

“Pomega - RTS” - Pomegranate Energy Drink”

Success story of Ex- trainee of KVK, Mohol has published in Daily Agrowon on 17th January, 2015 as “An Engineer becomes a successful entrepreneur” which prepared and marketed Pomegranate energy drink with brand name of “Pomega- RTS” Shri. Shripad Siddheshwar Patil, an entrepreneur who established a small scale unit at Ambe Chincholi, Tal. Pandharpur Dist. Solapur and running successfully from last eight months.

Mr. D.N. Kshirsagar, Subject Matter Specialist (Food Science & Technology) and Dr. D.R. Nandre, Programme Coordinator, Krishi Vigyan Kendra, Mohol has given valuable guidance and technical support for technical knowhow of pomegranate processing, purchasing of machinery, Food Safety and Standard Authority of India (FSAAI) licensing. He also takes all information required for establishment of processing unit and continues contact with KVK, Mohol from 21st December, 2012.

Name & Address	: Shri. Shripad Siddheshwar Patil A/p. Ambe Chincholi, Tal. Pandharpur, Dist. Solapur Mobile No. 8275025677
Enterprise	: Pomegranate processing unit Brand Name: Pomega
Product profile	: Pomegranate juice Pomega – RTS (Pomegranate Energy Drink)
License obtained	: FSAAI
Technical Support	: Krishi Vigyan Kendra, Mohol and MPKV, Rahuri and National Research Center on Pomegranate, Solapur.
Financial Investment	: Rs. 8.00 lakh Own contribution : 6.50 lakh Loan : 1.50 lakh – from Surbhi Patsansth, Velapur
Raw material availability	: Pomegranate fruits from Solapur, Sangola and Pandharpur market
Atomization/ Machinery for processing	: 1) Pomegranate aril separators- CIPHET, Ludhiana developed hand tool. 2) Manual pomegranate juice extractor 3) Brush type fruit pulper for juice extraction 4) Steam jacketed kettle 5) Filling unit 6) Hand refractometer 7) Boiler 8) PET bottles (250 ml)
Market	: <ul style="list-style-type: none">• Local market at Solapur, Kolhapur Districts.• Sale through Agri exhibitions• Efforts are being made for tie-up with Big Bazaar and FMCG companies.
Price	: <ul style="list-style-type: none">• Pomega Energy Drink (RTS)- Rs. 20/- per 250 ml. bottle.• Pomegranate juice – Rs. 120/- per liter.
Expansion in near future	: <ul style="list-style-type: none">• Jamun RTS line in near future• Change in packaging material from PET bottles to tetra-pack.

