Project Proposal

India's First Nutricereals & Pulses Protein Cluster.

Project Title - Maharashtra - Pulses Protein Cluster (MPPC)

An Integrated Cluster Model to Enhance Pulses Production,
Nutritional Security, Protein Sufficiency and Sustainable Aatmanirbhar Bharat.



Prepared by:
Nutricirlce Pvt Ltd in collaboration with Government of Saskatchewan, Canada, Plant-based food industry association (PBFIA), ICRISAT.



Executive Summary

Nutricircle Ltd. proposes to establish India's first integrated Nutricereals & Pulses Protein Cluster in Maharashtra — the Maharashtra Pulses Protein Cluster (MPPC). The project is designed to strengthen pulses production, improve protein availability, enhance farmer incomes, and build global competitiveness through world-class infrastructure, innovation, and market integration.

The MPPC will integrate seed systems, advanced agronomy, agri-infrastructure, food and protein value addition, logistics, and export-oriented market linkages, implemented through a farmer- and FPO-led model. The initiative aligns with national priorities such as the Pulses Mission, Nutrition Security, Sustainable Agriculture, FDI promotion, and Aatmanirbhar Bharat.

PROJECT SCALE & IMPACT

- Total Investment: Up to ₹1,000 Crore
- Revenue Potential: Over ₹5,000 Crore
- Infrastructure Development Area: ~500 Acres
- Farmer Coverage: Over 50,000 acres of cultivation through FPO networks
- Employment Generation: Over 2.5 lakh (direct & indirect)
- FDI Potential: Strategic international partnerships in pulses and protein processing
- Sustainability Impact: Climate-resilient crops, lower carbon footprint
- Reduced import dependence: By increasing the production of pulses

1. Background & National Context

India produced approximately 24.49 million tonnes of pulses in FY24, yet continues to depend on imports for critical pulse varieties and protein ingredients. Rising domestic demand for plant-based proteins, clean-label foods, nutraceuticals, and sustainable nutrition presents a strategic opportunity to transform India's pulses sector from commodity-driven to value-added, protein-led growth.

Maharashtra, as a leading producer of chickpea and pigeon peas pea, with strong agro-climatic diversity and a farmer base, offers an ideal foundation to scale high-protein pulse varieties, processing, and protein extraction through a structured cluster approach.

2. Rationale For The Cluster Approach

The proposed cluster model enables:
Aggregation of fragmented production systems
Introduction of elite, high-protein pulse varieties
Integration of post-harvest infrastructure, processing, and protein fractionation.

Strong market linkages with domestic and export food, nutraceutical and ingredient industries.

This integrated approach ensures higher farmer realisation, reduced post-harvest losses, import substitution, and export competitiveness.

3. KEY COMPONENTS OF MPPC

01 Centre of Excellence (CoE)

Seed systems, high-protein varietal development, plant protein R&D, pilot-scale fractionation, digital agriculture, skill development, and incubation.

02 Agro-Demonstration Zones

Climate-resilient pulse varieties, sustainable cultivation practices, farmer training, and agri-entrepreneur development.

03 Agri-Infrastructure & Processing Hub

Cleaning, grading, storage, traceability, mini air-classification, and quality testing.

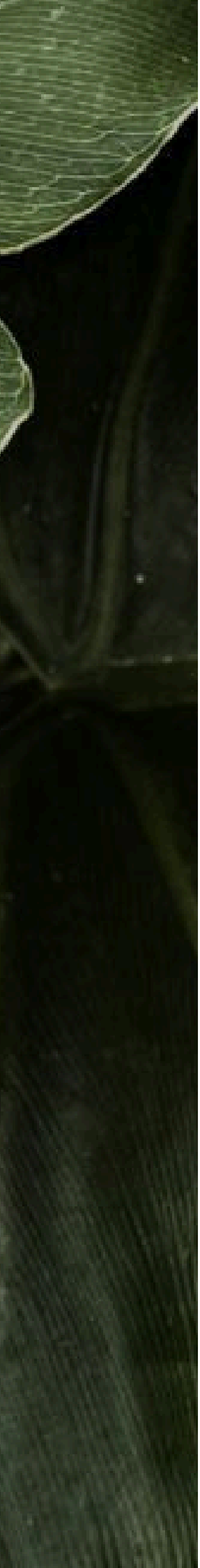
04 Food Processing Zone

Pulses-based foods, protein ingredients, nutrition, nutraceuticals, beverages, and sports nutrition.

05 Logistics & Market Linkage

Domestic and export connectivity, APEDA linkage, B2B buyers, trade shows, and promotion platforms.





