

**Safal**<sup>®</sup>

*The finest  
processed fruits  
from India*

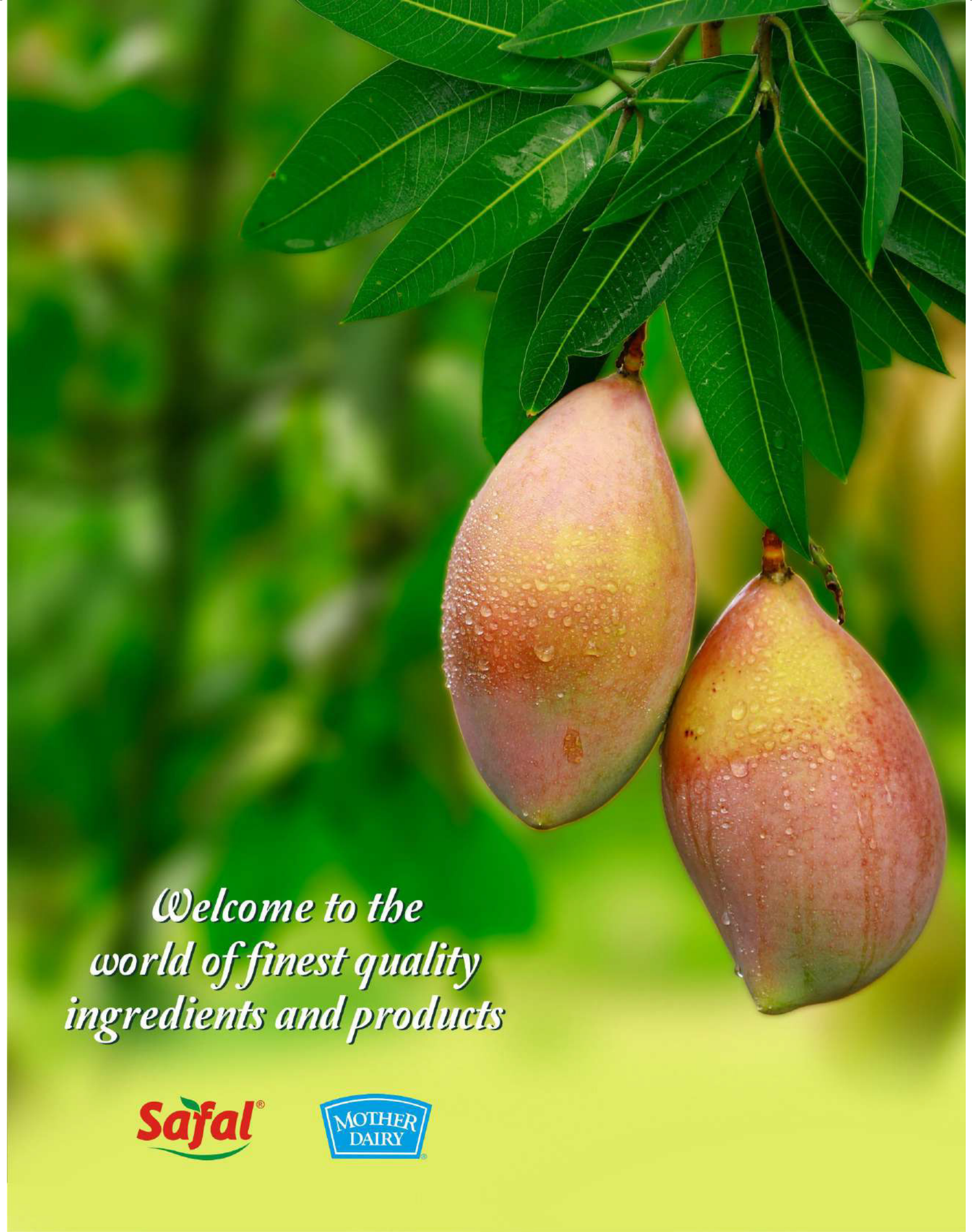




**NAAMCOS**

*Introducing*

**Sajal**<sup>®</sup>



*Welcome to the  
world of finest quality  
ingredients and products*



## ABOUT US



**MOTHER DAIRY WAS SET UP IN 1974 AS A PART OF THE OPERATION FLOOD PROGRAM OF NATIONAL DAIRY DEVELOPMENT BOARD**

**(AN AUTONOMOUS BOARD UNDER GOVERNMENT OF INDIA)**



**Current Turnover  
Over \$ 1.5 Billion**



**Workforce  
5000+**

### OUR VISION

“Provide quality food and beverages to consumers at affordable prices while ensuring fair returns to the producers.”

