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EANS-News: AGRANA acquires fruit processing plant in India

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Company Information/Acquisition

The sugar, starch and fruit group AGRANA has consolidated its presence in Asia through the acquisition of a fruit processing plant from the Indian fruit processor SAIKRUPA Fruit Processing Pvt. Ltd. Following the establishment of AGRANA Fruit India Private Ltd. last September and the acquisition of facility from SAIKRUPA, AGRANA has now expanded its production activities in Asia to a third territory, in addition to China and South Korea, namely the Indian subcontinent. As the global leader in fruit preparations, AGRANA now maintains 26 production sites in 20 countries.

The fruit processing plant in question is located in western India in the federal state of Maharashtra, around 50 km south of Pune. The plant is therefore located in close proximity to strategically important commodities such as mangos, strawberries, pomegranates and guava. Key customers have also set up operations in this region. At the same time, AGRANA Fruit India has opened an administration office and a research and development laboratory in Pune.

"This first entry in India with the acquisition of this fruit processing plant is a further important step as part of our expansion into the fast-growing Asian market. We see excellent opportunities for our products particularly in emerging markets such as India due to rising purchasing power and changes in consumption behaviour patterns. It is now time to leverage AGRANA's high quality standards and the innovative strength of our Fruit segment to satisfy the needs of our customers with a wide portfolio - ranging from standard fruit preparations for yoghurts and ice creams to premium-segment fruit solutions such as sauces, condiments, fillings and smoothie bases," explains the CEO of AGRANA Beteiligungs-AG, Johann Marihart.

Fruit preparations at AGRANA

Fruit preparations contain top quality fruit which is prepared either as a liquid or in pieces in order for these to be used in dairy products or in the ice cream and bakery products industries. These products are individually designed and produced by AGRANA on the basis of close development-related collaborations with customers.

In addition to supplying the food processing industry, AGRANA also supplies its fruit preparations to fast-food companies and food service providers.

About AGRANA

AGRANA adds value to agricultural commodities to produce top quality foodstuffs and numerous industrial upstream products. Around 8,600 personnel working at over 50 production facilities worldwide generate consolidated revenues of around EUR 2.5 billion. The Company was founded in 1988 and is today the leading sugar company in Central and Eastern Europe as well as being a major European producer of custom starch products and bioethanol. AGRANA is also the global leader in fruit preparations and the largest manufacturer of fruit juice concentrates in Europe.

This press release is available in German and English at www.agrana.com.

Further inquiry note:

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