

Approved under Mega Food Park Scheme of



M O F P I

MINISTRY OF FOOD PROCESSING INDUSTRIES
GOVERNMENT OF INDIA

सत्यमेव जयते



Pristine
Mega Food Park

Revitalizing the Agrarian Economy of Bihar

PRISTINE MEGA FOOD PARK



Final Approval from MOFPI

F.No. 28-MFPI/12-Mega FP
Government of India/भारत सरकार
Ministry of Food Processing Industries
खाद्य प्रसंस्करण उद्योग मंत्रालय
Panchsheel Bhawan, August Kranti Marg
पंचशील भवन, अगस्त क्रांति मार्ग
New Delhi – 110049/नई दिल्ली 110049

दिनांक: 06.08.2014

To

Shri Aashish Kumar Jha,
M/s Pristine Logistics & Infraprojects, 1301, 13th Floor,
Chiranjiv Tower, 43, Nehru Place, New Delhi-110019
Tel: No. 011-4377223/24, 46772227/46772228
Email: aashish@pristine.logistics.com

Subject: Final Approval to the proposal of M/s Pristine Mega Food Park Pvt. Ltd. under the Mega Food Parks Scheme of the Ministry of Food Processing Industries

Ref:

- TC Meeting held on 03.04.2014
- IMAC Meeting held on 30.06.2014

1. With reference to the above, the undersigned is directed to convey the "Final Approval" of the Competent Authority to M/s Pristine Mega Food Park Pvt. Ltd. for establishment of a Mega Food Park at Mansi in Khagaria District in the state of Bihar under the Mega Food Parks Scheme of the Ministry of Food Processing Industries, Government of India.
2. The final approval is accorded to the project for a total project cost of Rs. 127.60 crore (Rupees One hundred twenty seven crore and sixty lakh only) and eligible project cost of Rs. 101.09 crore (Rupees One hundred one crore and nine lakh only) including grant-in-aid of Rs. 50.00 crore (Rupees Fifty Crore only).
3. Out of approved project cost of Rs. 127.60 crore (Rupees One hundred twenty seven crore and sixty lakh only), the head-wise approved cost and the approved means of finance are as under:



1



Pristine Mega Food Park is a landmark step towards creating an indigenously developed world-class infrastructure for Food Processing Industries supported by a robust hub-and-spoke model-based "Farm to Fork" supply chain system. Situated at Mansi in the Khagaria District, the heart of one of the richest Maize, Milk and F&V production Clusters of Bihar. Spread over 70 acres of area, this ambitious project has been seeded with a vision to place Bihar on the Progress Roadmap of India. From creating unprecedented opportunities of employment as well as agri-entrepreneurship for accelerating the growth of agriculture and food processing sector, this project is all set to change the destiny of Bihar and establish its leadership on National and International Frontiers as a Food Processing utopia.



