

New facility inaugurated



SPOT STUDY: *R.K. Krishna Kumar, left, Chairman, Tata Coffee, interacting with experts at Jayamangalam plant in Theni district on Tuesday. - PHOTO: G. KARTHIKEYAN*

Staff Reporter

THENI: The Tata Coffee has planned to increase its global market share to 10 per cent from its existing two per cent within two or three years, according to R.K. Krishna Kumar, Chairman of the company.

Talking to presspersons after inaugurating the belt type freeze dried coffee plant with an annual production capacity of 5,600 tonnes at Jayamangalam village, near here, on Tuesday, he said the freeze dried coffee is the fastest growing

instant coffee segment. "The company had spent Rs.8 crore for augmenting facilities and capacity in this new plant and has planned to invest Rs.3 crore for technological advancement," said Mr. Kumar.

Detailing the welfare measures to be taken up with assistance from Tata Trust, he said a clinic-cum-10-bedded hospital would be constructed and computer literacy would be imparted to students. It has also planned to extend micro-credit facility to rural women.