



Situation Analysis for SME
Sector



Cochin Cluster

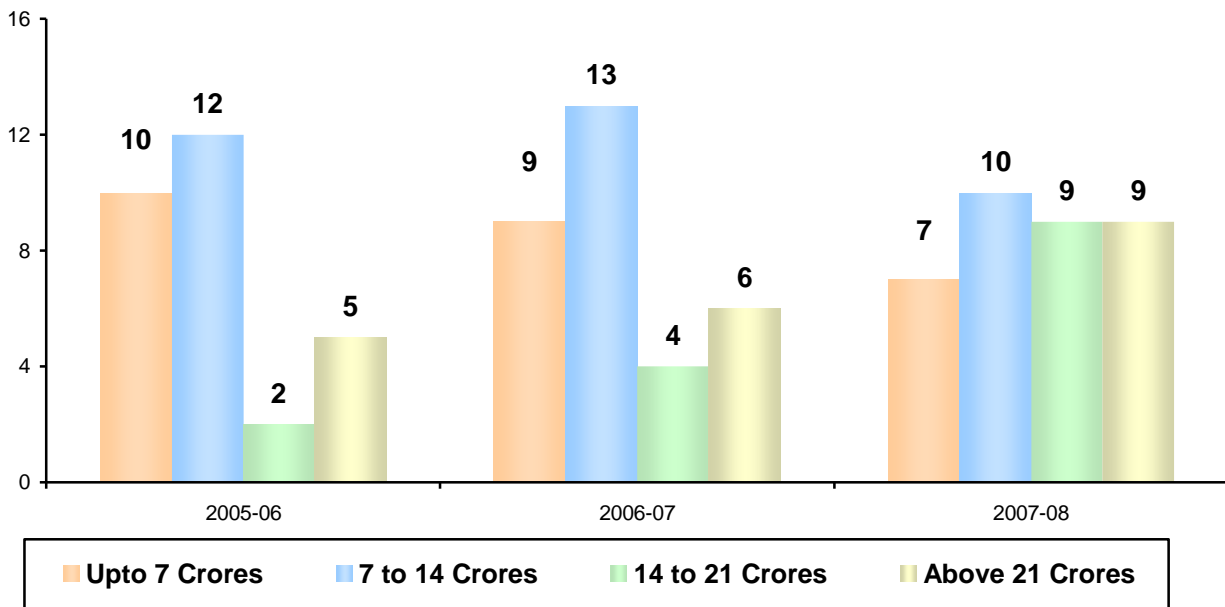
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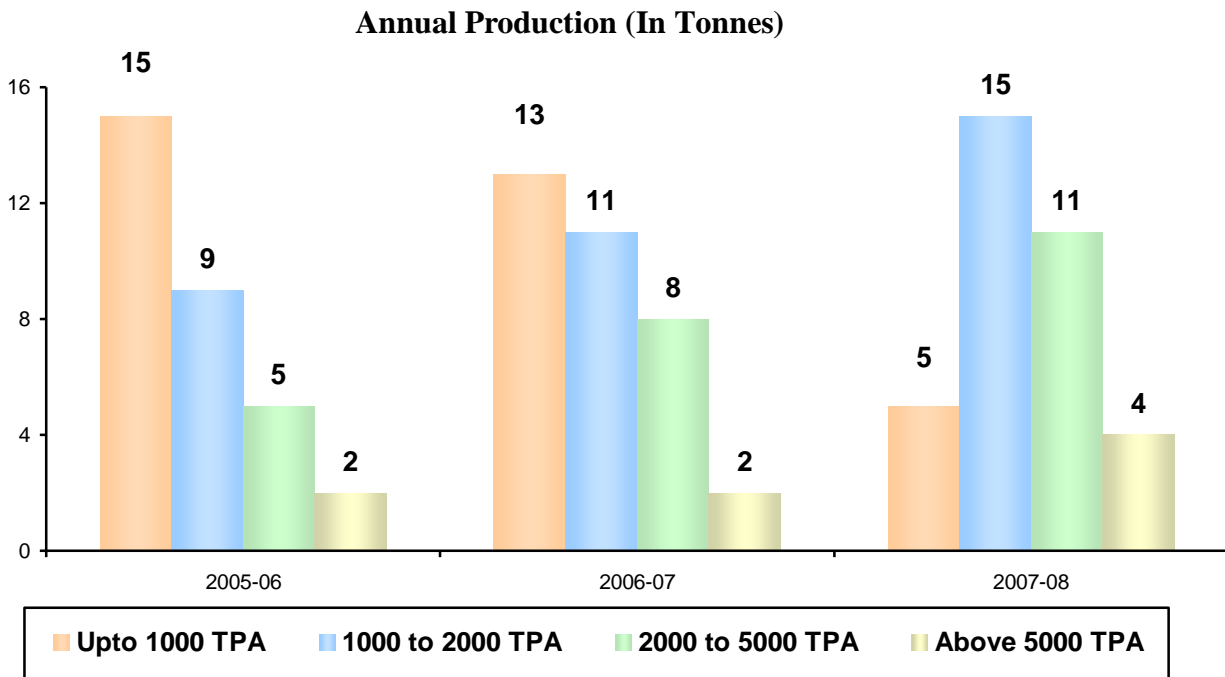
By

