



Pravin Masalewle

Unit Profile.

Since times immemorial, India has been a treasure house of spices, condiments and natural flavoring agents. For years it led the international spice trade, and all traders had to ensure that they routed their caravans through the subcontinent in order to avail of its rich flavors and essences.

For the last fifty years, India has continued to grow in overall tonnages of spices exported although; it may have lost its leadership position to other spice-rich countries of the Mediterranean coastline, and the Indonesian archipelago;

PRAVIN MASALEWLE (PM) is a four decade old leader in the spices, condiments and papa industry operating throughout Maharashtra and through adjoining states of Western and Central India.

Founded as a cottage industry by the intrepid entrepreneurial couple, Shri Hukmichandji and Shrimati Kamalbai Chordia in 1962, PM has made momentous strides over the last forty-two years to be able to currently manufacture and market over 8000MT of a wide variety of spice products and papads annually. For over 42 years **PRAVIN** has developed deep into the exotic world of spices, unlocking and revealing the authentic blends that make popular Indian Dishes so distinctive in taste, flavour and aroma.

Pravin's Products are marketed to a strong network of 225 distributors, over 25000 retailers and over 25,00,000 consumers all over the states of its operation.

The strategic objectives were not so far removed from the founding principals ...except now the firm resolved to achieve a first milestone in a state-wide leadership for Pravin Masalewale. This was sought to be achieved by :

1. offering customized regional products across the state
2. supported by a much more efficient distribution system,
3. backed by hugely enhanced manufacturing capabilities.

Apart from the sustained leadership in its markets since its inception, PM has also been a consistent leader in innovation in several aspects of the foods industry:

In **Product formulation**: several blended spices pioneered by PM are now highly popular generic categories;

In **Process Design**: PM was the first spice manufacture to automate large parts of the manufacturing process;

In **Packaging Design and Development**: the first automatically packaged spice products in the state came from a PM plant in 1974;

In **Marketing**: Pravin is the *first and only* spice manufacturer in the country to have restructured and rebranded a forty-year old product portfolio;

In **Distribution and Logistic Systems**: we use the most cost-effective methods to distribute our products to the rural interiors;

In **Quality Systems**: PM was the first spice manufacturer to have been certified under ISO 9001:2000 Certification.

Guided by Shri Rajkumar H Chordia, and Vishal Chordia , Anand Chordia, the third generation technically qualified entrepreneurs that are managing operations at PM now. Supported by a team of highly competent professionals, PM has established high benchmarks for itself in, both quality and consistency, of its products.

With raw materials sourced by a highly skilled team supervised directly by the Chairman, Shri Hukmichandji Chordia, the spices are produced under the most stringent quality systems to ensure the highest degree of quality, consistency and hygiene.

Our Papads are manufactured on automated machines, with state of the art technology. Each Papad is uniform in size and thickness and conforms to the strictest microbial quality parameters.

The technical and technological strengths and our keen willingness to learn from our customers have ensured that we have an established leadership positions in the markets of Western and Central India that we cater to. Since we have received a large number of inquiries from consumers overseas in respect of our products we are now eager to systematically serve markets abroad.

We take keen interest in creating rapport with the various communities and try to understand their requirements in the field of food, particularly in spices so as to enable us to develop our products to their taste. Also We always make an endeavor to approach the cultural associations of the organization and the trade organization of different countries with a view to enlighten them about our products, our various spices which could be of immense use in the kitchen.

