

Garden city; a hot spot for value added coconut products

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The Farmer Producer Organizations (FPOs) are getting deep rooted in coconut sector India. Through these FPOs, the entire coconut sector can be revolutionized and each and every farmer in the coconut sector can reap the benefit of being a part of FPO. For making this happen, the Coconut Producer Companies and Federation in the country has to kick start their activities immediately for value addition of their product.

Online shopping is the latest trend in marketing. The product will reach the consumer in a single click with the finger tip. The opportunity is being utilized from big corporates to common men across India. Online purchase of vegetable and fruits are also increasing day by day. Nowadays there is no need for the working women to go to shop after their long schedule of work in search of fresh fruits and vegetables, instead, they will be delivered cut fruits and vegetables at their door step.

Online shopping sites like www.ebay.in, www.shopclues.com, www.flipkart.com, www.bigbasket.com, www.amazon.in are some of the online portals from where one can purchase anything and everything. Vendors in the cities have started online delivery of the fruits and vegetables. Coconut products from coconut milk to shell charcoal are available in online shopping. Manufacturers of various branded value added products of coconut are having their own online shopping websites for marketing their products. Thus there is wide scope for value added products of coconut in the market no matter whether the marketing is done though online or through retail outlets.

While entering to Bangalore city,



the first coconut product we notice in the roads/streets is tender coconut which is similar to any other cities/tourist places of India. We can see the tender coconut vendors in every nook and corner of the city. There are regular customers for these vendors and also we can see the regular supply of tender coconuts in the morning like news paper and milk in many households in the city. Even though tender coconuts are available across the city, packaged tender coconut water and minimally processed tender coconut is available only in malls and super markets across the city. Bottled tender coconut water of different brands like Nature's First and Cocolal is marketed through malls and super markets like Metro, Food world etc. The product is having good demand among the city dwellers as the product can be purchased and stocked and can be used whenever necessary. This product can also be

easily carried while travelling. All these factors make packaged tender coconut water a favourite drink for consumers. Another product which can be seen in the hyper markets and supermarkets in Bangalore city is minimally processed tender coconut supplied by Farm Fresh India Agrotech Pvt. Ltd. This product is also having good acceptance in the market.

Dehusked coconut is available in rural and urban markets across the state. Dehusked coconut is also available in hypermarkets and super markets in the city. The supermarkets and other retail shops in the city collect the same from the wholesale market and the consumer is paying minimum Rs. 25 per nut. The FPOs can play a major role here by directly marketing dehusked coconut in the retail outlets in the city and the husk can also be marketed which provides additional income to the farmers. The husk chips are marketed online

priced between Rs. 65 and 500/kg which is ideal for Orchid and Anthurium gardening and for use in flower beds and in gardens.

Tumkur district of Karnataka is famous for ball copra. There is high demand for ball copra in the city especially during festival seasons. The product is sold through super markets and retail stores across the city. They procure the product from whole sale market and is repacked and sold.

Karnataka state is having maximum number of desiccated coconut powder units in India, which is mainly concentrated in Tiptur taluk of Tumkur district. This product is not prevalently seen in retail shops across the city of Bangalore as the product is marketed mainly to North India and also to the bakeries for making confectionaries. As told by a desiccated coconut powder manufacturer, the people are not much aware of this product

Products available in Hypermarkets and super markets of Bangalore



Packed tender coconut water



Dehusked coconut in hypermarkets and super markets



Ball copra



Coconut Milk



and product promotion is required in the city. Very few supermarkets are collecting desiccated coconut powder from the wholesale market/manufacturers and repacking and selling the product. The product is having movement through online shopping websites also. Some retail shops in Mysore are also purchasing the product in small quantities.

Another branded value added coconut product available in the market is coconut milk powder. This product is available in retail stores and is having good demand. Women prefer to use coconut milk powder instead of fresh coconut in their recipes since it is easy to prepare coconut milk with the milk powder. Like instant coffee powder, this product is having good demand in the preparation of various household dishes.

Coconut milk and milk cream are also available in the market which are having lesser demand than milk powder. Dabur's homemade coconut milk is available in tetra packs. The same product imported from Thailand and Indonesia with brand name Real Thai (Rs139/500 ml can) and Kara (Rs 130/425 ml can) available in cans and tetra packs.

The coconut creams available in super markets are imported from Thailand with brand name Real Thai (Rs195/400 ml can). These products find good demand among city dwellers.

Another value added product of coconut which is found in supermarkets and retail shops is coconut oil. The space for coconut oil in these shops is very less when compared to other refined oils. More space for the product is seen in super markets and retail shops owned by Keralites or shops having regular Malayalee customers who are using coconut oil for cooking purpose.

People are becoming more aware about the health benefits of virgin coconut oil. The uses of virgin coconut oil in beauty and cosmetic field are also well known. In the hyper markets and supermarkets of Bangalore only virgin olive oil is available but not virgin coconut oil. Virgin coconut oil is available in organic and natural shops across the city. There are so many outlets in Bangalore where one can get the VCO like Fresh Earth Organics, Indiranagar; P V Organic Food stores, Koramangala, Satvik Organic, Basavanagudi etc. Max care Virgin

Products available at 'The Body Shop' for online shopping



Coconut Beautifying Oil



Coconut Body Butter



Classic Coconut Gift

Theme article

Coconut oil brand is available in all these shops and also they are having own outlets in Bangalore. Another branded product of virgin coconut oil available in The Body shop retail outlet is Rainforest Coconut hair oil which is sold @ Rs. 695 per 200ml. Eventhough priced high, this product is having good demand and the review about the product is also good. It is manufactured in UK and imported by M/s Quest Retail Pvt. Ltd., Jaipur. The website of The Body Shop shows many products produced by them using virgin coconut oil and coconut oil like coconut beautifying oil, mini coconut body scrub, coconut hand cream etc. Other major hair oil brands like Parachute also occupies a space in the super markets and cosmetic shops like Health and glow. Health and glow has coconut milk hibiscus lotion in their product list for sales which contain coconut oil as one of the ingredient.

There are very few people who

doesn't like ice creams. Naturals is pioneer in making ice creams using only fruits, dry fruits, chocolate milk and sugar. They also have tender coconut ice cream in their menu. While eating the ice cream, we will get bits of original fruits and chocolates for chewing which is same in tender coconut ice cream which makes it mouth watering for the customers. Naturals have so many outlets across Bangalore and have regular customers for their products. Tender coconut ice cream is having good demand in their outlets. One scoop of tender coconut ice cream costs Rs.55. Restaurants in Bangalore have tender coconut products in different names like Elaneer Mouse (Rs. 60/-) which is available in the up south outlets in Bangalore. Thengu Mane (house of coconuts) at Rajajinagar, Bangalore sells various products made from coconut like ice-cool tender coconut, sweet lassi and souffle, jelly, barfi, holige, ice creams made of coconut

milk in basic, cardamom and vanilla flavours.

Along with chips and other confectioneries coconut laddoo and burfi manufactured by Munees, Bangalore has also found its space in the shelves of the super markets and bakeries. Holige, made out of coconut is a favorite confectionery which is available in bakeries and retail shops all over Karnataka. Chutney powder in various flavors made out of coconut are seen in condiment shops and in some super markets in the city.

The shops around us displays so many products of coconut right from dehusked coconut to coconut burfi. The Coconut Producer Companies and Federations can utilize the latest trends in marketing and can reap the benefits. Time is not so far for products of various Coconut Producer Companies occupying the spaces of hypermarkets and supermarket across the beautiful garden city – Bangalore. ■