### OUR MISSION

Mother Dairy's heritage is intrinsically linked to the cooperative movement in India. With determination & pride we will continue to serve our farmers, rural India & our consumers. Our values reflect who we are & what we firmly believe in.

## OUR BRANDS



DAIRY PRODUCTS



FRUIT & VEGETABLE PRODUCTS



COOKING OIL

Mother Dairy is a leading manufacturer & exporter of

- Dairy products
- Fruit pulp & concentrates
- IQF fruits & vegetables
- Fresh fruits & vegetables
- Cooking oils

- First in India to organize the F&V business under the brand Safal
- First in India to launch IQF vegetables under the brand Safal.
- Safal's Procurement network is spread over 20 states in India, comprising nearly 8000 farmer members.
- Safal operates through 350 company owned outlets in India and caters to 1 Lakhs customers every day.
- Safal procures and process more 1000 MT of fruit and vegetable every day.
- Safal supplies Fruit pulp & concentrate to companies like Coca Cola, Nestle, Unilever, Danone, Pepsi Co, Innocent etc in more than 40 countries across the globe.



**BACKWARD  
LINKAGE:  
TRACEABILITY  
TO  
ORIGIN**

We believe that the quality of fruit we buy is of paramount importance to ensure quality finished product. It's no wonder that we have a strong backward linkage so that we can trace back every batch of fruit that arrives at our plant to its origin. Safal acts as the link between the farmer and the consumer in a procurement process that benefits both. The farmer gets the most remunerative price, the consumer gets the best produce at reasonable price and most importantly quality is maintained right from the germination of seed to the finished product.

Our highly trained staff work closely with the farmers to encourage modern crop management techniques like use of high grade seeds, scientific farming methods, appropriate post harvesting techniques to ensure quality right from the beginning.

Grown by select farmers, from best quality seeds, managed with care from germination to harvest and plucked at the right stage of ripening ensure that the processing plant receives the finest tropical fruit for superior quality product.



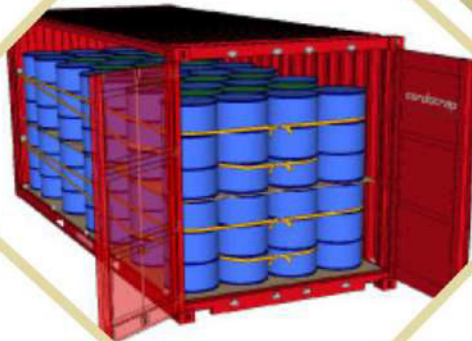
# QUALITY ASSURANCE



Safal is aware of the importance of the quality and has always invested for higher quality production. International quality certifications have been a framework to guide our quality policies.

We as an organization are committed to delivering highest quality product and therefore at every stage of the process we check for all physical, chemical, organoleptic and microbiological quality parameters. Regular cutout tests ensure that the product is of uniform quality and meets every specification of our buyers. Hygienic conditions are strictly maintained at every part of the facility as per Good Manufacturing Practices.

The fruit processing facilities are a registered member of SGF Europe and participates in voluntary control system to ensure consumer safety and product quality. The facilities are accredited with International quality certifications like FSSC 22000, HALAL, STAR K KOSHER, US FDA , SGF, SEDEX, FSSAI etc.



## GLOBAL PRESENCE

Safal has gained an excellent reputation with international buyers with its efficient chain of production, processing and distribution. We at Safal, maintain our tradition of providing good quality products of international grade that meet and exceed the customer's requirement. We are the front-runners in manufacturing tropical fruits pulps & concentrates of the highest quality in India and deliver the same across the globe.

We actively participate in all important international food fairs like Anuga, Gulfood, SIAL to strengthen our relationship with our existing customers and build new ones. We export our products to over 40 countries across the globe including USA, European Union, Russia, Japan, China, Africa, Middle East to name a few.

Our International Marketing operations are managed by a dedicated export division that manages a network of international distributors & customers, supported by its state of art manufacturing processing facilities and Innovation Centre in India.

## ALPHONSO MANGO PULP



PARAMETERS	ALPHONSO MANGO PULP
Color	Golden yellow
T.S.S (Degree Brix)	Minimum 16
Acidity (% as C.A)	Maximum 0.90%
P.H Value	3.6-4.2
Total Plate Count	Less than 10/gm or Absent
Yeast and Mould	Less than 10/gm or Absent
E. coli	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile

## TOTAPURI MANGO PULP & CONCENTRATE



PARAMETERS	TOTAPURI MANGO PULP	TOTAPURI MANGO CONCENTRATE
Color	Yellow	Yellow
T.S.S (Degree Brix)	Minimum 14	Minimum 28
Acidity (% as C.A)	Maximum 0.70%	Maximum 1.30%
P.H Value	3.6-4.2	3.6- 4.2
Total Plate Count	Less than 10/gm or Absent	Less than 10/gm or Absent
Yeast and Mould	Less than 10/gm or Absent	Less than 10/gm or Absent
E. coli	Nil	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile	

