळ, मूगडाळ, मसूर डाळ व उडीद डाळ या चार नव्या डाळी वाजारात आणल्या आहेत. न्यूप्रो डाळीत कोणत्याही प्रकारचे

रासायनिक घटक नाहीत. या डाळीत किमान आर्द्रता असून, सूर्यप्रकाशात वाळवण्यात आल्या आहेत. इतर डाळींच्या तुलनेत या डाळी ५० टक्के लवकर शिजतात, असा दावा कंपनीने केला आहे. वर्षभरात कंपनीने ५०० टन तूरडाळीची विक्री केली.

Mahindra Agri expands branded pulses portfolio

MUMBAI: Mahindra Agri Solutions Ltd. (MASL), a 100 per cent subsidiary of Mahindra & Mahindra Ltd, has added four new varieties of pulses under its NuPro brand after the successful introduction of tur dal in the Mumbai market. The products, chana dal, moong dal, masoor dal and urad dal, will be available at 4,300 retail outlets in the city. Alok Sharma, President, Agri and Africa & South Asia Operations, MD & CEO, MASL, said, "With the introduction of four new varieties, we can now boast of a complete portfolio of branded pulses. We are encouraged by the consumer response. In nine months since we introduced Tur Dal, we have sold 500 MTs in Mumbai alone." — Special Correspondent

डाळ बाजारपेठेत ६ टक्के हिश्याचे 'महिंद्र'चे लक्ष्य

व्यापार प्रतिनिधी, मुंबई

महिंद्र अॅग्री सोल्युशन्स लिमिटेडने (एमएसएल) मुंबई डाळ बाजारातील ६ टक्के हिश्याचे लक्ष्य दोन वर्षात पूर्ण करण्याचा निर्धार केला आहे. न्यूप्रो नाममुद्रेंतर्गत कंपनी महिन्याभरात बेसन खाद्य उत्पादन सादर करत गटातील वर्तुळ पूर्ण करेल.

आघाडीच्या नाममुद्रा असलेल्या कंपन्यांच्या पाकिटबंद डाळ विक्री व्यवसायाची मुंबईची बाजारपेठ ही ३५० कोटी रुपयांची आहे. सध्या या गटात टाटा (आयशक्ती) व सत्यम आघाडीवर आहेत. पैकी टाटा

आयशक्तीचा २० टक्के हिस्सा आहे. मुंबई बाजारपेठेवर वर्चस्व निर्माण करण्याच्या हेतूने महिंद्र अॅग्री सोल्युशन्सने तिचा डाळ व्यवसाय विस्तारण्याचे धोरण अनुसरले आहे.

मुंबईची एकूण डाळ बाजारपेठ (आघाडीच्या नाममुद्रा तसेच किरकोळ डाळ विक्रेते) ७,००० कोटी रुपयांची आहे. महिंद्र अॅग्रीचे विविध प्रकारातील पाकिटबंद डाळ विक्रीचे जाळे आहे. न्यूप्रो नाममुद्रेंतर्गत हरभरा डाळ, मूग डाळ, मसूर डाळ व उडीद डाळ कंपनीने नुकतेच सादर केले. गेल्या वर्षी या गटात तूर डाळीचा समावेश केला होता, असे कंपनीचे व्यवस्थापकीय संचालक अशोक शर्मा यांनी यावेळी सांगितले.

महिंद्रा एग्री बिझनेसकडून न्यूप्रो ब्रँडेड डाळींच्या व्यवसायाचे विस्तारीकरण

मुंबई, सोमवार : महिंद्रा अँड महिंद्रा लिमिटेडची १०० टक्के उपकंपनी असलेल्या महिंद्रा एग्री सोल्युशन्स लिमिटेडने (एमएएसएल) आज मुंबई बाजारात न्यूप्रो ब्रँडअंतर्गत ब्रँडेड डाळींचे चार नवे प्रकार आणले. न्यूप्रोच्या विस्तारित रूपात आता हरभरा डाळ, मूगडाळ, मसूर डाळ आणि उडीद डाळीचा समावेश झाला आहे. या आधी गेल्या वर्षी लोकप्रिय तूर डाळीचा समावेश करण्यात आला होता.

