



C/o. : ISCON BALAJI FOODS PVT LIMITED  
Survey No:99/2,94/1+2,95, Jaygurudev Cold Storage,  
National Highway-No:8, Kanajiri, Nadiad, Kheda 387310, Gujarat State.

Regt. off. Address: Iscon Balaji Foods, Iscon House  
Opp. Associated Petrol Pump, Near KadvaPatidar Hostel,  
Off C.G. Road, Ahmedabad - 380 007, Gujarat

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FINEST  
POTATO  
FLAKES



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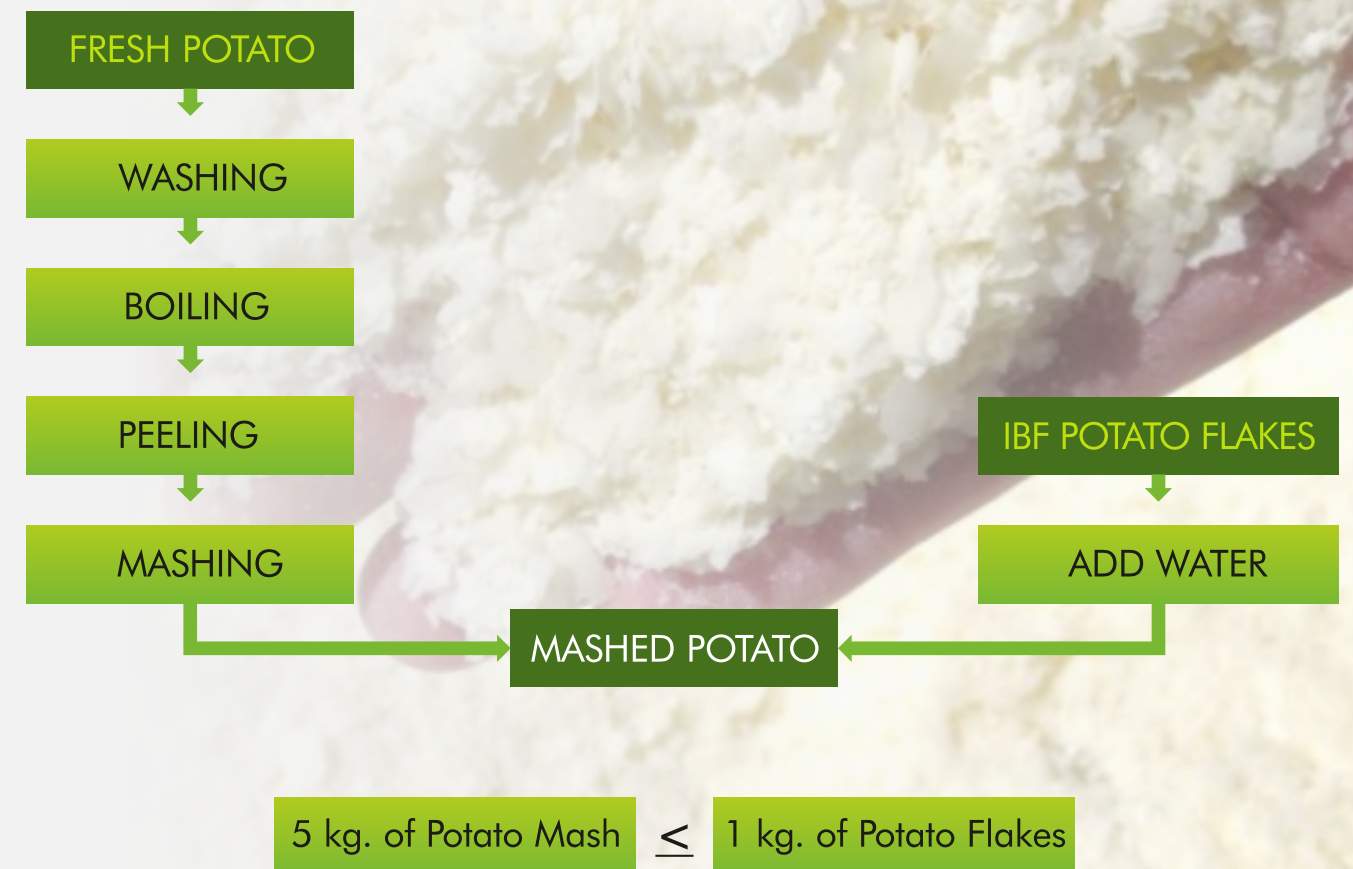


