

Suryashoba

upholding the goodness of coconut



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'Suryashobha' is an established brand name in the manufacturing and marketing of 100 percent natural coconut milk powder. With 25 years of industrial experience, Mr.Suresh Kumar and his wife Mrs. Shobha Suresh, the proprietors of Suryashobha innovated this unique project through their long years of research and keen observation.

It was in 2010 this Thrissur based couple approached a public sector bank in the city to apply for a loan for setting up a coconut milk powder unit. The bank authorities were not willing to extend financial assistance as they were doubtful about the prospects of coconut milk powder unit in Kerala, a state with plenty of coconut trees. He was asked to come with some other prospective projects. The couple took it as a challenge and now the family owns the Suryashobha products with an investment of Rs. eight crore which is apparently the first of its kind in Kerala and the second in India

Initially Suresh Kumar started his unit on a very small scale. It took many years of research and keen observation and of course hard work to yield result. Suresh Kumar is the Managing Director of the Company, his wife Shoba Suresh is the proprietor and his son Sonu is looking after the marketing of Suryashobha products.

Suryashobha owns around 25 cents of land in industrial estate, Athani, Kerala. Initially the family had an engineering workshop for manufacturing grills and gates and also a paper cup manufacturing unit. The idea to start a milk powder unit came later and the family started working on it. Suresh approached

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Coconut Development Board for ascertaining the technical feasibility of starting a unit. On getting assistance from CDB during 2008 the work for setting up the unit was initiated.

With some of his gulf contacts Suresh Kumar was assured that there is good export demand for desiccated coconut powder. He had even identified some buyers before starting production. A group of 48 pravasi malayalees along with Suresh and his wife acquired land for setting up an integrated coconut processing unit at Akilad Beach, Chavakkad, Kerala. But after tsunami, the construction of building was not permitted within few kilometers of the beach and hence they had to drop that project.



Since then Suresh was planning a project. During that period there was no machines in India for producing coconut milk powder. Suresh designed a machine here in India itself based on the design of a similar machine from Denmark. The machine was having the capacity to process 750 kg coconut milk powder and 1500 kg desiccated coconut powder. The project is fully supported by Coconut Developed Board and the state of the art technology is the brain child of CFTRI Mysore.

During that period in 2010-12, Maggi was importing and marketing coconut milk powder in India. Suryashobha competed with Maggie with its good quality coconut milk powder and its natural sweetness.

The production unit is equipped with a competent team of well trained, self-motivated work force and guided by management and marketing professionals. The unit is a fully automatic system with disintegrator, milk extractor, tank with agitator, milk crusher, sterilization tank and a complete and fully automatic spray drier. A fully automatic line carton packing machine as per the product requirement is also installed in the unit.

Suryashobha is having a novel perspective to bring to the consumers healthy, good quality food products in its natural taste without any adulteration. Presently Suryashobha is using an Italian machine with the capacity to produce 200 tonne milk powder per month. Around 1000 tonne coconut is required for this. Suryashobha is the only unit in Kerala which uses Spray dried technology for producing tender coconut water powder. The company is also in its final stages of starting a coconut milk powder and a milk unit.

Suryashobha uses only best quality imported machines like spray dry machine, dehydrator for DC and a pulverizer with the capacity to crush 25000 nuts in one hour for producing desiccated coconut powder.

Once the raw material is brought inside the plant, there is absolutely no wastage of materials. Each and every edible part of the nut

is used in its natural way to produce something or the other. Suryashobha's coconut milk powder, desiccated coconut powder, virgin coconut oil, tender coconut water powder, coconut sugar, coconut cream, coconut milk and coconut chips are the premium products of the product basket. Apart from these products, Suryashobha is producing around 25 other coconut based food products. The specialty is that these products are exclusively used for exports to USA, Europe, China and Gulf countries. In order to keep the freshness and best quality of the products, Suryashobha starts the manufacturing of the product only on receipt of export orders. Suryashobha exports 70% of its products and guarantees the same standard and quality product in the domestic market also.

Along with coconut based products Suryashobha is producing and exporting many other edible items. Since 25000 nuts are required daily for making the complete utilization of the installed capacity Suryashobha has ventured into the production of other quality food products and spice items.

Suryashobha is having to its credit a state of the art quality lab with FSSAI. Suryashobha is also having ISO 22000, organic and USFDA certifications.

The company procures raw material from in and around Thrissur and is having tie up with farmers for continuous supply of raw material. For extraction of milk, good matured nuts are required. The company procures good quality nuts at a higher price from the farmer.

The unit provides direct employment to 70 people and indirect employment to many others. While upholding the 'growth and let others grow along' motto, Suryashobha intends to benefit even the small scale coconut growers. The Suryashobha family wishes to have good investors and entrepreneurs to come to the coconut processing industry.

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