पूर्णपणे शाकाहारी अनपॉलिशड प्रकारातील न्यूप्रो ब्रँडेड डाळींमध्ये किमान आर्द्रता असून, नैसर्गिक सूर्यप्रकाशात वाळवून त्या तयार केल्या जातात. त्यामुळे न्यूप्रो डाळी बाजारातील इतर सर्वसाधारण डाळींच्या तुलनेत ५० टक्के कमी वेळात शिजतात. न्यूप्रो डाळीत कोणतेही रासायनिक घटक असून, ग्राहकांना शुद्ध स्वरूपातील डाळ मिळेल, याची खात्री केली जाते. या डाळींमध्ये नैसर्गिक पोषकद्रव्ये आणि जीवनसत्त्वे मोठ्या प्रमाणावर असतात. त्यामुळे आरोग्यदायी जीवनशैलीला या डाळी पूरक ठरतात. मुंबईतील सर्व ४३०० दुकानांत अर्धा किलो आणि एक किलोच्या पॅकमध्ये न्यूप्रो डाळी उपलब्ध करून देण्यात आल्या आहेत. सुरुवातील उडीद डाळ फक्त अर्धा किलोच्या पॅकमध्येच विकली जाणार आहे.

नव्या न्यूप्रो डाळीबाबत बोलताना महिंद्रा एग्री सोल्युशन्स लिमिटेडचे व्यवस्थापकीय संचालक आणि मुख्य कार्यकारी अधिकारी, तसेच एग्री अँड आफ्रिका अँड साउथ आफ्रिका ऑपरेशन्सचे अध्यक्ष अशोक शर्मा म्हणाले, डाळींचे आणखी नवे चार प्रकार आम्ही आणले असल्याने आता आमच्याकडे सर्व प्रकारच्या आरोग्यदायी, शुद्ध आणि दर्जेदार ब्रँडेड डाळी आहेत, असे आम्ही आता अभिमानाने नमूद करू शकतो. आमच्या ब्रँडला ग्राहकांच्या मिळणा-या

प्रतिसादाने आम्ही भारावून गेलो आहेत. मला सांगायला आनंद होतो, की मुंबईत तूर डाळ विक्री सुरू केल्यानंतर अवघ्या नऊ महिन्यांत ५०० मेट्रिक टन विक्री झाली असून, आता विक्रीचा आकडा दरमहा १०० मेट्रिक टनवर गेला आहे. न्यूप्रो ब्रँडच्या डाळींच्या माध्यमातून आम्ही ग्राहकांना शुद्धतेची हमी देण्याचे आमचे आश्वासन पूर्ण करत आहेत. न्यूप्रो ब्रँड पुन्हा खरेदी करणा-या ग्राहकांचे प्रमाण आता चांगले ३० टक्के आहे.

महिंद्राच्या न्यूप्रो ब्रँडेड डाळींच्या व्यवसायाचे विस्तारीकरण

मुंबई, गुरुवार (वृत्तसंस्था) - महिंद्रा अँड महिंद्रा लिमिटेडची १०० टक्के उपकंपनी असलेल्या महिंद्रा अँग्री सोल्युशन्स लिमिटेडने (एमएसएल) मुंबईतील बाजारात न्यूप्रो ब्रँड अंतर्गत ब्रँडेड डाळींचे चार नवे प्रकार आणले. न्यूप्रोच्या विस्तारित रूपात आता हरभरा डाळ, मूग डाळ, मसूर डाळ आणि उडीद डाळीचा समावेश झाला आहे. या आधी गेल्या वर्षी लोकप्रिय तूर डाळीचा समावेश करण्यात आला होता.

महिंद्रा एग्री सोल्युशन्स लिमिटेडचे व्यवस्थापकीय संचालक आणि मुख्य कार्यकारी अधिकारी तसेच अँग्री अँड आफ्रिका अँड साउथ आफ्रिका ऑपरेशन्सचे अध्यक्ष अशोक शर्मा म्हणाले की, पूर्णपणे शाकाहारी अनपॉलिशड प्रकारातील न्यूप्रो ब्रँडेड डाळींमध्ये किमान आर्द्रता असून नैसर्गिक सूर्यप्रकाशात वाळवून त्या तयार केल्या जातात. त्यामुळे न्यूप्रो डाळी बाजारातील इतर सर्वसाधारण डाळींच्या तुलनेत ५० टक्के कमी वेळात शिजतात. न्यूप्रो डाळीत कोणतेही रासायनिक घटक असून, ग्राहकांना शुद्ध स्वरूपातील डाळ मिळेल, याची खात्री केली जाते. या डाळींमध्ये नैसर्गिक पोषकद्रव्ये आणि जीवनसत्त्वे मोठ्या प्रमाणावर असतात. त्यामुळे आरोग्यदायी जीवनशैलीला या डाळी पूरक ठरतात. मुंबईतील सर्व ४३०० दुकानांत अर्धा किलो आणि एक किलोच्या पॅकमध्ये न्यूप्रो डाळी उपलब्ध करून देण्यात आल्या आहेत. सुरुवातील उडीद डाळ फक्त अर्धा किलोच्या पॅकमध्येच विकली जाणार आहे. तर महिंद्रा लवकरच बेसनासारख्या इतर मूल्यवर्धित उत्पादनांमध्ये विस्तार करणार असून, पुढील तीन वर्षांत जवळपासच्या शहरातही विस्तारीकरणाचे नियोजन आहे.