Institutional Roles

01 Nutricircle Ltd.

– Lead partner; Centre of Excellence anchor, R&D leadership, market and export linkages

02 Government of Maharashtra

– Land facilitation, FPO strengthening, cluster governance

03 Government of India

– Funding and policy support through NFSNM and Pulses Mission

04 Government of Saskatchewan (Canada)

– Technical expertise in pulses cultivation and protein extraction

05 Plant Based Foods Industry Association (PBFAI)

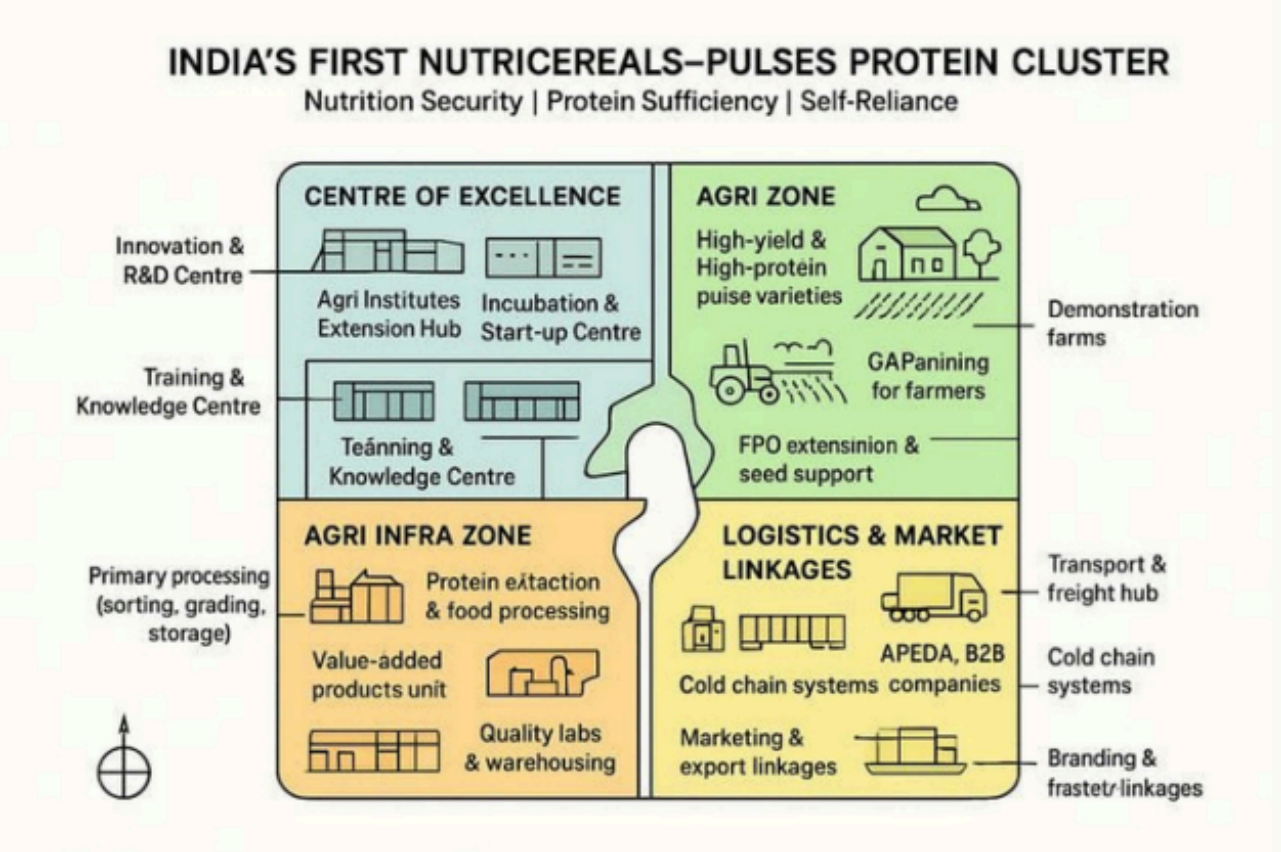
– Industry linkage, advocacy, innovation support

06 ICRISAT / NIFTEM / SAUs

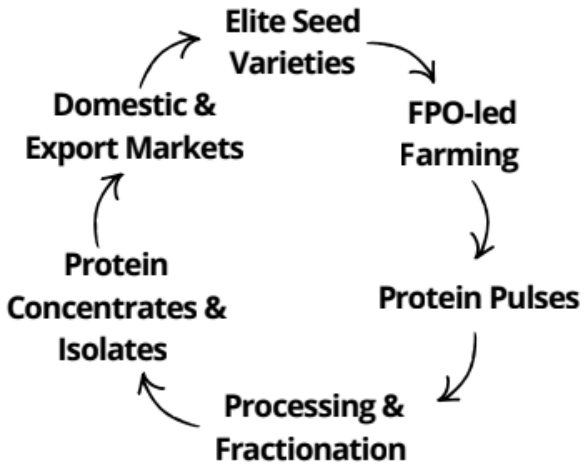
– Agronomy, varietal research, processing technologies

