

# Catering to the growing demand for coconut products: Mezhukkattil Mills

## Success Story

Action speaks louder than words, and all success stories are about taking courageous action, against the tide. Hard work during challenging, tough times brings results. The story of Mezhukkattil Mills is not different -- a great success story spanning over 40 years. From its very modest beginning in 1976 to a multi-crore turnover company, Mezhukkattil Mills the leader in the field of coconut oil and related industries.

## A Humble Beginning

With a perspective of doing something of his own in Kerala in 1976, Shri. M. B. Muhammedali decided to start an oil mill. Being from a state rich in coconut production, he thought it will be easy. With the limited capital, two rotary chucks were installed for milling the oil. As the market was solely controlled by the buyers then, the company struggled to get ahead. With a positive attitude, he began trading coconut and copra and started supplying to Tata Oil Mills, one of the biggest mills in India. With right ethical approach and consistency, the business flourished.

At one point, Tata stopped sourcing copra and started buying oil from the market instead. It turned out to be a blessing in disguise. With its limited infrastructure and resources, the company strove to supply best quality oil to Tata and eventually became its main supplier.

## Opportunity Maximised

Grabbing this opportunity, the company worked hard to cut the custard. During this period Mr. Koyakutty, the younger brother of Mr. M. B. Muhammedali joined the business. With his technical acumen, the company expanded its capacity with modern machines to meet the buyer expectations. It started 24-hour production with three shifts per day.

## Business Ethics & Values

Even during the most demanding times, the company never compromised on its core values and quality of products. This enabled it to become a



trusted partner for all its stake holders. The company has made a mark by not keeping any credits with suppliers. The company has never purchased any material on credit.

## Commitment on Quality

With its 100% immediate payment on supply policy, it has never compromised on the quality of raw material purchase. The quality of Mezhukkattil's product is even better than the standard parameters.

## Challenges

Today the company has grown up from its humble beginning through association with big companies like Tata, Hindustan Lever, Dabur, Wipro, etc, as its clients.

But in between, challenges like labour problems crept in. The company was shutdown for three months. Later on the company started afresh with labourers who stood by the company.

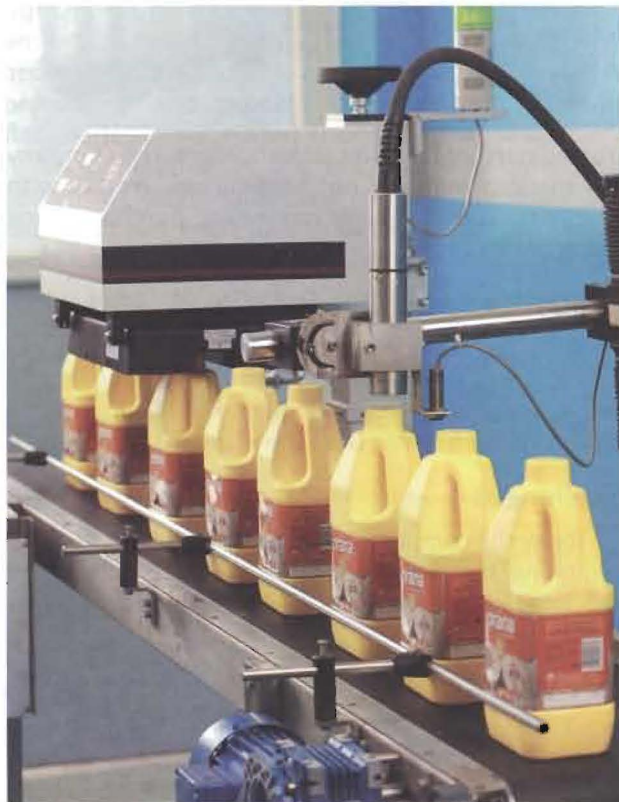
### Second Generation Taking Up

Mr. Ubais Ali (Executive Partner) after completing his B. Tech and MBA, contributed his part also in making the company grow further. Thus the brand Prana was born and started large scale production.

Mr. Ali started channelising the company's strength towards better supply. With the new generation, the expertise in handling different kinds of packaging developed. The experience of the old generation and the dynamics of the youngsters have helped the company to expand its operations further. Ali has enabled the company to think globally and got certified by acclaimed bodies such as Bureau Veritas. It is already certified under ISO 22000, ISO 9001, HACCP and HALAL INDIA. The company is also having research centre and state-of-the-art laboratory.

### Value Added Services

The company started developing and innovating packaging for different clients in all segments like glass, multi-layer films, PP, PET, HDPE, metal tins, bag in box, flexi tank, etc. The company made good advancement in handling the palletised and non-palletised cargo. The company is also developing new packaging designs for many famous brands of coconut oil.



### Product Expertise and Research

The company has put a lot of resources into developing new products such as white coconut oil, cold refined coconut oil and virgin coconut oil. Through continuous research, the company could manufacture RBD coconut oil without heating which is a breakthrough in the current scenario. The company is filing a patent for the same.

### Results

Mezhukkattil has now become a leading player in the coconut oil bulk market and in the private labelling front. It is labelling for almost 20 brands spread across 10 countries. Its clientele includes Eastern, Lulu, Super, P&B Foods, etc.

### Going forward

The company is growing and is adding more coconut-related products into its product basket, which can help the existing clientele to source material from the company. It is also launching its 'organic' range of products which will help access new international market. Mezhukkattil is in the process of getting itself certified by BRC, FSSC, etc, to pitch to new levels of client set, so that the Indian coconut products could be sold across the globe.

**Contact Info:** Mezhukkattil Mills, Erumathala P.O., Chunangamvely, Aluva, Kochi, Kerala, India-683 112 Phone: +91 94000 30333, Email: info@mezhukkattil.com ■