

## Mahindra Agri Solutions Introduced Range of NuPro Pulses in Mumbai

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# Mahi Agri Solutions Launches Unpolished Pulses in Mumbai

Brings chana, moong, masoor and urad dal to the market under its brand NuPro

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**Mumbai:** The estimated ₹1.5 lakh crore branded pulses market in the country has attracted yet another corporate, thanks to the hefty margins and potential for growth it commands.

Mahindra Agri Solutions (MASL), a wholly-owned subsidiary of M&M, which launched tur dal under NuPro brand a year ago in Mumbai, has launched chana, moong, masoor and urad dals across 4,000 outlets in the city.

NuPro pulses are targeted at the upper middle class, educated woman of the city. Urad dal has been priced at ₹130 per half a kg, moong dal (₹185 a kg), Masoor Dal (₹160/kg) and chana dal (₹175 a kg). The premiums that the unpolished dals command range from 50-100% to the normal variety of dals, basis consumer affairs ministry data on July 5.

Justifying the prices, Sharma said, "These are sundried, unpolished variety of pulses which take approximately half the time to cook. Besides we vouchsafe for the purity and high quality assurance, which is why NuPro had a healthy 30% repeat purchase."

The two larger rivals of MASL are Tata Sampann and Satyam, which have 20% and 8-9% market share in Mumbai respectively, said Sharma. The company which had sales of ₹2.5 crore in pulses in FY16 targets to



### Packaged Pulses Mkt Seen at ₹350 Crore

**MUMBAI** The Mumbai pulses market is estimated at ₹7,000 crore, of which organised packaged pulses market is ₹350 crore. MASL plans to have around 5% market share by the end of the current fiscal year, according to Ashok Sharma, MD & CEO, MASL.

generate revenue of ₹20 crore from pulses in the current fiscal in Mumbai. It's grander aims include expanding to the country's top 10 cities over the years and commanding a 5% market share of the overall ₹1.5 lakh crore branded market.

MASL also sells edible oils like soya and mustard under the NuPro brand in West Bengal, and fruits and vegetables under the Saboro, Spanish for tasty brand. The revenues of MASL grew 12 times to ₹900 crore in the past five years through fiscal year 2015-16.

Around 90-95% of the procure-

ment of pulses is from the domestic market, mainly APMC market yards and appx 10% from Myanmar, Tanzania and Canada. The company has reached out to 2500 farmers in Maharashtra in areas like Latur and Amravati and plans to swathe 10,000 farmers in the near future.

In fact, claims Sharma, the productivity of pulses, which stands at an average ₹650 kg/hectare in India, rose to ₹800-850 kg/ha, thanks to advisory and high quality input sales by MASL to farmers in Latur. In comparison average yield in China is 1900 kg/ha for pulses, Sharma added.

Ashok Gulati, Infosys chair professor for agri at ICRIER, also said that corporates tend to charge higher premiums because of "quality assurance" and brand equity "which isn't built out of thin air."

"If you knew the kind of oils being used by some to polish dals in the unorganised sector, you'd stop eating them," he said. "The bigwigs (corporates) can't afford to erode their brand equity by engaging in malpractice so you as a customer can be sure of quality even if you're paying a higher price."

# Mahindra launches 4 varieties of dal under NuPro

OUR BUREAU

Mumbai, August 8

Mahindra Agri Solutions, part of Mahindra & Mahindra Group, has launched four new varieties of branded pulses under its NuPro brand in Mumbai with a target to become a pan-India player in three years.

The company, which is selling only branded tur, has completed the entire portfolio of branded dal with the launch of chana, moong, masoor and urad. It also

plans to launch besan under NuPro brand soon.

The agriculture division of Mahindra group is targeting a turnover of ₹20 crore this fiscal from the branded pulses market in Mumbai which is estimated at ₹350 crore. Overall pulses market in Mumbai is about ₹5,000 crore.

Mahindra plans to source 90 per cent of its pulses requirement directly from farmers in Maharashtra, Madhya Pradesh and Karnataka and depend on

imports from Canada, Myanmar and Tanzania for the rest.

Ashok Sharma, Managing Director, Mahindra Agri Solutions, said the good response for the tur dal, which was launched nine months ago, has given confidence to go whole hog on pulses.

"We have sold 500 tonnes of NuPro tur dal in nine months and touched a peak of 100 tonnes recently. In fact, about 30 per cent of our sales came through repeat customers," he said.