07 Food manufacturing Companies, Protein Extraction Companies

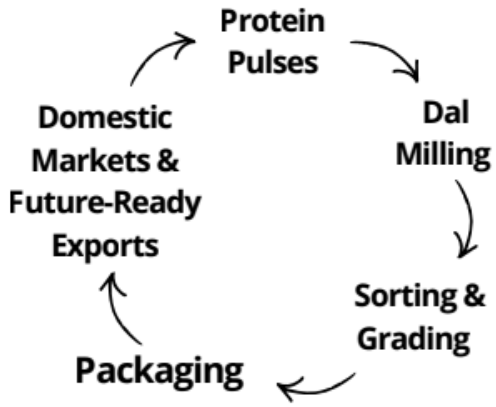
Stakeholder Ecosystem



Primary Protein Value Chain:



Parallel Consumer Value Chain:





Sustainability & Impact

Environmental Impact
-Climate-smart pulses with low water footprint.
-Improved soil fertility through nitrogen fixation.
-Zero-waste processing utilising fibre and starch fractions.

Farmer Impact
-20–30% increase in farmer incomes.
-40–50% reduction in post-harvest losses.
-Training and skill development for 10,000+ farmers.

National Impact
-Strengthens India's pulses self-reliance.
-Builds a globally competitive plant-protein ecosystem.
-Advances nutrition security and protein sufficiency.

Implementation Roadmap (5 Years)

Year 1: 5,000 acres;
CoE establishment; operations in two districts.

Years 2–3: Scale to 25,000 acres;
full AIH operations; industry partnerships.

Years 4–5: 50,000-acre cluster;
advanced protein fractionation; export-ready ingredients.

REQUEST FOR GOVERNMENT OF MAHARASHTRA SUPPORT

Nutricircle Ltd. respectfully requests the following support from the Government of Maharashtra for successful implementation of the MPPC:

1. **Land Allocation**

- Allocation of approximately 500 acres of agricultural and industrial land for the development of the integrated cluster.

2. **Project Subsidies & Fiscal Incentives**

- Capital subsidies, interest subvention, and input cost support.
- State and Central tax incentives/relaxations as applicable for agri-processing, food processing, and export-oriented units.

3. Infrastructure Subsidy & Facilitation

- Support for common infrastructure, including roads, power, water, logistics, and storage.
- Inclusion under applicable agri-infrastructure and food processing schemes.

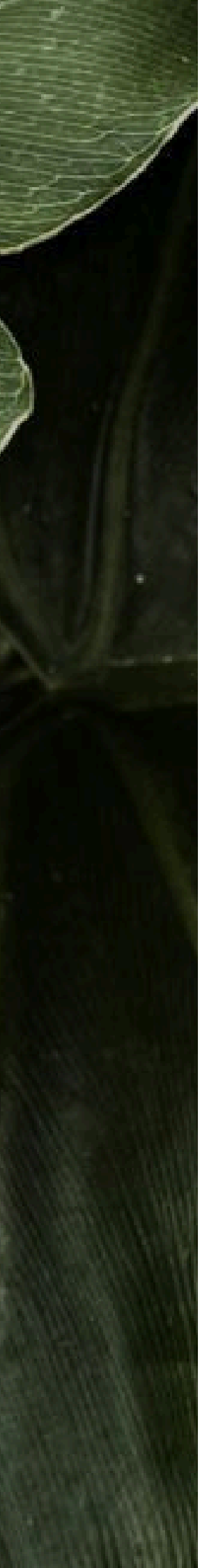
4. Project Duration

- Implementation period: 5 years, with phased development and monitoring.

5. **Project Location**

- Ahmednagar, district, Maharashtra.



