

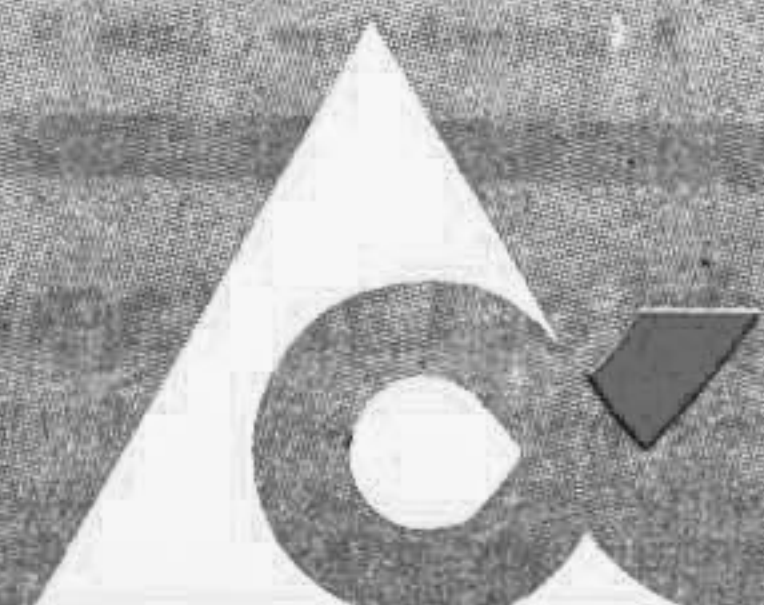


# LAUNCHING OF ASEPTIC JUICE PLANT

by  
Hon'ble MR TOFAEL AHMED, MP Minister of Commerce & Industry  
Government of P R of Bangladesh

## AGRICULTURAL MARKETING CO LTD

in collaboration with  
**TETRA-PAK INDIA LTD**



Special Supplement

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### বাণী

স্টেট অব দি আর্ট এসেপটিক জুস প্যাকেজিং প্রান্ট এর উদ্বোধন উপলক্ষে এগ্রিকালচারাল মার্কেটিং কোং লিমিটেড-প্রান একটি স্মরণিকা প্রকাশ করছে জেনে আমি আনন্দিত।

খাদ্য প্রক্রিয়াজাতকরণ শিল্পে 'প্রান' দ্রুত প্রসার লাভকারী একটি প্রতিষ্ঠান। বর্তমান সরকার রপ্তানি পণ্যের বহুমুখীকরণে ব্যাপক পদক্ষেপ গ্রহণ করেছে। এ ছাড়া দেশের সার্বিক রপ্তানি বৃদ্ধির ব্যাপারে ইতোমধ্যে কয়েকটি খাতকে প্রাইট সেक्टर হিসাবে চিহ্নিত করে বিশেষ সুযোগ সুবিধা দিচ্ছে। কৃষি প্রক্রিয়াজাতকরণ শিল্প একটি অন্যতম অগ্রাধিকার প্রাপ্ত খাত। এ খাতে বাংলাদেশের সম্ভাবনা খুবই উজ্জ্বল। এ উজ্জ্বল সম্ভাবনাকে কাজে লাগাতে দরকার মান সম্পন্ন পণ্যের উৎপাদন। তাই পণ্যমান বজায় রাখতে সকল উদ্যোক্তাকেই যত্নবান হতে হবে। নিম্নমানের পণ্য বাজারে ছেড়ে সুযোগ সন্ধানীরা যাতে আমাদের রপ্তানি সম্ভাবনাকে ক্ষতিগ্রস্ত করতে না পারে সে ব্যাপারে সরকার অত্যন্ত তৎপর। সরকার আশা করে বিভিন্ন সুযোগ-সুবিধা গ্রহণের মাধ্যমে কৃষি প্রক্রিয়াজাতকরণ খাতের রপ্তানি সম্ভাবনাকে বাস্তবে রূপ দেয়ার লক্ষ্যে নতুন নতুন দেশী-বিদেশী উদ্যোক্তারা এখাতে বিনিয়োগ করবেন এবং দেশের রপ্তানি বৃদ্ধির মাধ্যমে অর্থনৈতিক উন্নয়নে যথার্থ ভূমিকা রাখবেন। কৃষিপণ্য প্রক্রিয়াজাতকরণ শিল্পসহ দেশের বাণিজ্য ও বিনিয়োগ সম্প্রসারণে সরকার সর্বাত্মক সহযোগিতা দিয়ে যাবে।

আমি প্রকল্পের সার্বিক সাফল্য কামনা করছি।

জয় বাংলা, জয় বঙ্গবন্ধু  
বাংলাদেশ চিরজীবী হোক।

তোফায়েল আহমেদ  
মাননীয় মন্ত্রী, শিল্প ও বাণিজ্য মন্ত্রণালয়  
গণপ্রজাতন্ত্রী বাংলাদেশ সরকার



Dear Friends,

We, at Tetra-Pak congratulate AMCL on the launch of "PRAN" fruit drinks. With the launch of these products, AMCL brings to the customer the latest state-of-the-art technology from aseptic process. This "aseptic technology" has been developed in Sweden and is used all over the world in sophisticated markets.

