

Lulu group subsidiary to open pack house in Greater Noida

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Greater Noida: In a significant development for the Greater Noida region, on Monday a subsidiary of the Lulu Group International took up 20-acre of land to set up a pack house. To act as the vital facility in north India where fruits, vegetables and meat products will be collected, processed and packed before being distributed, the pack house will come up in sector Ecotech 10.

Chief executive officer of Fair Exports Private Limited, the group's subsidiary operating in the food sector, Najimu-deen E said, "The unit will be focused on exporting items out of the country. A lot of export oriented future growth corridors are coming up in Greater Noida and the unit will be an important centre for our north India operations."

Several flagship logistics, transport and freight based projects that have potential of turning Greater Noida region



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as the hub of export and import are coming up in Dadri-Boraki belt. In fact the area where the pack house will come up is located adjacent to Rithori the site where integrated industrial township spread over 303 hectare of land is being developed at present.

Sharing details of their investment plans and size of operations, chief executive officer of Greater Noida Industrial Development Authority, Narendra Bhooshan said, "The group has agreed to make one-time payment to buy the 20-acre plot. We will receive Rs 75 crore as the land premium.

The group has assured us of bringing in investments amounting to Rs 200 crore through the operations." The unit will also provide employment opportunities to 2,000 individuals once it gets functional.

Company officials said that Fair Exports is the second largest exporter of vegetable and fruits in the country. Besides setting up a pack house, Fair Exports will also establish a huge cold storage in order to maintain cold chain required to transport perishable food and meat products.

In December last year the authority had floated 21 industrial plots in different blocks of Ecotech sector. The authority is going through the applications of 54 applicants who have submitted required documents. While 19 plots measured 2000 sqmt, one plot measured 12 acre and another was 20 acre in size. Lulu Group took the largest plot and was the first one to be awarded the land on Monday.