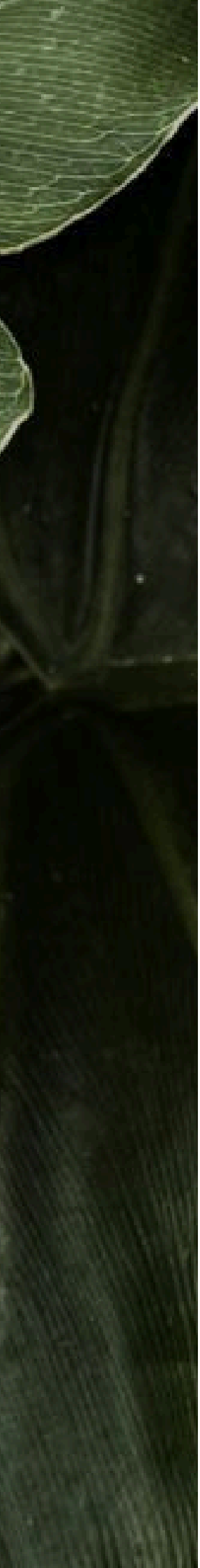


About –

Nutricircle Ltd.

Nutricircle Ltd. is a leading Indian agri–nutrition enterprise focused on building integrated plant-protein and nutricereals value chains.

With strong capabilities in R&D, value addition, market development, and global partnerships, Nutricircle will serve as the industry anchor, responsible for cluster integration, productinnovation, market access, and exportlinkages.



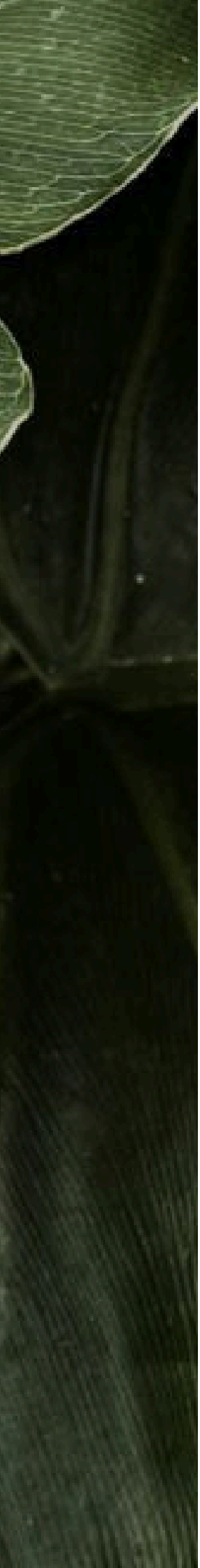
About –

Government of Saskatchewan (Canada)

The Government of Saskatchewan (Canada) serves as a global model for supporting plant protein value chains, combining policy, research, and industrial investment.

Saskatchewan, a leading producer of pulses such as peas and lentils, has
prioritized local processing, including high-protein isolate production, research in pulse breeding, and starch utilisation, and export-oriented infrastructure.

Through initiatives like Protein Industries Canada and partnerships with universities and global companies, the province has created an integrated ecosystem that strengthens farmer incomes, enhances product quality, and positions itself as a global plant-protein hub.



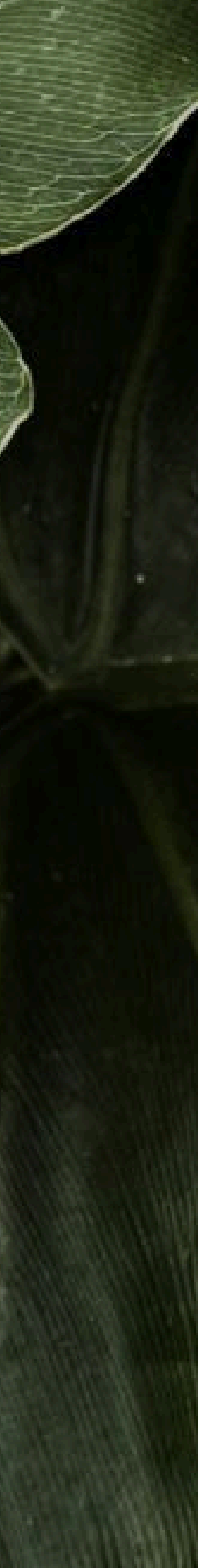
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ICRISAT (International Crops Research Institute for the Semi-Arid Tropics)

INTERNATIONAL CROPS RESEARCH INSTITUTE FOR THE SEMI-ARID TROPICS

ICRISAT (International Crops Research Institute for the Semi-Arid Tropics) is a globally reputed CGIAR institution with deep expertise in millets, pulses, and climate-resilient agriculture.

ICRISAT will provide scientific leadership in seed systems, varietal improvement, agronomy, nutrition research, and sustainable production models.



About –

Plant Based Food Industry Association (PBFAI)

Plant Based Foods Industry Association

Plant Based Food Industry Association (PBFAI) represents India's emerging plant-based and alternative protein ecosystem.

PBFAI will support industry connect, policy advocacy, product standardisation, and global marketlinkages

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