## WHITE GUAVA PULP & CONCENTRATE



PARAMETERS	WHITE GUAVA PULP	WHITE GUAVA CONCENTRATE
Color	Creamish	Creamish
T.S.S (Degree Brix)	Minimum 8	Minimum 20
Acidity (% as C.A)	Maximum 0.80%	Maximum 1.30%
P.H Value	3.6- 4.2	3.6- 4.2
Total Plate Count	Less than 10/gm or Absent	Less than 10/gm or Absent
Yeast and Mould	Less than 10/gm or Absent	Less than 10/gm or Absent
E. coli	Nil	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile	

## PINK GUAVA PULP



PARAMETERS	PINK GUAVA PULP
Color	Pink
T.S.S (Degree Brix)	Minimum 8
Acidity (% as C.A)	Maximum 0.80%
P.H Value	3.6- 4.2
Total Plate Count	Less than 10/gm or Absent
Yeast and Mould	Less than 10/gm or Absent
E. coli	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile

## RED PAPAYA PULP & CONCENTRATE



PARAMETERS	RED PAPAYA PULP	RED PAPAYA CONCENTRATE
Color	Red	Red
T.S.S (Degree Brix)	Minimum 8	Minimum 24
Acidity (% as C.A)	Maximum 0.70%	Maximum 1.30%
P.H Value	3.6-4.2	3.6-4.2
Total Plate Count	Less than 10/gm or Absent	Less than 10/gm or Absent
Yeast and Mould	Less than 10/gm or Absent	Less than 10/gm or Absent
E. coli	Nil	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile	

## YELLOW PAPAYA PULP



PARAMETERS	YELLOW PAPAYA PULP
Color	Yellow
T.S.S (Degree Brix)	Minimum 8
Acidity (% as C.A)	Maximum 0.70%
P.H Value	3.6-4.2
Total Plate Count	Less than 10/gm or Absent
Yeast and Mould	Less than 10/gm or Absent
E. coli	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile

## TOMATO PASTE



PARAMETERS	TOMATO PASTE
Color	Red / 1.90
T.S.S (Degree Brix)	Minimum 28
Acidity (% as C.A)	2.0-3.0%
P.H Value	3.9-4.5
Total Plate Count	Less than 10/gm
Yeast and Mould	Less than 10/gm
E. coli	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile

## BANANA PUREE & CONCENTRATE



PARAMETERS	BANANA PUREE - ACIDIFIED	BANANA CONCENTRATE- ACIDIFIED
Color	Creamy white to beige	Creamy white to beige
T.S.S (Degree Brix)	Minimum 20	Minimum 30
Acidity (% as C.A)	Minimum 0.5%	Minimum 0.75%
P.H Value	3.6 - 4.2	3.6 - 4.2
Total Plate Count	Less than 10/gm or Absent	Less than 10/gm or Absent
Yeast and Mould	Less than 10/gm or Absent	Less than 10/gm or Absent
E. coli	Nil	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile	

## BLACK GRAPE PULP



PARAMETERS	GRAPE PULP
Color	Violet
T.S.S (Degree Brix)	Min 10
Acidity (% as C.A)	Max 1.70 %
P.H Value	3.1- 4.0
Total Plate Count	Less than 10/gm
Yeast and Mould	Less than 10/gm
E. coli	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile

## FROZEN JAMUN PULP (BLACK PLUM)



PARAMETERS	FROZEN JAMUN PULP (BLACK PLUM)
Color	Purple
T.S.S (Degree Brix)	Min 11
Acidity (% as C.A)	0.30- 1.00
P.H Value	3.50-4.20
Total Plate Count	Maxumum 5000/gm
Yeast and Mould	Maxumum 300/gm
E. coli	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile

## AMLA PULP (INDIAN GOOSEBERRY)



PARAMETERS	AMLA PULP (INDIAN GOOSEBERRY)
Color	Creamy white
T.S.S (Degree Brix)	Min 8
Acidity (% as C.A)	Min 1.5 %
P.H Value	2.0-3.0
Total Plate Count	Less than 10/gm
Yeast and Mould	Less than 10/gm
E. coli	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile

## TURMERIC (HALDI) PASTE



PARAMETERS	TURMERIC (HALDI) PASTE
Color	Golden Yellow Colour
T.S.S (Degree Brix)	Min 4 <sup>o</sup>
Acidity (% as C.A)	0.05 to 0.30
P.H Value	6.0 to 7.5
Total Plate Count	Maxumum 100 cfu/g
Yeast and Mould	Maxumum 50 cfu/g
E. coli	Absent in 25g
Microbiological Status	Free from pathogenic bacteria and commercially sterile