Estimated at ₹1.5 lakh crore, the Indian market for branded pulses is growing at 20 per cent per year for last five years as pulses sold in loose are also priced at a premium mostly.

Mahindra is also strengthening its focus on research and development and is developing a new variety of hybrid seed for pulses to improve the yield which is currently among the lowest at 650 kg/hectare against the world average of 1,000 kg. It is 1,900 kg/ha in China.

## Mahindra expands branded pulses portfolio

**DRUP KUMAR JHA**  
Mumbai, 8 August

Mahindra Agri Solutions (MASL), a 100 per cent subsidiary of Mahindra & Mahindra, on Monday launched four new varieties of branded pulses under its NuPro brand. The company is aiming for six-seven per cent share in Mumbai's packaged pulses market by the end of FY17.

MASL introduced chana dal, moong dal, masoor dal and urad dal at a premium of nearly 20 per cent over the prevailing market price. It sells tur dal at similar premium pricing.

"With introduction of four new varieties of pulses, we can now boast of a complete portfolio of branded pulses with the proposition of healthy, pure and quality products... The repeat purchase for NuPro stands at a healthy 30 per cent," said Ashok Sharma, managing director and chief executive, MASL.

At present, the company is targeting upper middle class, health conscious consumers in Mumbai before going for a pan-India rollout plan in three years. "Currently, we are focused in Mumbai. But we are also evaluating other markets in Maharashtra and in another three years, we expect to be present in all important cities across India," Sharma said.

Going forward, Mahindra will expand its footprint in other related value-added products this year such as besan.

## ब्रांडेड दाल बाजार में महिंद्रा का विस्तार

### कंपनी ने नुप्रो दाल की चार नई किस्में लांच कीं



और इसे प्राकृतिक तरीके से सूखा कर तैयार किया जाता है। कंपनी का दावा है कि नुप्रो दाल को पकाने में, अन्य दालों की तुलना में 50 प्रतिशत कम समय लगता है। नुप्रो दाल फिटली भी तहत के स्वास्थ्यवर्धक पदार्थ से युक्त है ताकि उपभोक्तাদের के लिए दालों का सुदृढतम रूप सुनिश्चित हो सके। ये दाल प्राकृतिक पोषक तत्वों से बनाए गए हैं। इसका उच्च प्रोटीन और फाइबर एक स्वस्थ जीवन शैली का पूरक है। नुप्रो दाल 500 ग्राम और एक फिटली के पैकेट में मुंबई के 4,300 आउटलेट्स में उपलब्ध हैं। इंडिया में उदात्त की दाल केवल 500 ग्राम के पैके में बेची जाती है।

एग्जिक्यूटिव के प्रबंध निदेशक अशोक शर्मा ने कहा कि कहा कि दालों की चार नई किस्मों की सुपुर्भाव के साथ ही अब हम स्वस्थ, सुदृढ और गुणवत्तापूर्ण ब्रांडेड दालों का एक पूरा पोर्टफोलियो दे रहे हैं। हम अपने ब्रांड को अपने उपभोक्ता प्रतिक्रिया से प्रेरित हैं। उन्होंने कहा कि नौ फीसदी के भीतर हमने महानगर में 500 मेट्रिक टन अक्षर दाल का आउटलेट देखा है। हाल में हमने प्रति साठ किलो 300 मेट्रिक टन की सीमा को उड़ा है। नुप्रो ब्रांड के साथ, हम शहरों के साथ सुदृढता का दावा भी निभा रहे हैं। उन्होंने उम्मीद जताई कि महिंद्रा गुणवत्ता मानक के साथ नुप्रो बाजार में दाल का एक पर्यवेष्ट ब्रांड बन जाएगा।

**मुंबई** • संपादकता

विविधोक्त महिंद्रा एंड महिंद्रा समूह की कंपनी महिंद्रा एग्री सॉल्यूशंस लि. (एएएसएल) ने मुंबई में नुप्रो ब्रांड के तहत ब्रांडेड दालों की चार नई किस्मों को लांच किया है। नुप्रो दालों की विस्तृत पोर्टफोलियो में लोकप्रिय अक्षर दाल जो पिछले साल बुरक किया गया था, के अलावा अब चना दाल, मूंग दाल, मसूर दाल और उदात्त दाल भी शामिल है। सी पीएमसी अनासिंह नुप्रो ब्रांडेड दालों में नयी की मात्रा न्यूनतम है