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Headline : M&M launches unpolished pulses to grab share of Rs 350 crore pie in Mumbai

Domain : The Economic Times

Date : August 09, 2016

Journalist: Ram Sahgal

http://economictimes.indiatimes.com/articleshow/53603018.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cpps_t



The size of the branded pulses market is a tad less than 1 per cent of the overall size of the pulses market countrywide at Rs 156 lakh crore.

MUMBAI: The estimated Rs 1.5 lakh crore branded pulses market in the country has attracted yet another corporate, thanks to the hefty margins and potential for growth it commands. Mahindra Agri Solutions (MASL), a wholly-owned subsidiary of M&M, which launched tur dal under NuPro brand a year ago in Mumbai, has launched chana, moong, masoor and urad dals across 4000 outlets in the city.

NuPro pulses are targeted at the upper middle class, educated woman of the city. Urad dal has been priced at Rs 130 per half a kilo, moong dal (Rs 185 a kilo), Masoor Dal (Rs 160/kg) and chana dal (Rs 175 a kilo). The premiums that the unpolished dals command range from 50-100 per cent to the normal variety of dals, basis consumer affairs ministry data on July 5.

Justifying the prices, Sharma said, "These are sundried, unpolished variety of pulses which take approximately half the time to cook. Besides we vouchsafe for the purity and high quality assurance, which is why NuPro had a healthy 30 per cent repeat purchase."

The two larger rivals of MASL are Tata Sampann and Satyam, which have 20 per cent and 8-9 per cent market share in Mumbai respectively, said Sharma.

The company which had sales of Rs 2.5 crore in pulses in FY16 targets to generate revenue of Rs 20 crore from pulses in the current fiscal in Mumbai. It's grander aims include expanding to the country's top 10 cities over the years and commanding a 5 per cent market share of the overall Rs 1.5 lakh cr branded market.

MASL also sells edible oils like soya and mustard under the NuPro brand in West Bengal, and fruits and vegetables under the Saboro, Spanish for tasty, brand. The revenues of MASL grew 12 times to Rs 900 crore in the past five years through fiscal year 2015-16.

Around 90-95 per cent of the procurement of pulses is from the domestic market, mainly APMC market yards and appx 10 per cent from Myanmar, Tanzania and Canada. The company has reached out to 2500 farmers in Maharashtra in areas like Latur and Amravati and plans to swathe 10,000 farmers in the near future.

In fact, claims Sharma, the productivity of pulses, which stands at an average 650 kg/hectare in India, rose to 800-850 kilo/ha, thanks to advisory and high quality input sales by MASL to farmers inn Latur. In comparison average yield in China is 1900 kg/ha for pulses, Sharma added.

Ashok Gulati, Infosys chair professor for agri at ICRIER, also said that corporates tend to charge higher premiums because of "quality assurance" and brand equity "which isn't built out of thin air." "If you knew the kind of oils being used by some to polish dals in the unorganized sector, you'd stop eating them," he said. "The bigwigs (corporates) can't afford to erode their brand equity by engaging in malpractice so you as a customer can be sure of quality even if you're paying a higher price."

The size of the branded pulses market is a tad less than 1 per cent of the overall size of the pulses market countrywide at Rs 156 lakh crore, which opens the potential for tremendous growth of the organized sector, Sharma added

Headline : Mahindra launches 4 varieties of dal under NuPro

Domain : The Hindu Business Line

Date : August 08, 2016

Journalist: Our Bureau

<http://www.thehindubusinessline.com/economy/agri-business/mahindra-launches-4-varieties-of-dal-under-nupro-brand/article8960372.ece>



Mumbai, August 8:

Mahindra Agri Solutions, part of Mahindra & Mahindra Group, has launched four new varieties of branded pulses under its NuPro brand in Mumbai with a target to become a pan-India player in three years.

The company, which is selling only branded tur, has completed the entire portfolio of branded dal with the launch of chana, moong, masoor and urad. It also plans to launch besan under NuPro brand soon.

The agriculture division of Mahindra group is targeting a turnover of pulses market in Mumbai which is estimated at ₹5,000 crore.

