

# Freeze Drying Technology

**Future Technology  
for  
Extending Shelf Life  
of  
Food Products & Many more**

**Prepared By:-**

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# Freeze Drying Technology

## Scope of (Ready to Eat) Products

**Ready to Eat is one of the most  
Trending - Innovative - Profitable  
Business in Food Processing Industry**

**Due to rapid urbanization  
Ready to Eat market is growing  
at very fast pace in India &  
Abroad as well.**

**\*Expected market size  
of 195.3 Billion US \$ by the  
end of 2026.**

**\*npcscenterpreneurindia.co**

# Ready to Eat

Indian ready to eat market is expected to grow@22% CAGR.

## Factors for Growth



On the Go  
Convenience

—  
Changing Food  
Consumption behavior

—  
Increased willingness  
to spend on Food

—  
High disposable income

—  
Improving consumer life  
style

—  
Rapid Urbanization

—  
Lack of cooking Time

# Current Trends

## Ready to Eat Food Products (Current Challenges)

### Retort Pouch

Sterilized (Retort) Food gives imbalanced cooking & does not offer the universal taste.

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### Canned

Canned Food becomes metallic in taste after a certain span & offers very limited variety.

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### Frozen

Frozen Food requires constant cold chain & also require a little cooking. Many times final results are not close to natural.



# Latest Innovation

## For Improving Ready to Eat Preparations

**Join  
the  
latest  
Trend**

**Need of the hour**

**is to come closer to .**

- **Most respected home Cooked Food**
- **Natural Food Flavor**
- **Without Presevative**
- **Without Cold Chain**
- **Storing at ambient temp.**
- **Longer Shelf Life.**

**Solution is  
Freeze Drying Technology**

# Dried Food Products

## Ready Meals

No Preservative  
No Cold Chain

Product  
from  
Freeze  
Drying

Shelf Life  
1 Year  
or  
More



### Breakfast

Idli-Sambhar, Poha,  
Upma, Khichdi, Daliya  
Pao-Bhaji.



### Main Course

Rajma, Daal, Chole,  
Biryani, Fried Rice,  
All Purpose Gravy.



### Desserts

Gazar Halwa,  
Moong Daal Halwa,  
Suji Halwa, Kheer,  
Sewaiyan.

# Viability of the Project

## Manufacturing Cost of 1 Serving

**1 Serving      85 Gm      Rs.30/-**

**R/M = 11/-**

**P.M = 07/-**

**Conv = 12/-**

## MRP. of Similar Products

<b>MOM</b>	<b>60/-</b>	<b>90 Gm</b>
<b>Tiffin to Go</b>	<b>99/-</b>	<b>80 Gm</b>
<b>Triguni</b>	<b>80/-</b>	<b>70 Gm</b>
<b>Suhana</b>	<b>136/-</b>	<b>80 Gm</b>
<b>Mommy's Meal</b>	<b>139/-</b>	<b>72Gm</b>

# Project at a Glance

**Total Capacity of the Plant  
Per Day wet**

**600 Kgs  
(40% Output)**

**Land & Building Required**

**1000 Sqmtr  
Coverd Area**

**Man Power Required**

**22-25**

**Electric Load**

**100 HP**

**Cost of Plant &Machinery**

**1Cr. to 3Cr**



**Depends upon  
the size of the  
Project.**



# Why Freeze Drying

**Freeze Drying Technology. Amazingly protects all attributes of food**

**with**

**Storage convenience & Longest Shelf life.**

## **Attributes Preserved by Freeze Drying**

- **Taste**
- **Shelf Life**
- **Nutrition**
- **Variety**
- **Easy Storage**

**No Cold Chain Requirement to be kept at ambient temp.**

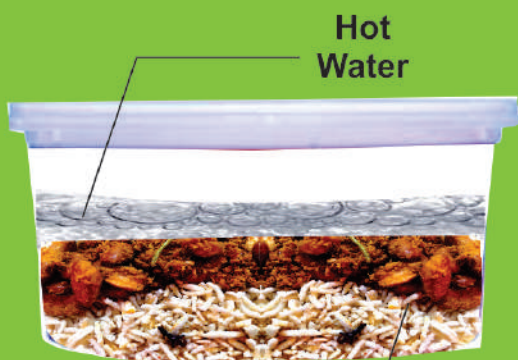
# Market Presentation



**Micro Safe Plastic Container with metallic pouch filled with 80 Gm of Dried Rajma Rice.**

**One serving approx 240 Gm after Re-Hydration.**

# How to Prepare



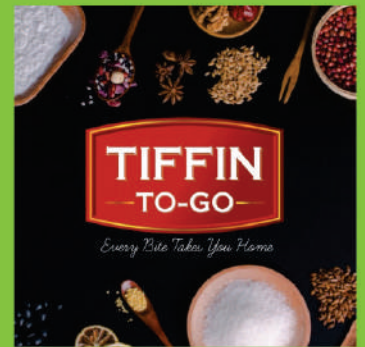
**Freeze Dried Rajma Rice**

**Pour Dried Food into the containers fill with hot water to the given mark close the lid tightly & rest for 8 min.**

**Your delicious food is ready**

# Other Brands Using

## Freeze Drying Technology



& many more....

# Target Customer &

## Marketing Plan

### Target Customer

- Students
- Working Women
- Travelers
- Corporate / Non Corporate Employee
- Healthy & Hygiene loving People

### Current Marketing Trend

- E-COMMERCE
- B2B
- INSTITUTION

# Proposed Marketing Trend

- Mass Retailing
- B2B
- Retail Stall
- Vending Machine
- E-Commerce



# Other Products from

## Freeze Drying Technology



## Fruits & Vegetable Powder / Chunks



## Rare Products From Dairy Industry

# Other Products from

## Freeze Drying Technology



## Fresh Juice Extract / Power



## Heathy Snacks

# Freeze Drying Technology

## Conclusion

A lot of New & Innovative Commercial Product can be made available using this Technology, leading to Profitable and Viable

Plant Expansion  
&  
New Plants.

# Thank You

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