Before the product was finalised, AMCL ensured that they present the best product to the consumer. They conducted several product trials in Tetra-Pak's Technology Centre in Pune, India. This Technology Centre is supported by Tetra-Pak from Sweden in ensuring that proper process development takes place, to the entire satisfaction of the customer.

All these joint efforts have been put in, by both, AMCL and Tetra-Pak to bring more healthy, pure and safe foods to Bangladesh consumers. We are very confident that with our commitment, we will expand the market and strive to become the number one brand. We are happy to have a key customer in Bangladesh and I am sure all the consumers in Bangladesh will be happy to have a producer like AMCL bringing in healthy products to its people.

Wishing them all the success in their new launch!

Ms L F Poonawalla  
Executive Chairperson & Managing Director  
Tetra Pak India Ltd

### WHY PRAN ?

We in Bangladesh are blessed with a climate ideally suited to agriculture, specially fruits and vegetables - rich in taste and flavour, sweet, mellow and juicy.

Our deltaic plains are among the most fertile in the world created and drained by the mighty rivers-the Padma, Jamuna & Meghna. There is plenty of water.

And farming is a way of life to our people.

Our comparative advantage as an economy lies in agriculture. We believe the way to economic prosperity is through agri and agro- business.

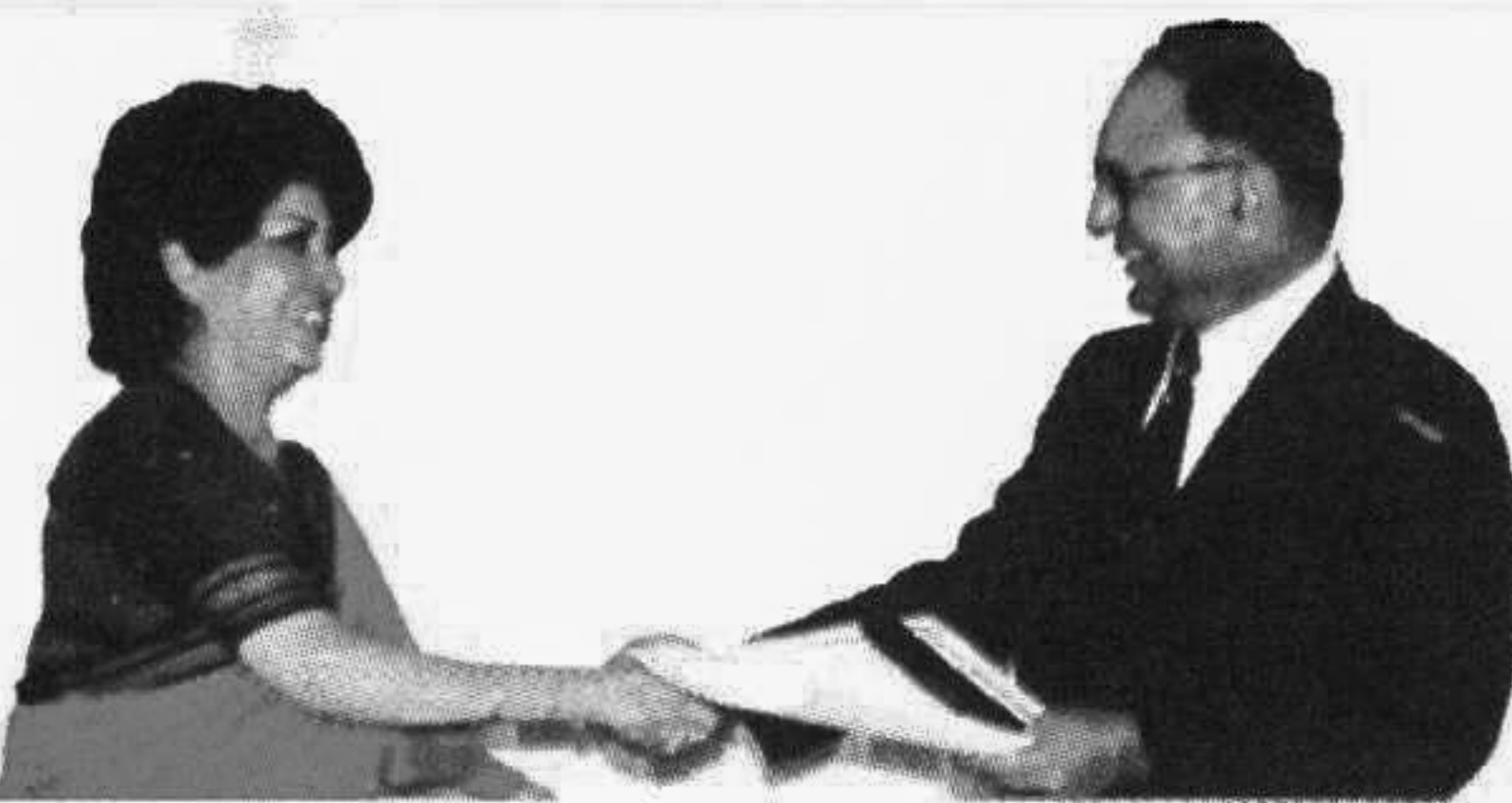
PRAN is in testimony to our convictions. It stands for : "Programme for Rural Advancement Nationally", or in Bangla : "গণজিৎ রূপায়নে অগ্রগামী নবোদ্যম"