 **ACNielsen ORG-MARG**

SUMMARY OF FINDINGS

- There are approximately 45 units in this Sea Food Processing cluster, which largely caters to exports.

➤ ANNUAL TURNOVER**Annual Turnover (In Crores)**

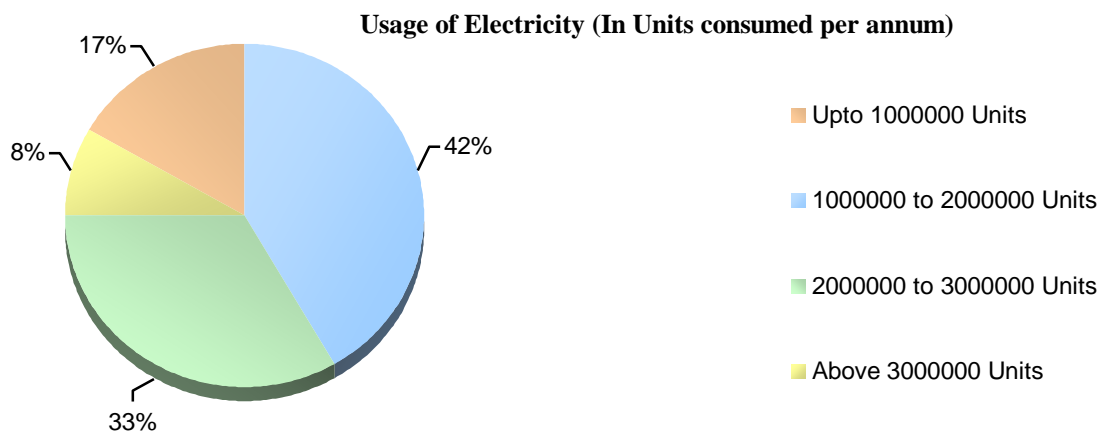
➤ PRODUCTION

➤ ENERGY REQUIREMENTS

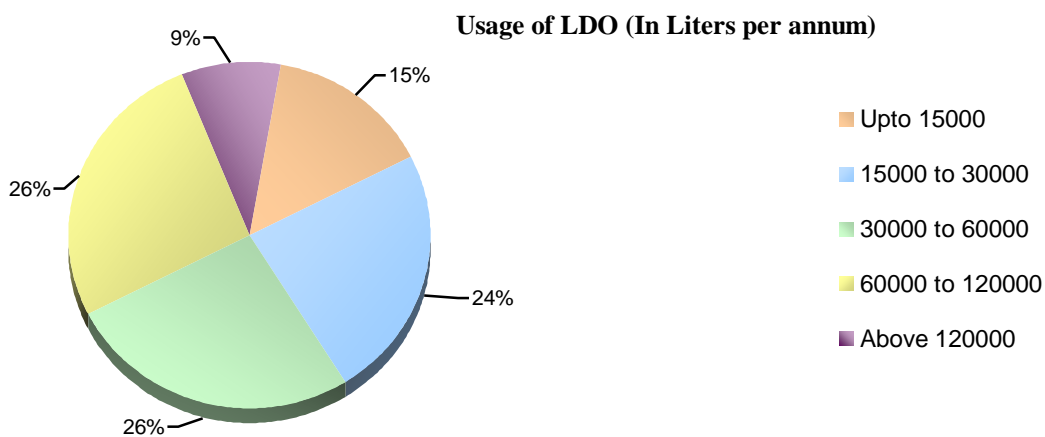
• CUMULATIVE FUEL USAGE

	<i>Qty consumer per annum</i>	<i>Number of Units using the fuel</i>
<i>Electricity</i>	<i>24513600 Units</i>	<i>12</i>
<i>LDO</i>	<i>22,55,100 Liters</i>	<i>34</i>
<i>HSD</i>	<i>60000 Liters</i>	<i>1</i>

• USAGE OF ELECTRICITY (IN UNITS CONSUMED PER ANNUM)



• USAGE OF LIGHT DIESEL OIL (IN LITERS PER ANNUM)



➤ **RAW MATERIAL REQUIREMENT**

- CUMULATIVE RAW MATERIAL USAGE

	<i>Qty consumer per annum</i>	<i>Number of Units using the raw material</i>
<i>Raw Fish</i>	<i>25100 Tonnes</i>	<i>24</i>

