



FRESH CANE JUICE



Nature's wonder,
Served in its purest form!



WHY (SUGAR)CANE JUICE?

Healthiest option among all Fresh Juices

Nutritional Value in 1 oz or 28.35 gms of Cane juice

Basic Components	
Proteins	0.20 g
Water	0.19 g
Ash	0.66 g
Fat	0.09 g
Calories	
Total Calories	111. 43
Calories From Fats	0.03
Carbohydrates	
Total Carbohydrates	27.40 g
Sugar	25.71 g

Vitamins	
Riboflavin	0.16 mg
Niacin	0.20 mg
Pantothenic Acid	0.09 mg
Minerals	
Calcium	32.57 mg
Iron	0.57 mg
Magnesium	2.49 mg
Phosphorus	0.01 mg
Potassium	162.86 mg
Copper	0.09 mg
Manganese	0.09 mg



WHY (SUGAR)CANE JUICE?

Some of its properties which makes it a wonder:

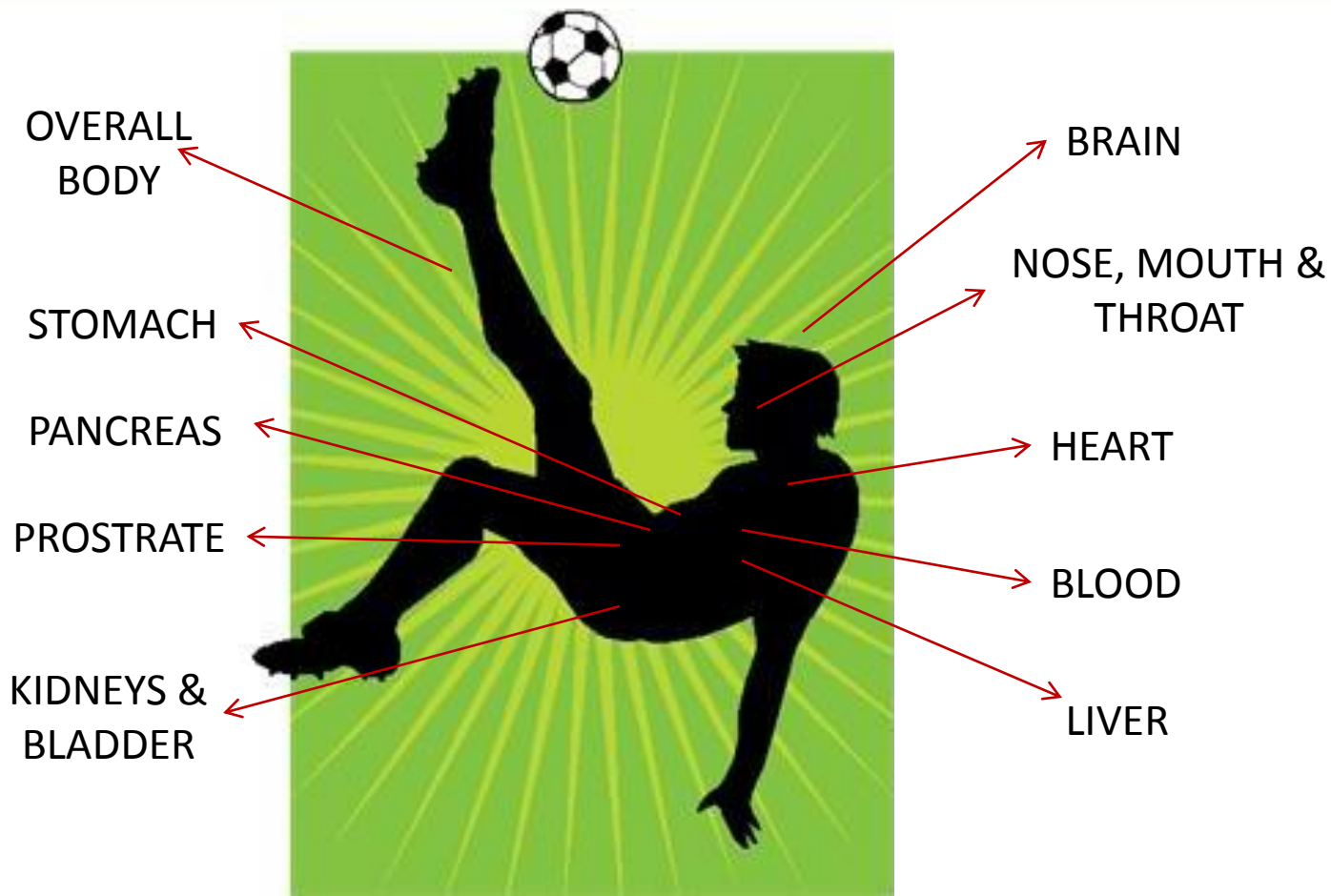
- A. Low Glycemic Index
- B. High Alkaline Content
- C. Contains energy giving, growth inducing nutrients
- D. Low on Calories
- E. Excellent anti-oxidation properties