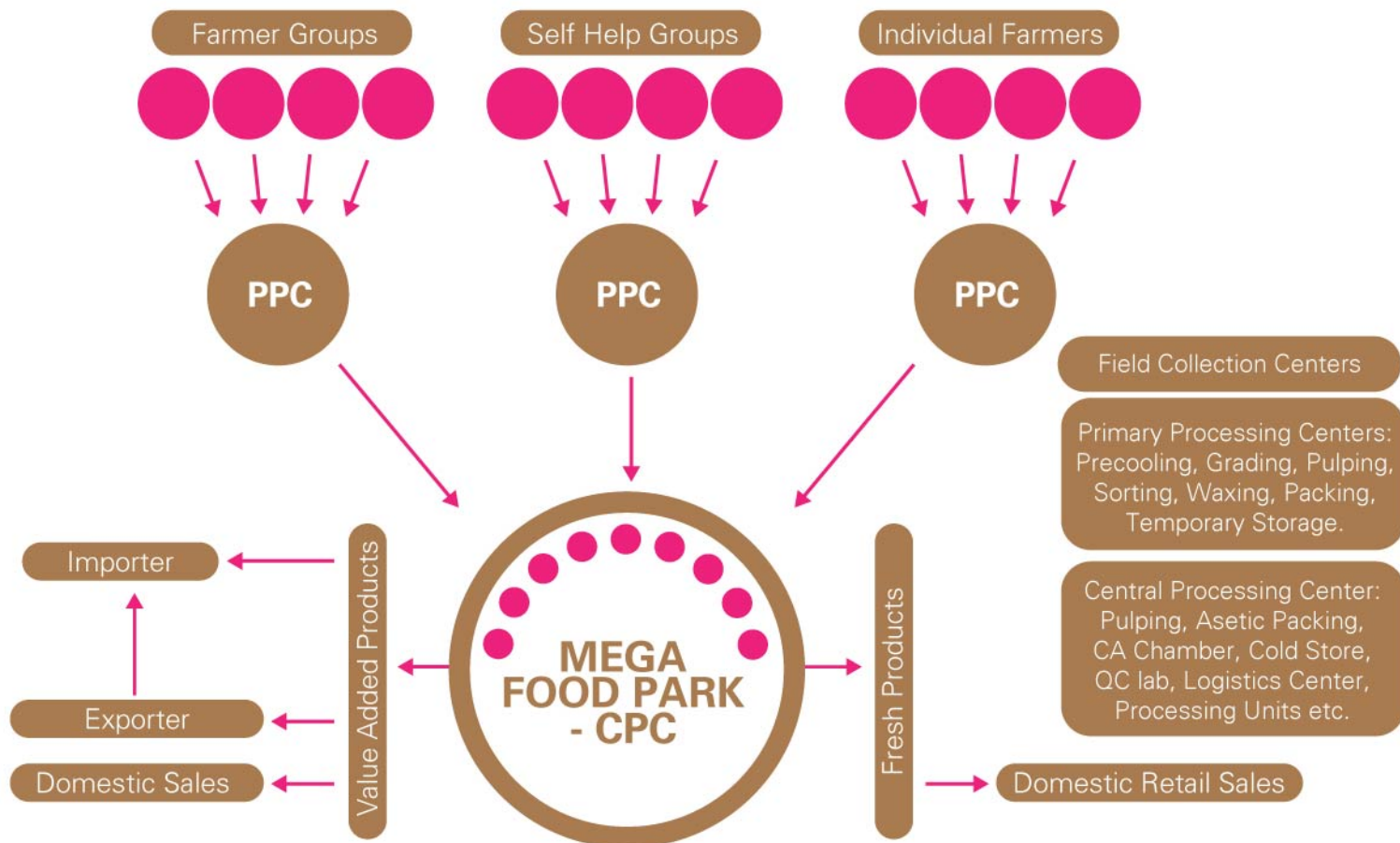
Pristine Logistics & Infraprojects Pvt. Ltd. (“Pristine”) joined hands with six other Food Processing Companies to form a Special Purpose Vehicle (SPV) whose objective was to make this grandiose project a reality. The SPV successfully obtained all “Final necessary approvals” from Ministry of Food Processing Industries, Govt. of India as well as Govt. of Bihar for establishment of Mega Food Park. With the necessary approvals in place and compliances fulfilled, the economic wonder of Bihar – “Pristine Mega Food Park” is already under construction and work is going on in full swing.



Project CPC Area	70 Acres
Project Cost	127.64 Crores
Lead Promoter	Pristine Logistics and Infraprojects Pvt. Ltd.
Status of Project	Final approval accorded from MoFPI, construction in full swing
Project Timeline	January, 2017 (30 months from Final Approval)
Project Location	Central Processing Centre: Mansi, District: Khagaria, BIHAR Primary Processing Centres (4) 1. Hajipur, Vaishali (Own) 2. Gulab Bagh, Purnea (Lease) 3. Kalayanpur, Samastipur (Lease) 4. Paroo, Muzaffarpur (Own)



PROJECT
DETAILS & MODEL





Cluster Districts:

Darbhanga, Vaishali, Samastipur, Purnea, Madhepura, Saharsa, Khagaria, Begusarai, Bhagalpur, Munger, Muzaffarpur

DISTRICT	DISTANCE	KEY CROPS
Darbhanga	140 Km	Paddy, Mango, Banana, Makhana
Vaishali	141 Km	Banana, Potato, Cauliflower, Mango, Litchi, Brinjal
Samastipur	114 Km	Mango, Maize, Cauliflower, Banana
Purnea	138 Km	Wheat, Paddy, Maize
Madhepura	83 Km	Paddy, Maize, Jute
Saharsa	87 Km	Cauliflower, Banana, Maize, Brinjal, Makhana
Khagaria	0 Km	Maize, Wheat, Rice
Begusarai	45 Km	Potato, Chilli, Pepper
Bhagalpur	87 Km	Banana, Maize
Munger	140 Km	Wheat, Paddy, Lentils
Muzaffarpur	162 Km	Onion, Cauliflower, Mango, Litchi, Guava, Banana

PROJECT
CLUSTER



LOCATION
MAP



Khagaria



**Accessibility:**

- Nearest Airport : Patna (174 Km)
- Nearest Railway Station: Mansi Railway Station (1 Km)
Khagaria Railway Station (10 Km)
- Journey Duration from Patna: By Train : 3 hours 10 minutes.
By Car: 4 hours (approx.)

Connectivity:

- On NH 31 : Connects West Bengal & North East to Rest of India through NH network – NH 2 / NH 82 / NH 28 / NH 110 / NH 30 / NH 80 etc.
- Barauni – Guwahati Rail Alignment : This rail alignment provides easy rail access to Mansi.
- Mansi is the most crucial Rail – Road Link between North – Eastern Bihar to the Rest of Bihar



INFRASTRUCTURE

AT THE MEGA FOOD PARK

CORE PROCESSING INFRASTRUCTURE

- Development of Industrial Plots
- Dry Warehouse
- Silos
- Cold Storage
- Packhouse
- Individually Quick Frozen (IQF)

- Deep Freeze Facility
- Multi-Functional Lab
- Reefer Vans
- Ripening Chambers (at PPC)
- Multi-Purpose Cold Store (at PPC)
- Dry Warehouse (at PPC)

ENABLING INFRASTRUCTURE

- Compound Wall
- Road Network
- Storm Water Drainage System
- Water Supply System
- Sewerage and Sewerage System
- Effluent Treatment Plant
- Integrated Solid Waste Management

- Power Transmission and Distribution
- Fire Hydrant System
- Street Lighting System
- Telecommunication and IT System
- Parking Area
- Weight bridge

NON-CORE INFRASTRUCTURE

- Administrative Building
- Guest House
- Commercial Complex
- Essential Staff Quarters
- Canteen / Creche
- Labor's Dormitory
- Security Gate
- Office / Driver's Room
- Offices (at PPCs)
- Weight bridge

INVESTMENT UNITS

- Key Processing Units utilizing common infrastructure established

MSME SHEDS

- 16 standard design factories of 250 sq. mts.



PPC LOCATION & PROJECT COMPONENT CAPACITY

PROJECT COMPONENTS	CAPACITY
Dry Warehouse	40,000 MT
Silos	10,000 MT
Cold Storage	5,000 MT
Packhouse	10 TPH
Individually Quick Frozen	2 MT/Hr
Deep Freeze Facility	1,500 MT
Multi-Functional Lab	Physical, Chemical & Micro-Biological Analysis
Reefer Vans	30 MT (3 of 10 MT each)
Ripening Chambers (PPC, Hajipur)	80 MT (8 Chambers of 10 MT each)
Multi-Purpose Cold Store (at PPC, Hajipur)	Wheat, Paddy, Lentils
Sorting Grading Line (at PPC, Hajipur)	5 MT/ Hr
Dry Warehouse (at PPC, Purnea)	1000 MT
Cold Store (at PPC, Kalyanpur)	3000 MT
Warehouse (at PPC, Kalyanpur)	500 MT
Ripening Chambers (at PPC, Paroo)	40 MT (4 of 10 MT each)
Multi-Purpose Cold Store (at PPC, Paroo)	250 MT (5 of 50 MT each)
Sorting Grading Line (at PPC, Paroo)	5 MT/ Hr

Primary Processing Centers

Gulab Bagh

- Well connected with National Highway and one of the biggest grain trading hub in the eastern India.