## ENGLISH CARROT PASTE



PARAMETERS	ENGLISH CARROT PASTE
Color	Characteristics of Carrot
T.S.S (Degree Brix)	Minimum 8.0
Acidity (% as C.A)	0.3 - 1.5
P.H Value	3.9 – 4.5
Total Plate Count	More than 10
Yeast and Mould	Nil
E. coli	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile

## CLEAR MANGO & GUAVA JUICE CONCENTRATE



PARAMETERS	MANGO	GUAVA
Color	Pale Yellow	Pale Yellow
T.S.S (Degree Brix)	65+/- 2	65+/-2
Acidity (% as C.A)	1.50-2.50%	2.50-4.00%
P.H Value	3.6-4.2	3.6-4.2
Total Plate Count	Maximum 1000/gm	Maximum 1000/gm
Yeast and Mould	Maximum 1000/gm	Maximum 1000/gm
E. coli	Nil	Nil
Microbiological Status	Free from pathogenic bacteria and commercially sterile	

## IQF MANGO DICES



PARAMETERS	IQF TOTAPURI MANGO DICES
Colour	Light to bright Yellow
T.S.S (Degree Brix)	min 10 , max 13 , target 11
Acidity (% as C.A)	Maximum 1.70 % , Minimum 1.0 %
P.H Value	2.9- 4.2
Particle size	10x10 mm, 6x6 mm
Total Plate Count	Less than 10000/gm
Yeast and Mould	Less than 1000/gm
Salmonella	Absent/25g
Listeria monocytogenes	100
Stone parts	2 pcs /10 Kgs
Color variation	2%
E. coli	Less than 10/gm
Microbiological Status	Free from pathogenic bacteria and commercially sterile

## PACKAGING OPTION



MS DRUMS 215 KG



BAG IN BOX 20 KG



CANS 3.1 KG



BINS 1500 KG



HDPE BARRELS 180 KG

## PACKAGING INFO.

PRODUCT	NET. WEIGHT IN KG	SHELF LIFE	STORAGE CONDITION
Alphonso Mango Pulp	3.1/20/215	18 months	Ambient
Totapuri Mango Pulp	3.1/20/215/1500	18 months	Ambient
Totapuri Mango Concentrate	20/220/228/1500	18 months	Ambient
Pink Guava Pulp	210	18 months	Ambient
White Guava Pulp	210	12 months	Ambient
White Guava Concentrate	220	12 months	Ambient
Yellow Papaya Pulp	210	18 months	Ambient
Red Papaya Pulp	210	18 months	Ambient
Red Papaya Concentrate	220	18 months	Ambient
Tomato Paste	228/1500	18 months	Ambient
Amla Pulp	210	18 months	Ambient
Banana Puree	210	12 months	Ambient
Banana Concentrate	220	12 months	Ambient
Jamun Pulp	190	24 months	Frozen
Turmeric Paste	20/210	24 months	Ambient
English Carrot Paste	210	18 months	Ambient
Grape Pulp	210	18 months	Ambient
Clear Mango/Guava/Grape Juice Concentrate	250	18 months	Frozen
Preserved Gherkins	160-180/10	18 months	Ambient
IQF Mango Dices	10	24 months	Frozen

## SHIPPING INFO.



80 Drums / 20 ft Container

16 Bins / 20 ft Container



926 Cartons / 20 ft Container

6000 Cans / 20 ft Container



120 Drums / 40 ft Container

20 Bins / 40 ft Container

## PRESERVED GHERKINS (Acetic Acid/Natural Vinegar/Brine)



PARAMETERS	PRESERVED GHERKINS
Colour	Greenish to Light Green
Salt as Nacl 2%	3.9-4.3%
Acidity	3.1-3.3%
P.H Value	3.15-3.5
Total Plate Count CFU / 9m	Less than 100 cfu/g
Yeast and Mould CFU / 9m	Less than 100 cfu/g
Colioforms	Nil
So2	80-150
Minor Defects- cut,bruised,borer,wrinkles	Maximum 5 %
Major Defects- stem, flower, deformed	Maximum 3 %
Critical Defects- fungus, rotten	Nil

## FRUIT CALENDAR

PRODUCT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ALPHONSO MANGO												
TOTAPURI MANGO												
PINK GUAVAA												
WHITE GUAVA												
RED PAPAYA												
YELLOW PAPAYA												
TOMATO												
JAMUN												
TURMERIC												
BANANA												
ENGLISH CARROT												
AMLA												
GHERKINS												
GRAPE												



Channel Partner



**NAAMCOS**

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**NAAMCOS**

**Safal**<sup>®</sup>