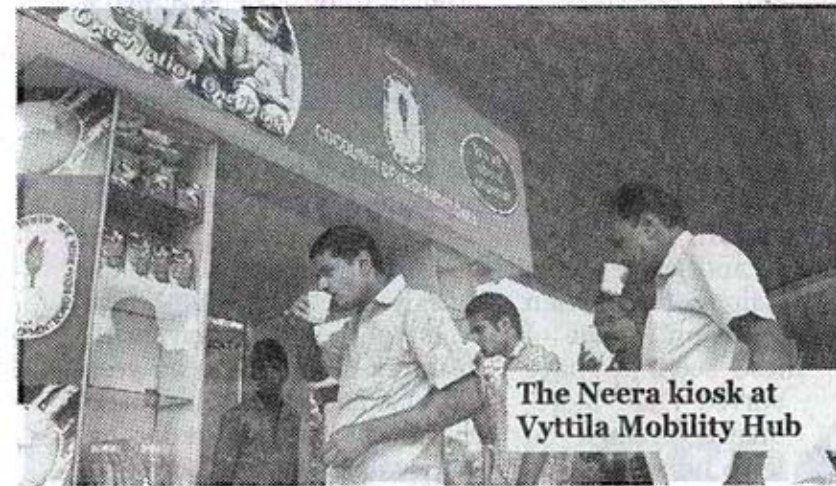


Neera kiosk to be opened at GCDA complex



The Neera kiosk at Vyttila Mobility Hub

Express News Service

Kochi: Owing to the huge success of the sale of Neera at the Vyttila Mobility Hub, the Palakkad Coconut Producer Company Limited (PCPCL) is planning to introduce a similar stall at GCDA Complex in Kochi within the next two weeks.

According to the chairman of PCPCL, 50 more Neera outlets will be introduced in Thrissur, Palakkad and Ernakulam in the coming days.

"We have received the nod from the GCDA chairman N Venugopal to start an outlet at the complex which is frequented by the public. We are in talks

with several stake holders in the city and hope to popularise the drink more," said PCPCL chairman Vinod Kumar P told City Express. Meanwhile, there were also plans to open outlets in the Central and Southern parts of the state.

"At the moment, we are yet to receive the refrigerator van which will enable us to take our products to the other parts of the state. Transportation of Neera is an issue and has to be careful since we can't keep the product without refrigeration for a long time. It will become syrupy and will generate the smell of toddy half an hour after it is kept off refrigeration. If it is kept for long, the product cannot be used as Neera. It will be used as a subsidiary to make toddy," he said. At the moment, the product which is being sold

at the Vyttila Mobility Hub has a huge number of takers. On an average, 100 litres, ie 550 glasses are being sold per day. The Palmdew brand is being sold at ₹25 for 200 ml, according to officials.

The taste resembles that of pongu and coconut 'pookolla'. It is reported to have a high percentage of sodium, potassium and vitamins.

"A farmer benefits hugely from the production of Neera as they are able to generate ₹45,000 for 17 palms itself. They have more potential to generate more revenue from the tapping of these palms. However, there is a restriction to the number of palms being tapped for the production of Neera since the rest of the palms have to be used for other purposes," officials added.