Vaishali

- Extremely rich in production of Banana, Potato, Litchi & Cauliflower.

Kalyanpur

- Another hub of the majority of vegetable produces in the catchment area.

Paroo, Muzaffarpur

- Located on the National Highway and very rich in production of Litchi & Banana.





CLUSTER PROFILE OF THE PROJECT



Banana Production in the catchment region

Total Production (2010-11)	839078 M.T.
Percentage share of state production	55.31 %
Top producing district in the zone	239048 M.T. (Muzaffarpur)

Mango Production in the catchment region

Total Production (2010-11)	582858 M.T.
Percentage share of state production	43.70 %
Top producing district in the zone	118063 M.T. (Darbhanga)



Litchi Production in the catchment region

Total Production (2010-11)	122096 M.T.
Percentage share of state production	53.79 %
Top producing district in the zone	53879 M.T. (Muzaffarpur)

Potato Production in the catchment region

Total Production (2010-11)	1712631 M.T.
Percentage share of state production	29.61 %
Top producing district in the zone	232014 M.T. (Vaishali)



Cauliflower Production in the catchment region

Total Production (2010-11)	400017 M.T.
Percentage share of state production	36.00 %
Top producing district in the zone	67446 M.T. (Muzaffarpur)

Maize Production in the catchment region

Total Production (2010-11)	936507 M.T.
Percentage share of state production	63 %
Top producing district in the zone	175572 M.T. (Khagaria)



Khagaria is the highest maize cultivating district of Bihar, contributing 12% of its total production in the state. Maize is cultivated in the entire Khagaria region, even where our Food Park is situated. Due to lack of adequate maize processing facilities in Bihar, it is being supplied to other states like West Bengal and Uttar Pradesh for processing. Unfortunately, our farmers reap no advantage of the rich harvest of this majestic crop.

PROPOSED UNITS

- Starch
- Fruit Juice
- Pickles
- Vegetable Juice
- Corn Flakes
- Jam
- Flour
- Honey



- Makhana
- Poultry Feed
- Pouch Milk
- Paneer
- Packaging
- Bottling
- Fruit Candies

