

DINESH FOODS TO LAUNCH COCONUT MILK ICE CREAM

DC CORRESPONDENT
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Kerala Dinesh Foods, a division of the iconic Kerala brand Kerala Dinesh Beedi, will launch India's first ice-cream with non-animal milk next month.

"We have completed the research and development process for the product had have ordered machinery for it," C Rajan, company chairman said. "We shall launch the product next month on a trial basis."

The company, which he said is the only manufacturer of coconut milk in the country, sees a big market for coconut milk ice-cream as it has all the benefits of coconut milk.

Studies have proved that the presence of lauric acid in coconut milk helps reduce cholesterol level and enhance immunity, he pointed out.

The company has already launched coconut milk in pouches and the product has

become a success.

The food division which has a number of products clocked a turnover of Rs 5 crore last year and is making a healthy growth, he said.

The company which is part of the legacy of the communist movement in northern Kerala has seen its beedi business making good progress in the last few years.

"From the 90s, the sector has been making negative growth but it has started looking up in the last three years," he said.

"This is because the government has taken steps to prevent smuggling of low-quality beedis into the state from outside."

The increased presence of migrant labour in the state has also helped the volumes pick up, he said.

"But for the rampant smuggling of low-quality beedi, our sales would have been more," he said. The beedi sales clock ₹50 crore a year now, he said.