

Taste the tender from Sakthi Coco Products

The natural tender coconut, technically liquid endosperm, is the most nutritious wholesome beverage that the nature has blessed for the people of the tropics to fight the sultry heat. With the ample health benefits, tender coconut water is gaining popularity throughout the world.

Sakthi Coco Product is one of the first units in Tamilnadu state which started production of packaged tender coconut drinks in the year 2003. Since the last ten years various milestones are created by Sakthi Coco Products. This Pollachi based company was started by



C.M.Kamaraj who was born in Pollachi and brought up in Thrissur, Kerala wherein he had many friends who were coconut farmers. His frequent interaction with coconut farmers created an instinct in him to develop coconut and coir based industries. He made an in depth study in to various research on the development of coconut and coir based industries.

Shri. Kamaraj was persuaded by Dr.Rethinam who was the then Chairman of Coconut Development Board to start tender coconut processing unit. Coconut Development Board in association with Defence Food Research Laboratory, Mysore, Karnataka had the technology transfer programme and was imparting training to industrialists to start processing of tender coconut drinks in aluminum foil pouches. C.M.Kamaraj was one of the first person from Tamilnadu to undergo the training from Coconut Development Board in the

year 2002. He started his processing unit with the capacity to process 2000 tender coconut per day. Slowly he increased the production capacity from 5000 to 8000 nuts per day. Now Sakthi Coco Products is having the capacity to process 10,000 tender coconuts per day and is producing 10,000 to 12,000 finished packaged plastic bottles of 200ml and 250ml. Every year Sakthi is updating its production technology. As a latest technology, they are now doing hot filling system of tender coconut drinks which has resulted in increased production from 10,000 bottles per day to 20,000 bottles per day.

Sakthi has settled with PP bottles after trying various methods of packaging using multilayered standup pouches, transferred to tin plate cans for packaging. Sakthi Coco Products was importing 250ml tin plate cans from Singapore from the year 2004 to 2009 on regular basis. In due course the importing

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of tin plate cans was not successful due to import duty and the net price increased. From 2009 Sakthi tried plastic cans for filling 200ml tender coconut drinks. Gradually in 2011 they introduced 250ml plastic bottle in attractive shape which was a right choice for them to capture the customers. Presently 80% of their production is in 250ml bottles and 20% is 200ml bottles.

Tender coconut products are exported by Sakthi Coco Products to various countries like USA, UK, New Zealand, South Africa and to Czech Republic. The company has introduced tender coconut water in the UK under the brand name 'Purich' and hopes its cool blue bottle, similar to chic isotonic sports drink containers, will help crack the market. Kamaraj says the company's

exports increased by around 25% last year and it exported five lakh 250ml bottles. "Our research shows that foreign nationals consume more tender coconut water than Indians there," adds Kamaraj, who says that India faces competition from Philippines, Thailand, Malaysia and Indonesia.

Importers in many countries always compliant about packaging that the packing is not upto the mark. This is because in India tender coconut manufacturers are not able to produce plastic bottles with pilfer proof cap. All other tender coconut drinks or tender coconut water in foreign countries is mixed with coconut chips or coconut particles which is successfully processed along with tender coconut drinks. The consumer who consume

coconut water inbuilt coconut particles gives an added drinking pleasure to the customers. In our country we don't have proven technology so far, for adding coconut particles in coconut drinks. The roasted coconut particle is mixed in tender coconut drinks produced in Thailand, Indonesia and Philippines. Sakthi Coco Products was successful in contract packaging for various companies in different brands. Such corporate companies are ready to invest in modern plants in case of regular raw material availability.

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