# about us

- ➔ The plant is promoted by prominent business icons of Gujarat - Balaji Wafers Pvt. Ltd., JP Iscon Ltd., S.P. Chips Potato Pvt. Ltd. & Mr. Bharat Kotak
- ➔ The plant is one of its kind in India with state-of-art dehydration technology. The fully automatic facility is powered by Dutch and German technology. It is equipped with robust technology and best-in-class hygiene systems conforming to international standards.
- ➔ The plant is situated right in the midst of the potato rich belt of Gujarat. Adequate supply of raw material is ensured through contract farming arrangements spread over 4,000 acres of land. Highest quality of the potatoes is ensured by self-owned cold storage facilities based on Dutch technology..
- ➔ Fully equipped in-house quality assurance and microbiology laboratory to ensure that international quality standards are maintained.

## what are potato flakes

The potato flakes are conserved form of potato and can be conveniently used as a substitute for boiled potato. The rehydration property of flakes is very good and product looks like mashed boiled potatoes. Potato flake is perhaps the most popular dehydrated potato product used.







# our vision at IBF

To be a world class player in the food processing industry with a diversified product portfolio catering to the evolving tastes and preferences of a global consumer. We aim to build a sustainable business model by actively seeking opportunities for development of farmers and implementing novel food processing practices.



# mission statement

Our mission is to create the largest integrated food production setup in India where the real hero of the show, 'the Indian farmer', stands distinctly. Our business will be backed by our ethics and values

- We shall provide technical and infrastructure support to farmers enabling them to produce better crops and realize higher price for the same
- We shall use latest technology to store, process and add value to farm fresh food items and take them to the end consumer without losing their hygiene and nutrition.
- We shall make cooking a fun activity for all age groups with the help of our ready to eat/easy to cook tasty, healthy, nutritious and hygienic foods.



# what makes us stand apart

- ➔ Care for Potatoes: - IBF has installed “BOX STORAGE” at plant which ensures that our carefully chosen quality potatoes are most delicately handled before they go into processing and no physical damage is done to the potato in handling/storage.
- ➔ Process Know How: - The installation “STEAM PEELER” has ensured that our customers get absolutely clean flakes. The finished goods require no manual inspection and sorting unlike our peers. Thus High quality & hygiene standards are achieved.
- ➔ Taking Hygiene to the Next Level- IBF uses “AERO MECHANICAL” conveying to transport flakes after drying through various processes. This closed conveying system ensures that the finished product is not touched by hand at any stage.
- ➔ Flake Dust Free Product – IBF has installed “FLAKE DUST FILTRATION” system in processes after drying. This system ensures that flaky product only goes into packaging bags. The FLAKE DUST is separated out from the flakes, thus ensuring that the customers gets full value for his money.
- ➔ Flake Size as per Customer's desire : IBF has commissioned an in-house “FLAKE MILLER” to provide precisely sized flakes to suit the special process needs of the customer.

## MATERIAL CODE NAME

Dehydrated Potato Flakes

**MATERIAL GENERAL DESCRIPTION**  
Potato Flakes are obtained from potato (solanum tuberosum), it is creamy white in color, free flowing material, free from potato peel.