FIELD OBSERVATIONS

- ✓ Seafood business is one of the front line business in cochin. Total approx 45 to 50-sea food processing unit are there, maximum are exporting. August, September and October are considered to be the best season for seafood exports.
- ✓ Maximum units are functioning since last 10 to 12 yr. Majority of the units are working in 2 shifts.
- ✓ The major energy consuming equipment is compressor /Freezers
- ✓ The energy cost is app. 5% of the total production cost_wherein the raw material cost is app. 70%.
- ✓ The entire process is semi mechanized. & is seasonal in nature.
- ✓ Power situation is good, supply is there for almost 20 – 22 hours, average unit rate @4.50 and the units have HT connections.

Equipments used

Freezers-capacity (30T)

Air blast freezers-capacity (30 MT)

Water treatment plant

Pre-processing plant

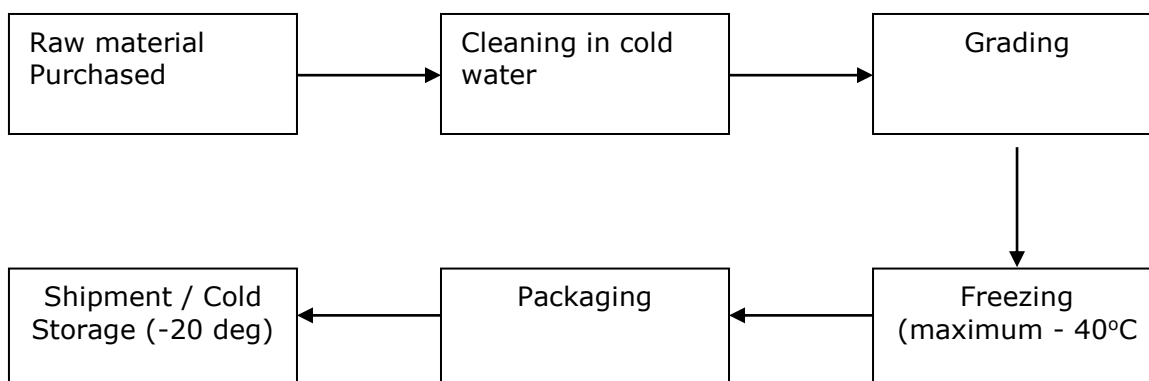
Flake ice machines - ice production (40 MT/day)

Cold storage capacity 360 MT to 700 MT

Compressor (110 hp, 75 hp, 50 hp, 25 hp)

D.G.Sets (125 /150 / 165 kva)

Motor (up to 120 hp)

Process



Raw materials



Seafood processing



Seafood processing



Ready for export

SERVICE PROVIDERS

Equipment supplier

B3 EQUIPMENT AND SYSTEMS
Seaport Airport Road, Thrikakkara,
Kochi-21
Ph- 04846456309, Mob: 9447084551, 9495984551

Chicago Penumatic/Kriloskar
Palarivattom Junction, 35/ 1803, South Janatha road,
Cochin-682011

Fish supplier

Aishu Fish Products
4/152, Mugavai street, Tahsildar Nagar, Madurai-625020
Ph-0452-2529243

The raw material is sourced from local fisherman through brokers.

Association

Sea Food Exporters Association
24/194,Perumanoor Jetty Road, Cochin- 680003, Ph-0484 2666152

BANKERS

- ✓ All the units are associated with the local banks as well as private banks for CC limits but not taken any loans.

HDFC Bank

Ganesh Kripa Building, South Bridge Avenue Road, Cochin- 682036
0484 – 3077141

Citi Bank,

Ravis Arcade, Padma Junction, M.G Road, Kochi, Ernakulam, Cochin, Kerala –
682035, Ph-0484 – 2383928

State bank of India, LIC Building

M.G. Road, Cochin-682011, Ph- 0484-2382476

Canara bank

Old DLB Building, Indira Gandhi Road, Cochin- 682 003

Indian bank

Circle office, Pullepadi Junction, Chittoor road, Kochi-682035
Ph-0484-2351627/2364436

State bank of Truvancore

Opp. Padma Theatre, M.G.Road, cochi-682035
Ph- 0484-364031, 362244

Federal bank

Parvana junction, Mattancherry, Cochi-682002

Union bank, Regional Office, M.G.Road, Cochin-682 035

Ph-0484-2385206, 2385207

Bank of India

Bazar Road, Mattancherry, Kochi - 682002
Ph-0484-2225339

South Indian bank

Dharmodayam Building, 2nd floor, Shanmugham Road, Marine Drive, Cochin-
682031
Ph-0484-2354754, 2371020