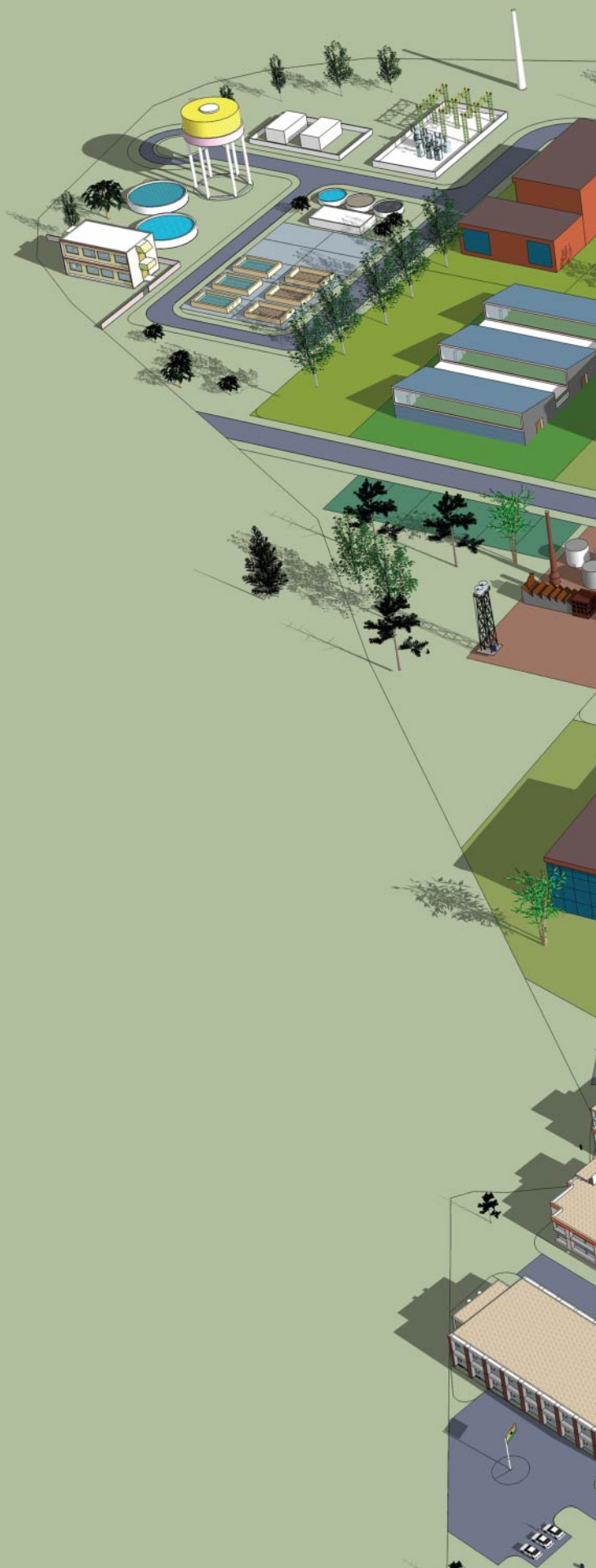




MASTER
LAYOUT



PROPOSED
INVESTMENT UNITS



PROPOSED INVESTMENT UNITS

Area No.	Description	Length, m	Width, m	Height, m	Area, Sq. m
IU-1	Integrated Flour Mill	100	80	14	8,000
IU-2	Starch	140	100	14	10,000
IU-3	Poultry / Cattle Field	100	100	14	8,000
IU-4	Rice Mill	100	100	14	8,000
IU-5	Pasta Products	100	60	7	6,000
IU-6	Breakfast Cereal	100	40	7	4,000
IU-7	Pellets (Snack Products)	100	60	7	6,000
IU-8	Maize / Rice Grits	100	40	7	4,000
IU-9	Integrated Daal Mill	100	40	14	4,000
IU-10	Biscuit	100	40	7	4,000
IU-11	Bread	100	40	7	4,000
IU-12	Potato Chips	100	80	7	8,000
IU-13	Fruit Canning	100	40	7	4,000
IU-14	Pickles	50	40	7	2,000
IU-15	Squashes of Lemon/Mango/Aonla	65	35	7	2,250
IU-16	F & V Powder	65	35	7	2,250
IU-17	Potato Flakes	100	60	7	6,000
IU-18	Juices & Fruit Drinks	100	80	7	8,000
IU-19	Aerated Drinks (Bottling)	100	80	7	8,000
IU-20	Packaged Milk & Dairy Products (Paneer, Cheese, Ice Cream Etc.)	100	60	7	6,000
IU-21	Margarine Oil	100	40	14	4,000
IU-22	Refined Oil	100	80	7	8,000
IU-23	Rice Bran Oil	100	30	7	3,000
IU-24	Gur	100	50	7	5,000
IU-25	Confectionary	100	30	7	3,000
IU-26	Ready to Eat & Ethnic Snacks	60	50	7	3,000
IU-27	Extruded Snacks	100	50	7	5,000
IU-28	Packaged Water	100	50	7	5,000
IU-29	Packing Unit	100	60	7	6,000
IU-30	Protein Isolate (Spray Dried)	100	30	7	3,000