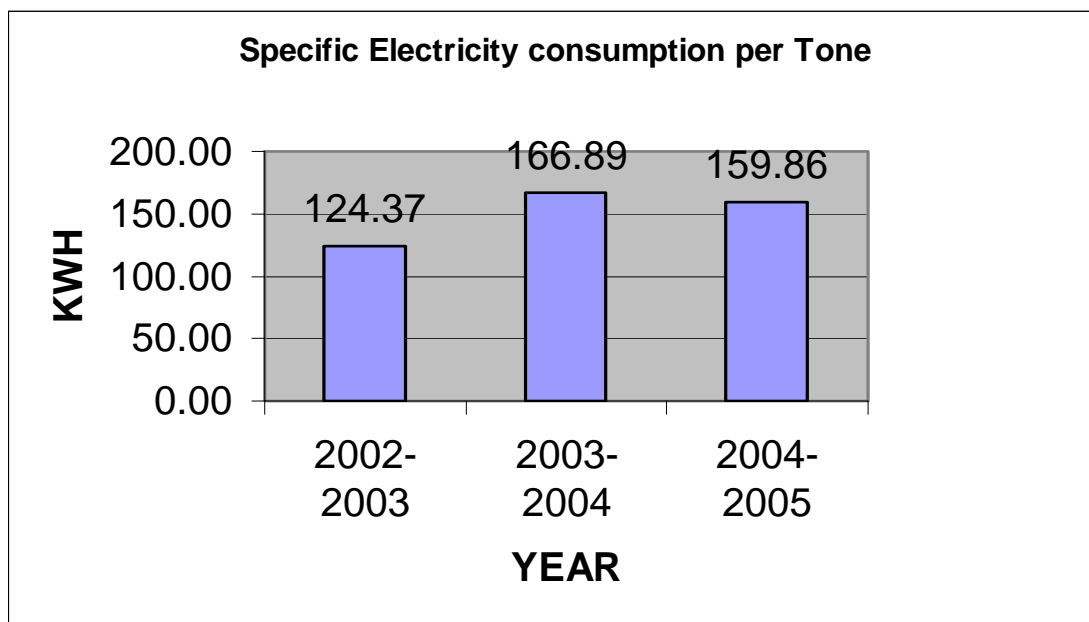
Energy Management Policy :

At PM , we are committed to minimize the specific energy consumption for our products.

Through

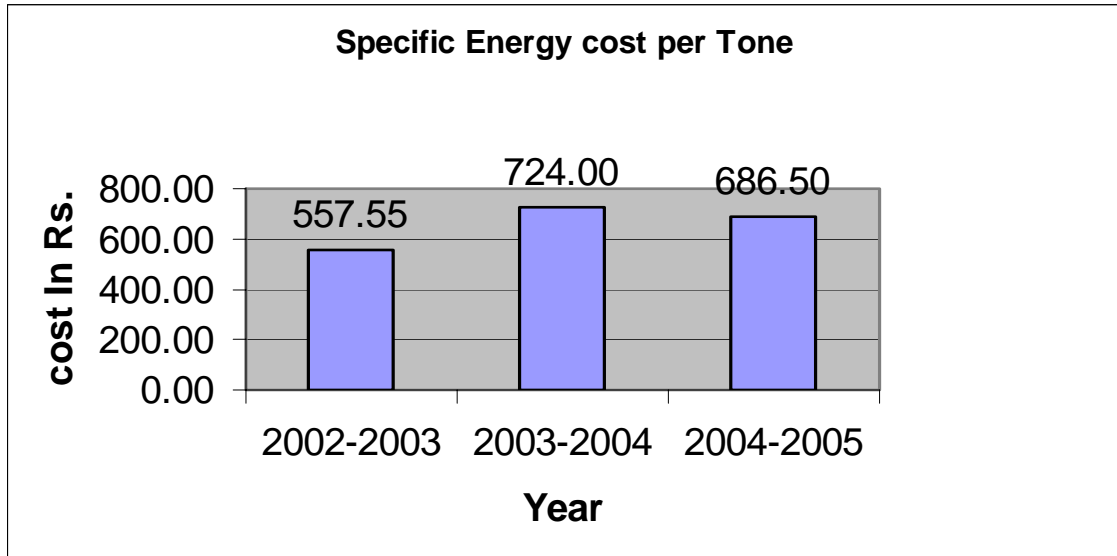
1. To Maximise the capacity utilisation.
2. To Fine Tune our operations and maintenance continuously achieve the goal.
3. Acquisition of New Technology with energy efficient process and equipment.
4. Setting up a system to monitor continuously.
5. Promoting the use of renewable natural resources for sustainable development, safeguard the society and protecting the Environment.

