



Parayil Food Products- 25 years of Delicious Delights

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It is a quarter century since the Delicious Delights of the central Travancore are sent to the kitchens across the continents of Europe, America and Australia. It was quite accidentally that late Mr. P J Mathew of Parayil house from Pala, Kerala became an entrepreneur and then an exporter. Now after a quarter century the Delicious Delights of Parayil Food Products is a common item in the dining table of many malayees across America, England, Ireland, Germany and Switzerland.

Mr. Mathew basically, an agriculturist by tradition and associated with the rubber plantation and the hospitality business took on the challenge to process and freeze porottas and other bread items to a quality conscious international market. It was during one of his trips to America that he realized the preference of non resident Indians for their native foods. Parayil Exports, the family run business, implements quality, stands by consistency and reliability and uses it as a yardstick to success. A processor and exporter of

a multitude of ready to eat processed food packed under its flagship brand Daily Delight, the unit is located at Nariyangannam village of Kottayam Dt., Kerala.

Parayil initially started with spices and curry powder as a small business firm in the year 1993. Later on when the demand for products started growing, the company started the export of curry powder, pickle and chips. It was in the second phase that the company started producing and exporting frozen food items. Almost all the favourite items of Keralites particularly breakfast items, curries etc are brought to the customer in the ready to eat form. This initiative of Mr. Mathew was in fact the first of its kind which nobody else had tried earlier. The items are prepared and are frozen at -40°C and is stored at -20°C . The product is exported in the same temperature. It will take around one month for the product to reach the consumer. These products available in super markets can be kept in the refrigerator until usage. Along with breakfast items, Parayil Food Products is also exporting various snack items.



Reliability in taste, consistency in flavor and the good quality of the products keep customers requesting for more products resulting in setting up of an R & D unit and adding on many more products to the prepared food line. Ready to cook food products were the next in line products from Parayil. Sambar and aviyal mix and other ready to cook curry mix, seafood in raw and clean form and also in ready to cook and cooked form are exported from Parayil's unit in Aroor, Kerala. These seafood products have a shelf life of two years.

Parayil is also into coconut product exports.

Nearly 20 tonne coconut is being exported to different destinations across the globe. Coconut, coconut milk and coconut oil is added in right quantity in all the food items which are being exported by Parayil. Around 500 types of products are exported daily. Parayil Food products is procuring coconut from Quilon, Calicut and Palakkad districts in Kerala and also from Tamil Nadu. The company is very strict on the quality of the nuts that they are procuring. Scrapped coconut is packed and frozen at -40°C for export. A good quality lab is also running as part of Parayil Food Products which strictly ensures the quality of the products. Apart from coconut, coconut oil in one liter and half liter bottle and packets are exported by Parayil. Around 400 people each are working in a shift in both the units of Parayil Food Products at Aroor and Nariyanganam.

Parayil is planning to extend its activities to Tamilnadu also. A unit is in the pipeline in Pollachi which is expected to start functioning in 2019. Company is planning the production of desiccated coconut, coconut milk and coconut cream from this unit.

The prepared food facility has been designed

keeping in mind not only USDA and EU standards of operation but also traditional processes of cooking that lends the product the very essence of home made authentic taste and flavor. The plant integrates all aspects of production under one roof right from pre-processing to processing, quality control and storage. The plant operates under a HACCP and follows GMP at all points, is FDA approved to export to USA and an ISO 9001-2000 certified company. A full fledged laboratory manned by qualified experts work round the clock to ensure that consistent quality products are reached to the consumer. The Research and Development team puts together more and more traditional items onto the plate hitherto not made at home often. This keeps Parayil traditional cuisine alive in the lives of the young generation.

Daily Delight with its wide range of ready-to-eat food and frozen cleaned and cut vegetables continues its mission of expanding its line of product. More ethnically diverse products are brought to the consumers around the world, evoking nostalgia about one's roots, one's homeland and its food. Through its wide range of Indian ethnic food products, Parayil's brands have been able to reach out to consumers across the globe who keep asking for more.

The vision set by its founder Late Mr. P.J. Mathew continues to be promoted through his sons who have also been at the helm of the family business since its inception. Mr Joseph Parayil, Mr Philip Parayil and Mr Mathew Parayil, the Directors of the company believe in keeping in touch with day-to-day operations, no matter where they are. Though based in India and USA, they make it a point to visit the plants frequently and interact with all departments and keep the bond strong. Their presence strengthens the commitment of the entire team making the vision of the group a success. ■

