

INSTANT PAYASAM MIX

Introduction

Payasam mix is a most common traditional food items it consists of toasted raisins, cashew and vermicelli in the hydrogenated fat toasted vermicelli along with raisins and cashew are mixed with other ingredients and packed in to polypropylene bags

Market potential

The premixes of traditional foods are taking a major share in the market and productions of these premixes are increasing day to day. The increase in the production of these premixes is attributed to many factors like easy to prepare, more convenient in nature and also good shelf life, as these premixes consumption are increasing, there is a considerable scope for sustaining or even increasing the growth of the industry by diversifying with the introduction of newer premixes, as payasam mix is a most common traditional food item for the majority of the population in the country for people of all age groups, it has a very high market potential for present and future.

Raw material

Vermicelli, sugar skimmed milk powder, fat, raisins, cardamom powder, cashew and bha.

Process

Scaling of ingredients → toasting → cooling → mixing → weighing → packing

Equipment

Toasting machine, mixer and pouch filling machine etc., are required as major equipments.

Project economics

Capacity of production	300 tonnes / annum (1000kg/day)
Cost of plant and equipments	Rs.5.5 lakhs
Total project cost	Rs.34.4 lakhs