Pristine

Mega Food Park



PROJECT MASTERMIND

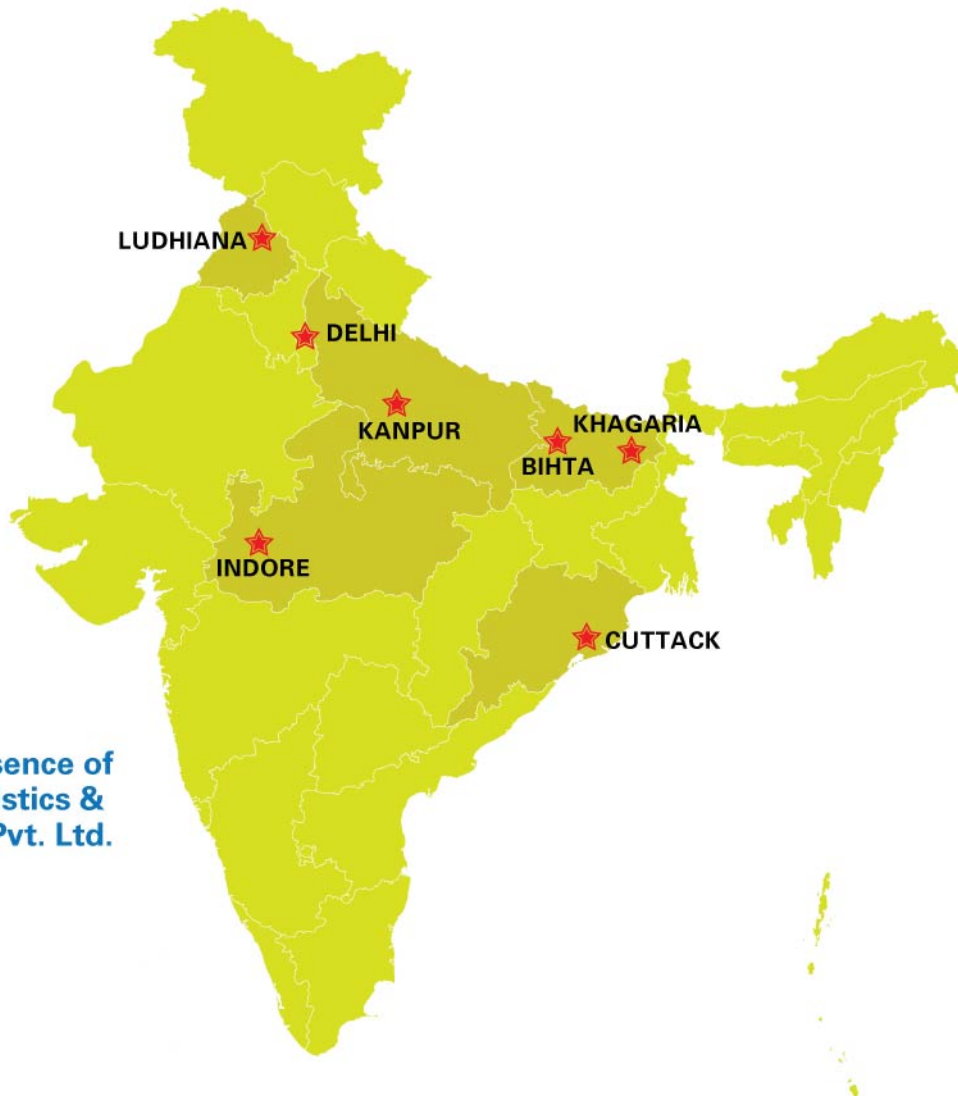
The Lead Promoter - Pristine Logistics & Infra Projects Private Limited



Pristine is engaged in the business of providing end-to-end logistics solutions and related support services besides developing state-of-the-art enabling infrastructure across the Indian Sub-continent. It has set up Rail-linked Inland Container Depots (ICDs) cum Logistics Parks at Kanpur, Ludhiana and Patna to cater to the EXIM and Domestic Cargo movements through Container Trains, Rail Wagons and Road.

