

Success Story: Flamex Foods & Drinks Pvt. Ltd.

Flamex Foods & Drinks Pvt. Ltd. has recently ventured into manufacturing of Isabgol husk. Manufacturing unit of the company is located at 1, Industrial Area Sanwer Road, Indore (M.P.). The Unit is manufacturing and exporting high purity Psyllium (Sat Isabgol) seeds, Psyllium husk, Psyllium husk powder and Kha Kha powder. The unit is marketing its products under brand name of **Smyle Isabgol**. Unit strictly adheres to Good Manufacturing Practices (GMP) and Good Hygienic Practices (GHP) to maintain quality. Unit is well equipped with analytical lab, quality control department along with state of the art machinery. Unit is working on its full capacity of 120MT/month for 16 hours per day and has touched its projected turnover of Rs. 4 Crores during last 12 months of their operation.



Manufacturing Process

Isabgol husk is manufactured in three processes. The first process involves cleaning of Isabgol seed and removing the dust, stones and other impurities from the seeds. The machinery used is vibrators, dehusker, destoner and colour sorter machines. The next process is the grinding process in which husk is removed from the seed. In the third process, the husk is cleaned further so that any impurities present are completely removed. The husk is then packaged in pouches and containers. The SKUs sold by the company are 10gm pouches, 100gm pouches, 200 gm pouches and 100gm containers.

Funding Pattern

Against the total cost of project of Isabgol unit of Rs 214.20 Lakh, Term Loan of Rs. 126 Lakh was sanctioned by Central Bank of India Palasia Branch Indore. Promoters contributed Rs. 70 Lakh as equity and Small Farmers Agri- Business Consortium, New Delhi (SFAC) assisted the unit with Rs.18.20 Lakh under its Venture Capital Assistance Scheme (interest free loan scheme)

Social impact

Raw material produced by 35-40 small farmers is procured by the unit at competitive price and immediate payment is ensured to them by the promoters. The advantage to farmers is that they do not have to search for the market and their entire yield is consumed in the project.

A total number of 12 skilled, and 8 unskilled workforce (including women) are working throughout the year in the unit. All of them have been employed for full time and the company is taking care of them to their utmost satisfaction.