Graphical Representation Of Specific Energy Consumption.



Energy Consumption

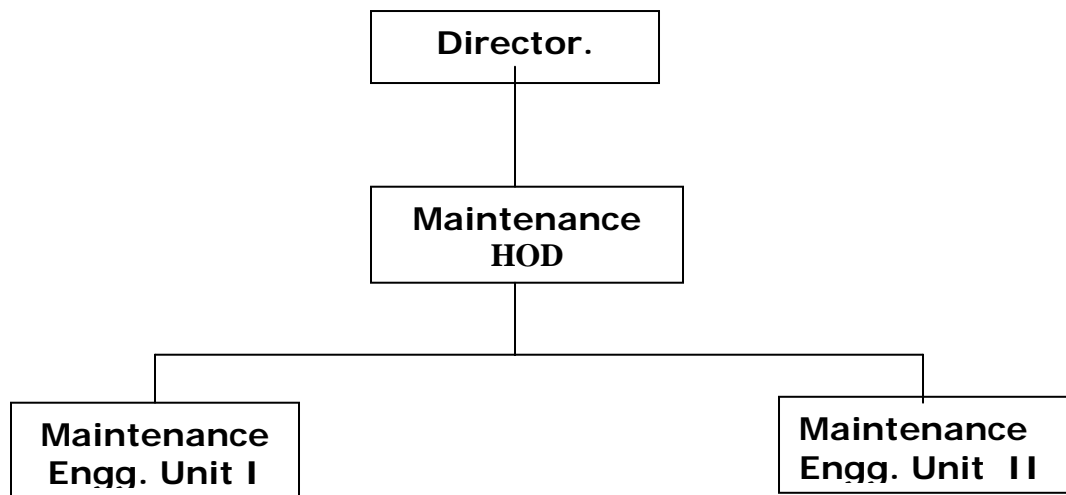
SPECIFIC POWER CONSUMPTION DETAILS	UNIT	2002-2003	2003-2004	2004-2005
Annul Production of all spices	MT	6544.65	7022.40	7375.00
Total Energy Consumption Per Annum	Kwh(Lakh)	8.14	11.72	11.79
Total Thermal Energy Consumption Per Annum	MKCal	643.42	647.97	593.15
Total Energy Cost in		37.99	47.66	43.29
Total Manufacturing Cost	Lakhs	228.35	209.97	237.12
Specific Energy cost per Tonne	RS.	557.55	724.00	686.50
Energy Cost as % of Manufacturing Cost	%	16.64	22.70	18.26
Specific Electricity consumption per Tonne	KWH	124.37	166.89	159.86
Installed capacity	MT	7800.00	7800.00	7800.00
Capacity Utilisation	%	83.91	90.03	94.55



Sailent Features of Energy Conservation Cell.

The unit has Energy Conservation Cell headed by Director, Assisted by Maintenance Head of the Department and supported by two Engineers from each unit.

Energy Conservation Cell Structure.



Energy Conservation Achivement

Pravin Masalewale Has implemented many energy saving proposal of small, medium & large scale. The team closely monitor the energy consumption pattern each month. Targets are

decided every month & ensured that they are met. Deviations from the targets are resoned and documented.

Energy Conservation Plans and Targets.

Energy Saving Measures.	Amount Save per Annum.	Approx. investment (Rs. Lakhs)	Project commencement & completion year
Fixing of energy saving Electronics Ballast for Tube Lights.	18070 Kw	0.6	2005-06
Replacement of the reciprocating compressor by screw air compressor	13852 Kw	2.1	2005-06
Replacement of LDO Burner by LPG	25000 Ltr	3.0	2006-07
Wind Mill	2600000 Kwh	625.0	2006-07