



## **Press Coverage Report**

Based on PTI Interview with INI Farms' MD and CEO

September 13, 2016

**By the**



## **INI Farms to expand to 10 cities by FY'17**

Press Trust of India | Mumbai  
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Horticulture firm INI Farms, which exports fruits to 21 countries, is planning to expand its domestic business by entering markets of 10 cities by this fiscal, a top company executive has said.

"Currently, Kimaye products are available in Jaipur, Delhi, Mumbai, Bangalore and Hyderabad. We are planning to be in about 10 cities by 2016-17 fiscal," INI Farms Managing Director Pankaj Khandelwal told PTI here.

The company is focused in dealing with fruits like pomegranates and bananas, he said, adding that INI farms will soon launch coconut chunks.

"However, we also supply pineapple and are done with the trials for coconut chunks and will soon commercially introduce it," INI Farms CEO Purnima Khandelwal said.

The firm is targeting 15 per cent market share in its domestic business this financial year and double it to 30 per cent going forward, Khandelwal said.

To further strengthen its source recently, INI Farms along with the Future Group's Future Consumer Enterprise signed an MoU with the Department of Horticulture, Andhra Pradesh for a project in the state.

The MoO was signed to encourage and support productivity improvement, post-harvest infrastructure, capacity building, value chain development of banana and pomegranate. It involves an investment of about Rs 180 crore.

It has also launched a new integrated pack house at Vasunde near Pune that will cater to both domestic and international markets for pomegranates and banana.

Meanwhile, the company is also looking at new destinations for shipments like Canada for pomegranates and coconut chunks, she added.

[http://www.business-standard.com/article/pti-stories/ini-farms-to-expand-to-10-cities-by-fy-17-116091200768\\_1.html](http://www.business-standard.com/article/pti-stories/ini-farms-to-expand-to-10-cities-by-fy-17-116091200768_1.html)

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<http://indiatoday.intoday.in/story/ini-farms-to-expand-to-10-cities-by-fy17/1/762494.html>

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PTI | Monday September 12, 2016

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<http://www.newsmobile.in/articles/2016/09/12/ini-farms-to-expand-to-10-cities-by-fy17/>