## SENSORY TESTING

Sensory Characteristics	Description	Test Method
Appearance Visual	Flaky, Free flowing.	Visual Inspection
Appearance	Creamy White Color	Comparable to Reference
Odor	Odor of Freshly Mashed Potatoes & free from off odor	Comparable to Reference

## PHYSIO-CHEMICAL SPECIFICATIONS

Attributes	Min.	Max.	Test Method
Moisture	6.0 %	8.0 %	IS:4706(Part-II):1978
Reducing Sugar		2.0 %	AOAC 923.09
Bulk Density, g/l	220	240	IS 1797 : 1985
Sulphur Dioxide		<100ppm	AOAC 990.28

## MICROBIOLOGICAL SPECIFICATIONS

Test	Max	Testing Method
TPC, cfu/g	40,000	ISO 4833 P-I : 2013
Coliform Count, cfu/g	10	IS : 5401 (Part 1) : 2002
Yeast and Mold Count, cfu/g	100	IS : 5403 : 1999
E. Coli, cfu/g	Absent	ISO : 16649 : 2001 (Part-II)
Salmonella spp., cfu/g	Absent	ISO 6579-1 : 2017
Staphylococcus Aureus (Coagulase Positive)	Absent	IS : 5887 (Part 2) : 1976

We also cater to special requirements with respect to flake sizing. IBF offers “Milled Potato Flakes” for our customers' specialty product requirements with bulk density in 400-700 g/l range.



## key technical alliances



## quality control

### In Farm tests Selection the Choicest of Potatoes

The company conducts in farm tests for selection of the best potatoes available for processing. The company, inline with its vision, has a reward scheme coherent with the quality of potatoes offered. The quality department determines the solid content reducing sugars of every procured potato batch before shipping it to the plant for processing.

### In Process Testing Ensuring highest quality

During the process, testing is done at various stages - blanching, cooling and mashing - to check the gelatinization of starch, retro gradation of starch and consistency of mash. The water being used during the process is tested online for potability.

### End Product Testing Delivering value

The finished product is tested every hour for the moisture content, which is maintained between 6-7%. Along with this in house microbial analysis is done for TVC , E Coli and yeast and mould. Texture and dough analysis is done every hour to ensure our customers get a mealy dough feel on hydrating the flakes while maintaining the natural appetizing potato flavor.





## eco-friendly

- ➔ Business, the eco-friendly way IBF has installed a state-of-art sand and mud filtration and sedimentation plant. This plant recycles all water used for cleaning and washing potatoes and thereby minimizes usage of ground water and discharge of effluents.
- ➔ we have taken all preventive measures towards protecting our environment - installation of effluent treatment plant and bag filters to name a few.
- ➔ State-of-art dry brush peeler at IBF is capable of peeling potatoes as small as 15 mm in size. This raises the pedestal of farm produce usage in the area as all sizes and shapes of potato produce will fetch revenue for the potato farmers in Gujarat and there will be no farm level wastages and rejections based on size. Also the dry type design of peeler eliminates the conventional effluent discharge.

## U S A G E S

### instant mashed potatoes

The flakes are mixed with warm milk or water for making instant mashed potatoes which is one of the common items for continental breakfast like "pie and mash" or "sausage and mash"

### extruded and other snacks

Fabricated snacks (Pringle, Lays stax), Croquettes and extruded snacks like seasoned pellets have potato flake as the major ingredient. Aaloobhujia is the major product which witnesses high usage of potato flake throughout the country

### bakery industries

use rehydrated potato flake to make fillings for their patties and samosas, rolls etc.

### meat processing

In recipes like minced mutton balls, fish cutlets, meat/chicken nuggets etc., potato flakes are used as extender and binder

### as thickener

Creamy frozen desserts, gravies, baby food, soups and ready to eat

### formed products

Patties, Cutlets, smileys, nuggets, alooabonda etc. have potato flake as the base ingredient

### frozen foods

Industries manufacturing frozen paranthas (Indian bread) use potato flake to stuff the bread with a hydrated mix of flakes. Flakes also find application in frozen samosas, frozen bread rolls etc.

### baby food

Potato flakes are used by many leading manufacturers of baby food like Nestle as an important ingredient