



Manufacturing of Cashew Apple Nectar and Cashew Apple Pomace Powder Enriched Cookies



(Ms/. SR Foods and Breweries : A Start-up Incubated and Financially Supported by CIRCOT R-ABI, Mumbai)

- Enrichment of fruit fiber and nutrients in cookies.
- Benefits of dietary fiber, minerals and vitamins etc. provided in one product.
- Energies our body, provides essential supplements and acts as a functional food.
- Improves digestion.
- Vidarik and cookies are beneficial for nursing mothers.
- Natural resources are used to prepare a sustainable product with minimum additives.
- Innovative use of cashew apple pomace which is thrown away as waste.



Cashew apple spicy nectar



Cashew apple pomace powder moringa cookies



Cashew apple pomace powder cookies



Cashew apple spicy nectar



Cashew apple pomace powder



Cashew apple pomace powder cookies

Product Range:

Cashew apple spicy nectar, Cashew apple pomace powder moringa cookies, Cashew apple pomace powder cookies, Cashew apple spicy nectar



Incubation Support:

M/s SR Foods and Breweries has been incubated at CIRCOT- R-ABI under 2nd Cohort of RKVY RAFTAAR scheme and sanctioned as Ankur (Seed Stage) Funding of Rs 15 lakhs.

The incubation support helped the startup to refine their minimum viable product through mentoring and made it more acceptable in the market. The support provided by the CIRCOT R-ABI in the development of the business plan, incorporation of business entity and financial support with funds. The business plan developed with the help of CIRCOT R-ABI experts has put the startup on the correct business path to obtain, desired targets.



Founder:

Mr. Rahul Joshi is an entrepreneur from Raigad, Maharashtra. He is M.Sc. (PHM). He found that cashew apples are considered waste (40 lakh tonnes in India). Nobody can produce a commercially viable product in the Konkan area from the cashew apple. So he developed an innovative processing technique for the extraction of cashew apple juice to reduce astringency. The process involved the application of heat treatment with a natural reagent to cashew apples to remove the astringency of the fruit without altering the nutritional properties of the final product.

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