HEALTH BENEFITS OF CANE JUICE

Affects several organs of the body in multiple ways

Visit www.shricanefresh.com for more details





ABOUT US

- ◎ Started in 2007 – 2008
- ◎ Intention behind starting the company:
 - To promote healthy, natural and organic food for the health and welfare of society
 - To contribute to the environment in a big way by being associated with eco-friendly projects and industries.
- ◎ Key People:
 - R. Swaroop, Managing Director
 - Soumya Swaroop, Joint Managing Director
 - Ramanathan Girish, Director - Strategic Planning



ABOUT US

- ◎ How did the idea of combining Health and Business come about?
 - Food and Beverages industry is one of the largest and most profitable industries
 - Increasing awareness about Health in the younger generation, off-late
 - Market-potential for sugarcane juice: 1 million outlets pan-India, we plan to target 1000 outlets in the near future
 - Agro-based, farm-direct Food and Beverages business is fraught with challenges. Hence there are fewer players, and more opportunity for us in the long run.



ABOUT US

Vision of the company

- ③ To improve the socio-economic conditions of sugarcane cultivators/farmers
- ③ To provide consumers of the world – an alternate and natural drink that can improve their health and fitness levels
- ③ To provide a business opportunity to franchisees, and help them prosper

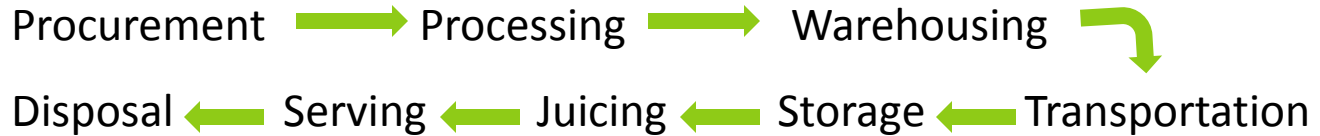
Mission of the company

- ③ To offer consumers of the world – natural and healthy sugarcane juice produced under the highest standards of hygiene and served in several, natural flavors without altering the taste or nature of the juice, thereby helping the company achieve its vision.