PRAN is the largest processor of fruits and vegetables in Bangladesh.

Our contract growers cultivate the choicest fruits and vegetables which are processed in our modern and hygienic factory at Ghorasal to highest quality standards.

Agricultural Marketing Co Ltd - PRAN

### TETRA-PAK - PRAN COLLABORATION



Tetra Laval Group, a \$12 billion conglomerate of which Tetra-Pak India Ltd is an affiliate, is the world's largest liquid foods processing & packaging company.

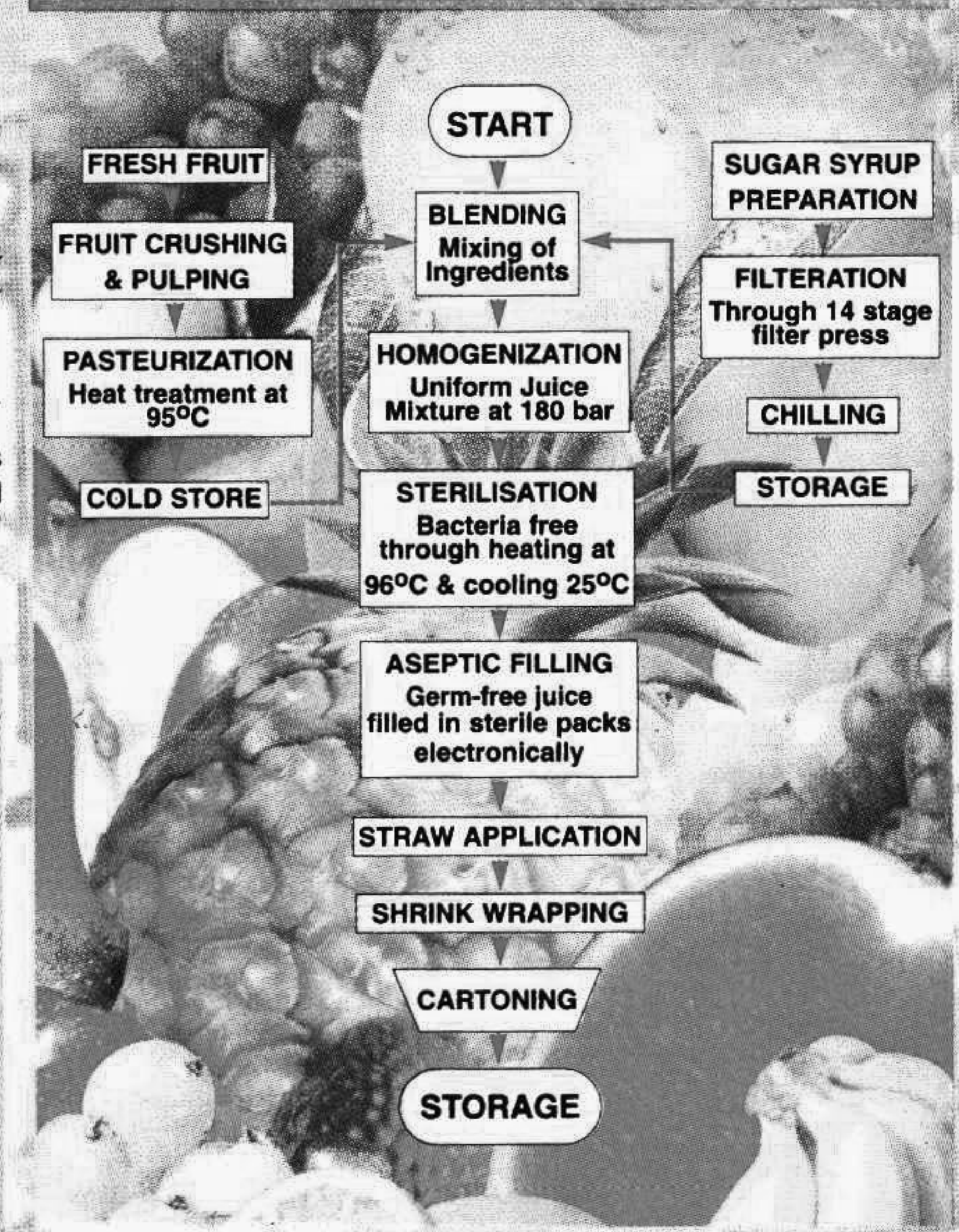
Tetra-Pak has revolutionized processing & packaging of liquid foods through introduction of aseptic technology which enables highly perishable fruit & vegetable juices to be packed in fused & bonded paper packs which keep purity & freshness IN and germs, contaminants and light OUT.

