

Both sauce and ketchup are consumed with food and snacks. Tomato is a valuable raw material used for products such as juice, puree and paste, ketchup / sauce and canned whole. The recent scientific advances have revolutionized tomato processing industries.

This project profile has been prepared for production of Tomato Juice, Tomato Ketchup and Tomato Puree.

## **MARKET POTENTIAL**

Due to increasing standards of living in the cities and the rapid urbanization taking place in the rural areas, consumption of tomato based products is expected to go up steadily. At present, the market of ketchup / puree, specially in the urban areas, is dominated by brands likes MEGGI and KISSAN. Some Medium and Small Companies are also engaged in its production. Estimated production of sauce / Ketchup etc. in North India was around 4000 MT in 1995. The estimated demand for the products for the same period was 10000 MT which is expected to grow upto 12000 MT by 2005 AD. Thus presence of a demand supply gap of 6000 MT can be observed which may reach a figure of 8000 MT in 2005 D. Thus there is

ample scope for a unit to come up in this product sector to cater especially to the semi urban and rural sectors of north India. Tomato processing in India is still not very significant. Recently, there was a steady rise in production due to the entry of multinationals with better market infrastructure and sales promotion campaigns.

With high fluctuation in market prices of fresh tomatoes in the urban market, there are good prospects for tomato juice, and tomato puree in place of fresh tomatoes in household sector. Besides the boom in the food service sector including fast food chain, has widened the demand potential for tomato ketchup and soups.

Experiments have shown that advertisement and publicity have influenced the pattern of consumption of tomato products. Besides, tomato products have good export potential especially in the Middle-East.

## **BASIS AND PRESUMPTIONS**

1. The Project Profile has been prepared on the basis of single shift of 8-hrs. a day and 25 – working days in a month at 75% efficiency.