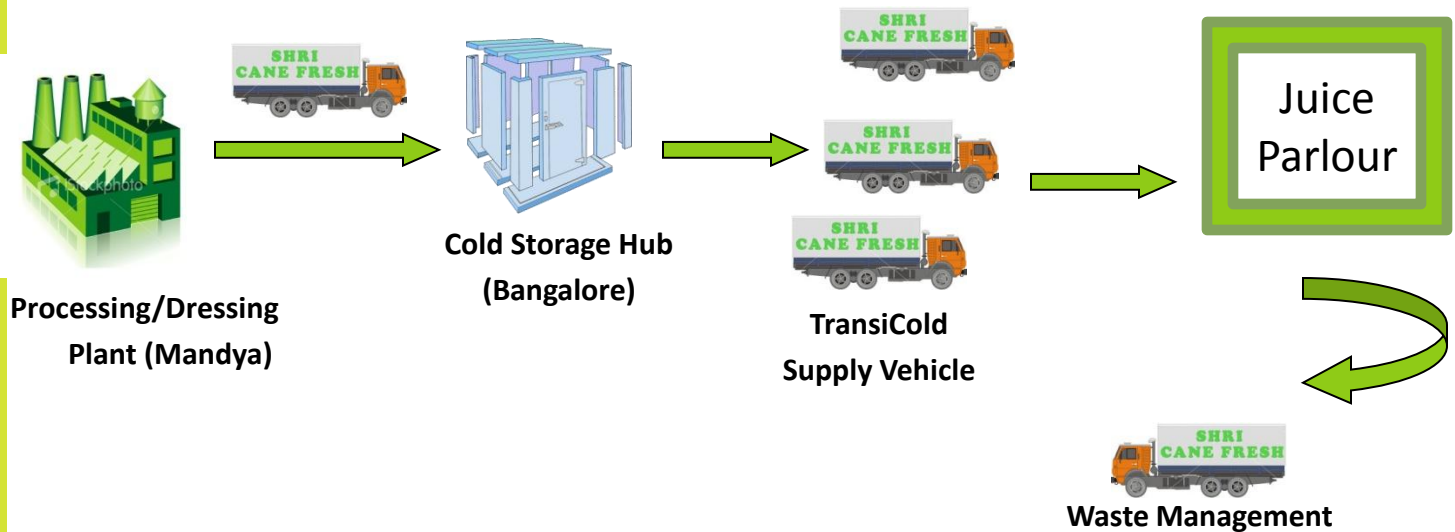


WHY CANE FRESH?

Standardized procedures at every step in the process



Farmer Harvest
Procuring Regions
(Mandya)





DEGENERATION & QUALITY POLICY

Cane Fresh is committed to serving very fresh, hygienic and nutritional cane juice to its consumers, and has very strict guidelines to ensure the same.

- ❖ ***The cane stalks are to be always maintained between 6 to 9 ° c, throughout, in every step of the process.***
 - This ensures the juice does not start spoiling, or turning sour, and stays very fresh till it's consumed.

- ❖ ***The company shall only use fresh stalks for the juice.***
 - Which means: the stalks found at the parlours have been stripped just a few hours back and brought to the parlours the same day! To enable this, the company maintains a fleet of Transicold Trucks and cold storages at various points



OUR PARLOURS

Parlours at Corporate Establishments:

- ☉ Infosys Food Court
- ☉ IBM Food Court
- ☉ Manyata Tech Park
- ☉ EGL Tech Park
- ☉ Manipal Hospital Food Court
- ☉ Garden City College
- ☉ HAL Canteen
- ☉ TCS Food Court
- ☉ HP Food Court
- ☉ Cognizant Food Court
- ☉ ANZ Food Court
- ☉ CapGemini Food Court
- ☉ Manipal Univ. Food Court
- ☉ Alwas Engg College
- ☉ Easy Day -Bharthi Walmart



At Cap Gemini Food Court



OUR PARLOURS

Retail Parlours:

- ⦿ 8th Block Jayanagar – near Adigas
- ⦿ 4th Block Jayanagar - near Sukh Sagar
- ⦿ Madiwala, opp Shanti Sagar
- ⦿ BTM Layout

We undertake Corporate Catering at events, for:

- ⦿ Accenture, ANZ, Cognizant, HP, Mphasis, First Source, Infotech Enterprises

At HP GR Tech Park





OUR PARLOURS

We are Beverage Partners for:

- ⦿ Chef on Wheels
- ⦿ Sodexo
- ⦿ Compass Group
- ⦿ Jain Institutions





ALLIED PRODUCTS



"Life is great Make it sweet"

Healthy, Natural and Organic Sweeteners:

1. Evaporated Cane Sugar

- ⦿ Sold under Brand name: Cane-a-panela
- ⦿ Available as granules and cubes

2. Unrefined sugar (jaggery)

- ⦿ Sold as blocks

Both these products will be sold at the Cane Fresh parlours



OUR CSR INITIATIVE

CORPORATE SOCIAL RESPONSIBILITY

Facilitate Education and Healthcare in schools in Mandya and Maddur districts, from where cane is procured.