□20 crore
□350 crore. Ov

Mahindra plans to source 90 per cent of its pulses requirement directly from farmers in Maharashtra, Madhya Pradesh and Karnataka and depend on imports from Canada, Myanmar and Tanzania for the rest.

Ashok Sharma, Managing Director, Mahindra Agri Solutions, said the good response for the tur dal, which was launched nine months ago, has given confidence to go whole hog on pulses.

“We have sold 500 tonnes of NuPro tur dal in nine months and touched a peak of 100 tonnes recently. In fact, about 30 per cent of our sales came through repeat customers,” he said.

Estimated at last five years as pulses sold in loose are also priced at a premium mostly.

□1.5 lakh cr

Mahindra is also strengthening its focus on research and development and is developing a new variety of hybrid seed for pulses to improve the yield which is currently among the lowest at 650 kg/hectare against the world average of 1,000 kg. It is 1,900 kg/ha in China.

Headline : Mahindra expands branded pulses portfolio

Domain : Business Standard India

Date : August 09, 2016

Journalist: Dilip Kumar Jha

http://www.business-standard.com/article/companies/mahindra-launches-four-new-variants-of-pulses-116080800901_1.html



Ashok Sharma, President Agri and Africa & South Asia Operation, MD & CEO, Mahindra Agri Solution Ltd, at the launch of 4 new varieties of branded pulses under its NuPro brand in Mumbai. Photo: Suryakant Niwate

Barely nine months after launching first "NuPro" brand tur dal, Mahindra Agri Solutions Ltd (MASL), a wholly-owned subsidiary of auto major Mahindra & Mahindra Ltd, has launched four new variants of pulses on Monday to strengthen its agri commodities business.

Aiming to achieve 6-7 per cent of market share in Mumbai by the current financial year end, MASL introduced chana dal, moong dal, masoor dal and urad dal at a premium of nearly 20 per cent over the prevailing market price of these variants. The company also sells tur dal at similar premiums.

MASL's launch of new pulses variants indicates consumers' confidence towards "NuPro" brand which claims to be unpolished and nutrient-rich with guaranteed quality. Since procurement of whole grain and processing thereafter are controlled and monitored by the Mahindra Quality Standard (MQS), MASL has received repeat of orders from consumers.

"With introduction of four new varieties of pulses, we can now boast of a complete portfolio of branded pulses with the proposition of healthy, pure and quality products. We are encouraged by the consumers' response. With the NuPro brand of pulses, we are delivering our promise of purity of customers. The repeat purchase for NuPro stands at a healthy 30 per cent," said Ashok Sharma, Managing Director and Chief Executive Officer, MASL.

The company is retailing pulses through its 4300 retail outlets involving 22 distributors. The distribution of pulses has achieved a monthly volume of 100 tonnes with accumulative quantity of pulses handling at 500 tonnes since its first launch nine months ago. MASL is targeting Mumbai pulses market which currently stands at Rs 7,000 crore of which branded pulses contribute nearly 5 per cent worth Rs 350 crore. The company aims to achieve Rs 20 crore of turnover from pulses segment this year. Organised sector pulses sell is growing at 15 per cent annually in Mumbai. The company plans to expand its footprints beyond Mumbai steadily and see its presence across all major cities in India in three years.

Targeting third slot with 6-7 per cent of market share in Mumbai by the current year end only after Tata's and Satyam's market shares at nearly 20 per cent and 8-9 per cent respectively in pulses segment, MASL

"While we distributed 20,000 packets of 'NuPro' brand tur dal for promotion, we don't feel the need of complimentary distribution of pulses now as our brand got established. We would invest on brand promotion of our new variants of pulses as per the need," said Sharma.

MASL with its business in mustard oil and soya oil under "NuPro" brand apart from pulses; and dairy and fruits under "Saboro" brand cloaked a total turnover of Rs 900 crore in the financial year 2015-16.

The company is exploring pulses procurement strategy from African countries including Tanzania and is also in talks with suppliers in Myanmar to expand pulses import during lean season in India. Import contributes currently 10 per cent of MASL's volume.

"Our aim is to increase farmers' prosperity for which we have been successful in Latur where farmers achieved 20 per cent growth in productivity at 800-850 kgs per ha through our modern mechanized farm practices through 250 Samriddhi centres," said Sharma.

Headline : Mahindra expands branded pulses portfolio

Domain : Agencyfaqs!

Date : August 09, 2016

Journalist:

<http://www.afaqs.com/news/story/48656> Mahindra-expands-branded-pulses-portfolio

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