Pristine has successfully accomplished two rounds of Private Equity funding by prestigious organizations such as UTI Capital and CDC (Commonwealth Development Corporation, UK). As the lead promoter of the SPV, Pristine brings in the expertise and experience of developing large-scale Infrastructure Projects.

Pristine Logistics Infraprojects Pvt. Ltd. (PLIPL) is setting up a Mega Food Park at Mansi, Khagaria under this scheme of Ministry of Food Processing Industries, Government of India in consortium with leading food processors of the country.

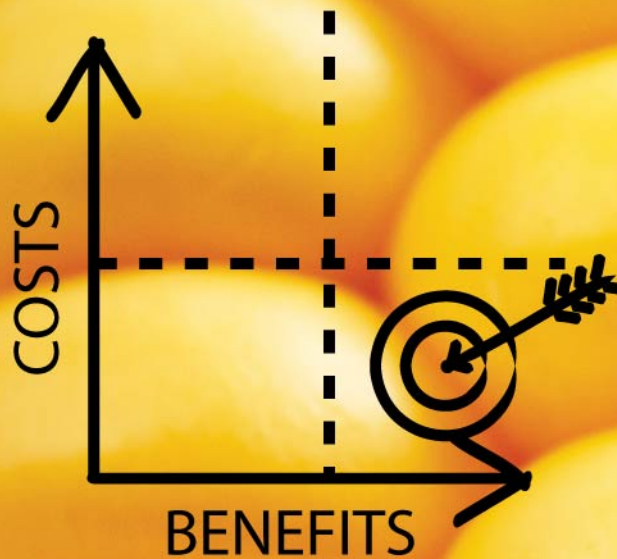


**Pan-India presence of
Pristine Logistics &
Infra Projects Pvt. Ltd.**





THE CUTTING EDGE AT THE PRISTINE MEGA FOOD PARK



Sl. No.	Description	Traditional Way for Entrepreneurship	At Pristine Mega Food Park Pvt. Ltd.
1.	Selection of Land	Six to Eighteen Months	Instant
2.	Conversion of Land	Three to Six Months	Already under Industrial Growth Center
3.	State Government Clearances	Six to Twelve Months	Support for Single Window Clearance
4.	Development of Basic Infrastructure	Six to Twenty Four Months	Already Developed
5.	Power Resources	Difficult (Six to Twenty Four Months)	Dedicated 12.5 MW HT Connection
6.	Project Funding	Complex	Simple (Project is under Ministry of Food Processing Industries, Government of India)
7.	Project Structure	Capex	Opex
8.	Transportation & Logistics Services	Under developed, inefficient and inadequate	World class services along with proposed Logistics Park adjacent to the project site
9.	Nature	Build-Operate-Manage	Plug & Play
10.	Production	After Eighteen to Thirty Six Months	Within six to twelve months (Have to only set-up the processing unit)
11.	Project Implementation Schedule	Twelve to Thirty Six Months	Six months to Eighteen months
12.	Investment	Huge Investment	Reduction in Investment up to 50%
13.	Integrated Approach	Separate fielding required for every requisite resources	High Resource Availability due to common pool and integrated approach
14.	Rate of Investment	100% All hassles will be faced by entrepreneur	Only Limited to core business while other hassles will be faced by the management of PMFP



FINANCIAL
INCENTIVES



STATE GOVERNMENT
SCHEMES

FINANCIAL INCENTIVES

INCOME TAX RELIEF

Under sub-section (11A) of section 80 IB of the Income Tax Act, 1961, a deduction from profits up to specified amounts [100% for the first 5 assessment years and thereafter, 30% in the case of a company for another 5 assessment years.

Eligible:

- Profit from the business of processing, preservation and packaging of fruits or vegetables or from the integrated business of handling, storage and transportation of food grains.
- Tax holiday in respect of the business of processing, preserving and packaging of meat and meat products and poultry, marine and dairy products.
- Business of setting up and operating cold chain facilities for specified products and setting up and operating warehousing facilities for storage of agricultural produce.