This includes providing/facilitating:

1. Medical camps
2. Nutrition
3. Scholarships
4. Refurbishment of classrooms
5. Drinking water



OUR CSR INITIATIVE

CORPORATE SOCIAL RESPONSIBILITY

... providing/facilitating:

6. Uniforms and shoes
7. Tools for schools (Furniture and black-boards)
8. Computers
9. Play Equipment
10. Additional Classrooms



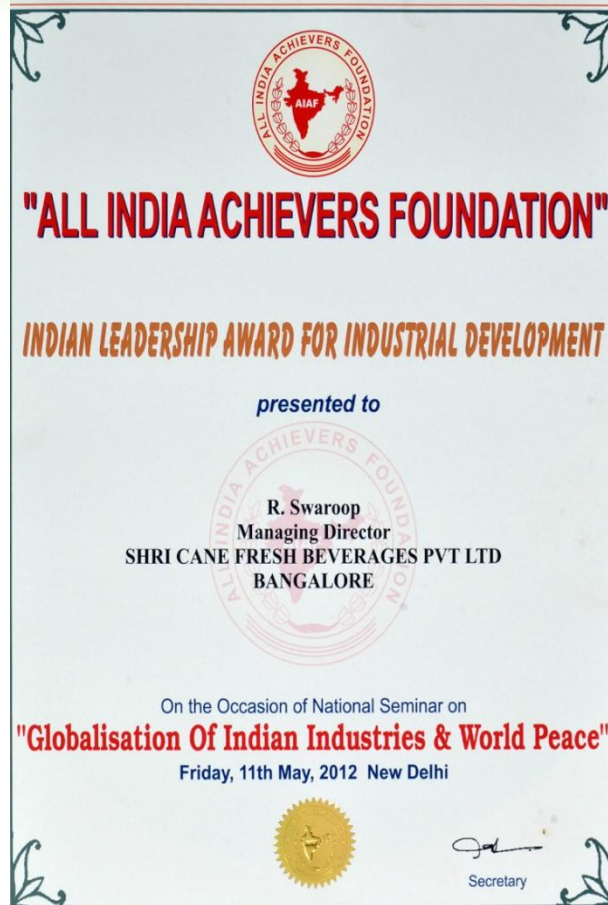
PUBLIC RECOGNITION

“Indian Leadership Award for Industrial Development” was given by IEDRA and All India Achievers Foundation to recognize:

- ⦿ Our vision to promote this industry
- ⦿ The role played by us in:
 - ⦿ Transforming this industry
 - ⦿ Creating self-employment opportunities for thousands of people
 - ⦿ Improving the socio-economic condition of sugarcane cultivators
- ⦿ Our single-minded focus to modernize this rather conventional industry



AWARDS





FOR FRANCHISEES

Requirements for setting up a Parlour

- ⦿ A space of area 100-120 sft if it's a franchisee counter and 130-160 sft if it is an outside kiosk/counter, to ensure maximum hygiene and aesthetics.
- ⦿ Electricity supply: Installed power should be 3 phase, 3 KVA or 1 phase, 3 KVA. Power consumption could vary between Rs.1200 to Rs.1500 per month for an average of 300 to 500 glasses sold in a day.
- ⦿ Water supply: Since no water is added to the juice itself, water is required to mainly meet the cleaning & maintenance requirements, and drinking water for our staff.



FOR CORPORATES & TECH-PARKS

Requirements for setting up a Parlour

- ⦿ A space in your Cafeteria/Food-Court/other - to operate:
Area required: Between 70-100 sft. to ensure maximum hygiene and aesthetics.
- ⦿ Electricity supply: Installed power should be 3 phase, 3 KVA or 1 phase, 3 KVA. Power consumption could vary between Rs.1200 to Rs.1500 per month for an average of 300 to 500 glasses sold in a day.
- ⦿ Water supply: Since no water is added to the juice itself, water is required to mainly meet the cleaning & maintenance requirements, and drinking water for our staff.



CONTACT US

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