Tetra-Pak's vision is to partner PRAN in making available pure, fresh, hygienic, cheap and conveniently packaged liquids to over 120 million Bangladeshis. After all 83,000,000,000 satisfied customers in 150 countries consuming liquid foods in Tetra-Paks cannot be wrong.

### WHY PRAN JUICE PAK ?



### PROCESS FLOW OF ASEPTIC LINE



### MESSAGE

Since agriculture plays such a large part in the economy of Bangladesh while the vast majority of our farmers are poor, it is indeed a timely step which Agricultural Marketing Co Ltd, PRAN has taken to install the first Aseptic Juice Packaging Plant at their factory in Ghorasal.

This will enable the growers not only to get fair prices for their produce but also expose them to new technology, crops and cultivation methods thereby generating employment in the rural areas and increased income through value addition. The curse of gluts and consequent losses to farmers will be greatly reduced.

I wish PRAN all success in this and future ventures which will stimulate our agriculture through increased activities of our agro-processing industries.

Joi Bangla, Joi Bangabandhu  
May Bangladesh Live Forever.

Begum Matia Chowdhury  
Minister of Agriculture & Food  
Government of P R of Bangladesh.



It is my great pleasure to participate in the inauguration of PRAN's new Aseptic Juice Plant in Ghorasal. This modern facility promises not only to provide high quality products to the local and export markets, but also to create expanded job opportunities and income for the people of Bangladesh. Through the purchase and processing of locally grown fruits the new plant will also make an important contribution to the prosperity of local farmers. It is a wonderful example of how private entrepreneurs can positively contribute to increasing value added in Bangladesh's agricultural sector.

USAID is proud to have played a role in its establishment by providing technical assistance and advice through the Agrobased Industries and Technology Development Project (ATDP).

Congratulations to the PRAN Group on a job well done!

Gordon H. West  
Mission Director  
United States Agency for International Development (USAID)

A hi-tech ASEPTIC JUICE PROCESSING & PACKAGING PLANT is a reality at AMCL - PRAN Factory.

PRAN is now able to process all types of juices which can be stored unrefrigerated without deterioration of quality. Aseptic packaging of indigenous fruit and vegetable juices will not only boost their demand and therefore production but create wealth by value addition, prevent wastage and give growers fair prices for their produce.

In 1999 we plan on converting over 5,000 MT of Bangladeshi mango into pulp which stored in cold storage will be used during the rest of the year. We have ambitious plans for tomato, jackfruit, pineapple, litchi, guava etc if Almighty God wills it.

Our close collaboration with the world famous aseptic processing machinery and packaging manufacturers, Tetra-Pak of Sweden and their affiliates Tetra-Pak India Ltd ensures that our juices are as good as any from the most advanced countries.

Banishment of poverty through employment generation, export promotion and prevention of urbanization are objectives best served by agro-processing and aseptic packaging is one of the best tools to achieve these objectives.

Maj Gen Amjad Khan Chowdhury (Retd)  
Chief Executive, Agricultural Marketing Co Ltd - PRAN



### PRAN TETRA PLANT