EXEMPTION FROM EXCISE DUTY

- Specified goods intended to be used for the installation of a cold storage, cold room or refrigerated vehicle, for the preservation, storage, transport or processing of agriculture, apiary, horticulture, dairy poultry, aquatic and marine product and meat.
- Conveyer belt system used in cold storage facilities for the preservation, storage, transport or processing agriculture, apiary, horticulture, dairy, poultry, aquatic and marine produce and meat, mandis and warehouses.
- Milking machines and dairy machinery.

SERVICE TAX

Exemption from service tax has been provided to services relating to Erection, Commissioning or Installation of:

- Mechanized Food Grain Handling Systems etc.
 - Equipment for setting up or substantial expansion of cold storage.
 - Machinery / Equipment for initial setting up or substantial expansion of units for processing of agricultural, dairy, poultry, aquatic, marine or meat products.
 - Exemption from service tax is available to transport of fruits, vegetables, eggs or milk by a goods transport agency.
- The scope of exemption has been expanded to include food grains and pulses.

TAX STRUCTURE:

All new units will be entitled to avail 80% reimbursement against the admitted VAT amount for a period of ten years. The ceiling for this reimbursement will be 300% of the capital Invested.

PRE-PRODUCTION INCENTIVES:

100% exemption from Stamp Duty / Registration Fees being levied on Lease / Sale / Transfer of Industrial Land/Shed.

INCENTIVE ON LAND:

Incentive for investment on land / shed for Mega Units, grant of 25% with ceiling of Rs 30 lakhs

CAPTIVE POWER GENERATION / DG SET:

New units would be granted exemption from Monthly Minimum Charges / Minimum Base Energy Charge / Demand / Billing Demand or such charge being levied in any other name in the tariff order of BERC for five years.

INCENTIVE ON QUALITY CERTIFICATION:

75% of expenditure incurred in obtaining certificate of I.S.O. standard (or equivalent) from reputed national / international level organizations to individual small units.

**STATE
GOVERNMENT
SCHEMES*****CENTRAL SALES-TAX:**

MSME industries registered by competent authority will pay only 1% CST on their item of production.

S.C / S.T / WOMEN / HANDICAPPED:

Entrepreneurs under above categories will avail 5% additional grant / exemption / subsidy than the limit fixed under this policy.

EMPLOYMENT:

Industrial unit, generating direct employment of at least 100 persons will be paid an incentive by the State Government, the amount of which will be equivalent to the EPF amount paid by such units for new employees for a period of one year.

CAPITAL SUBSIDY FOR CLUSTER PROJECTS:

Grant up to 40% of the project cost, subject to maximum of Rs.10 Crores for SPV in case of common cluster infrastructure.

CAPITAL SUBSIDY FOR INVESTMENT UNITS:

Up to 35% of the project cost subject to maximum Rs. 5 Crores in case of an individual investor.



MARKETING INITIATIVES AND PROMOTIONS

- Participation at INDIA-VIETNAM INVESTMENT ENGAGEMENT held at HO CHI MINH CITY at Vietnam.
- Participation at National Seminar held at Pragati Maidan, New Delhi in Aahaar International Fair.
- Participated in Seminar on Food Processing Sector organised by IL&FS and Bihar Government at Delhi Haat.



INVESTMENTS COMMITTED

- Total Investment already committed INR 251 Cr.
- 1st Unit of Pristine Mega Food Park coming up – Riverine Food & Feeds in the Poultry Feed Domain with 2 Acres Land Allotment and project cost more than INR 20 Crs.
- Investment commitments in units ranging from Maize Processing to Fruit & Vegetable processing to Flour Mill & Poultry Feed.







Pristine Mega Food Park Pvt. Ltd.

Corporate Office: 3rd Floor, Wing B, Commercial Plaza, Radisson Blu, Mahipalpur, New Delhi-110037

Patna Office: 405, Fazal Imam Complex, Near Central Mall, Frazer Road, Patna- 800001

Project Site address: Pristine Mega Food Park Pvt. Ltd., Industrial Growth Centre, Mansi, Khagaria- 851214

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