

# 'Chiquita' products to enter India soon

by Rricha Mathur

NEW DELHI, Sept 15: 'Chiquita' fruits and fruit products will soon be available in the country with the \$ 2.8 billion Chiquita International (CIL) tying up with the Jalgaon-based Jain Irrigation group to launch the brand in India.

This world leader in Banana marketing and processing has agreed to licence its famous brands as well as technology to a new company, Jain Chiquita Foods (JCF) promoted by Jain group. The foreign partner will have a minority equity holding of 5 per cent in JCF.

The project which envisages putting up a fruit processing plant in the Jalgaon district of Maharashtra, is being implemented under Export Promotion Capital Goods (EPCG) scheme. JCF will have an export obligation of about Rs 54 crores during the first five years. Also, the foreign collaborator has agreed to lift at least 1000 tonnes per annum to sell in the international markets under its brand name.

Chiquita International is an established world leader in banana operations both in fresh fruit as well as processed products. CIL through its subsidiaries and associate companies owns very large banana plantations covering thousands of hectares in Costa Rica, Panama and Honduras.

In addition to own cultivations they have very large area covered under contract cultivation.