



PURANDAR HIGHLANDSTM

nature's best produce

FROM OUR FARM TO YOUR TABLE



About Us



The Purandar Figs having a GI status are indeed great, but due to their high perishability, they present certain challenges. It is difficult to bring small holder farmers together, when the micro- horticulture crops business is limited. Additionally, there is very little research on figs and custard apples in pre-harvest and post-harvest practices, and the market for these fruits is also quite limited. However, every time we hear someone say "it is difficult," our eyes light up with excitement, eager to turn obstacles into opportunities. We grab on to the opportunity to convert all the Ifs, Buts and Maybes into a YES!

In 2014, while pursuing my MBA, I had the chance to visit Fruit Logistica in Berlin, Germany, known as the Mecca of Fruit and Vegetable growers. Seeing farmers from around the world dressed in suits, proudly representing their regions and offering their best produce for the world to enjoy, left me in total awe. Even highly perishable fruits and vegetables were being shipped across the globe.

Inspired by this experience, I wondered why we couldn't do the same in Purandar. Why not inspire small holder farmers to tap into the untapped potential of micro-horticulture crops and sustainably extract their potential like a gold mine waiting to be discovered?

Our journey from 2014 until now has been a long one in terms of numbers, but we believe it is just the beginning of a much longer journey. We aim to sustainably unravel the great potential of micro-horticulture crops in our country while empowering small holder farmers and responsibly feeding customers globally.

-Rohan Satish Ursal

Chairman & Managing Director, Purandar Highlands FPC Ltd

Vision

To sustainably unravel the great potential of micro-horticulture crops in our country while empowering small holder farmers and responsibly feeding customers globally.

Mission

Inspire farmers to join hands and work together in developing a sustainable farm to table model with focus on innovation.

Goals

- Bring innovation in pre-harvest, post-harvest and packaging practices for highly perishable produce grown in Purandar
- Implementing the global good agriculture practices (GAP) in Purandar region.
- Bringing in the most professional approach to the farming done in the region.

Our Journey



2014

Founded as a proprietary company

2017

'PURANDAR HIGHLANDS - Nature's Best Produce' Logo unveiled.

2019

Registered under the State Agriculture Department Group Farming Initiative.
Supply of fresh figs started to a couple of states in India.

2021

27th Jan 2021 Incorporation as an FPO with 13 Directors onboard.

'SUPER FIGS'- a sub brand under Purandar Highlands FPC Ltd exclusively for GI tagged Purandar Figs launched by Hon. Shri Sharad Pawar ji (Ex Agriculture Minister of India)

July 2021 inauguration of FPC's first fresh fruits CC (collection center) at Singhapur village in Purandar taluka.

22nd Nov 2021

Agreement signed with Bayer CropScience Food Value Chain for bringing in research and development and sustainable agriculture practices for Figs and Custard Apple farmers.

2022

17th Feb 2022 FPC's processing unit started at Jadhavwadi, Purandar taluka.

31st March 2022 1st FPO in state to be recognized as a Start Up by the Department of Promotion of Industry and Internal Trade.

14th April 2022 India's 1st fresh GI Purandar Fig consignment exported to Hamburg, Germany from Purandar in association with partners Scion Agricos/Pilz Schindler.

17th Feb 2022 FPC's processing unit started at Jadhavwadi, Purandar taluka.

14th April 2022 FPC's first award received at Bombay Stock Exchange at a conference organized by Maharashtra State Mango Growers Association.

2nd July 2022 rolling out of FPC's first product from processing unit, Super Figs Spread.

5th September 2022 launch of Purandar Guava Cake in association with the iconic Kayani Bakery.

2023

19th February 2023

India's 1st commercial consignment of fresh GI tagged Purandar Figs to Hong Kong in association with partners Scion Agricos/Pilz Schindler.

Launch of Sugar Free Jamun Spread

14th March 2023 launch of India's 1st sustainable packaging dedicated for Figs.

18th April 2023

India's 1st ready to drink fig juice launched by Hon. Shri Sharad Pawar ji, Former Agriculture Minister of India in presence of Member of Parliament Hon. Mrs. Supriya Sule.

2024

January 2024

India's 1st consignment of GI Tagged Purandar Figs to Malaysia



Super FigsTM

FIG SPREAD

NO ADDED SUGAR

Special Prize winner at Salon International de l'alimentation (SIAL) India 2023

Fig Spread made from India's finest figs; the GI tagged Purandar Figs.

75% actual fruit content

Shelf life is 24 months at room temperature (Approved by NABL accredited laboratory)*

No added artificial flavour and colour

Traceability data with respect to the sourcing of fruits is maintained right from the farms, with records maintained for every individual farmer supplying the produce to the FPC.

Available currently in 15gm, 30gm, 210gm retail packaging and 1kg institutional packaging



Red Guava

SPREAD

NO ADDED SUGAR

Spread made from the Ratnadeep Guava grown by farmers in Pune region.

The Spread has actual fruit content of 75%.

Shelf life is 24 months at room temperature (Approved by NABL accredited laboratory)*

The spread has no added artificial flavour and colour

Highly nutritious and can be a good addition to the existing spreads available in the market.

Traceability data with respect to the sourcing of fruits is maintained right from the farms, with records maintained for every individual farmer supplying the produce to the FPC.

Available currently in 15gm, 30gm, 210gm retail packaging and 1kg institutional packaging



Jamun SPREAD

NO ADDED SUGAR

Jamun Spread is a zero sugar added highly nutritious spread made from jamuns sourced from Konkan belt in Maharashtra and Gujarat.

The Spread has actual fruit content of 75%.

Shelf life is 24 months at room temperature, which has been approved from a NABL accredited laboratory.

The spread has no added artificial flavour and colour

Traceability data with respect to the sourcing of fruits is maintained right from the farms, with records maintained for every individual farmer supplying the produce to the FPC.

Available currently in 15gm, 30gm, 210gm retail packaging and 1kg institutional packaging



**SOURCE OF VITAMINS,
MINERALS & FIBRE**

Fig Juice

NO ADDED SUGAR



Award Winning Product at Salon International de l'alimentation (SIAL) India 2023 for being one of the most innovative products.

Purandar Highlands FPC Ltd launched India's first and probably the world's first ready to drink zero added Fig Juice.

This juice is made from the fresh GI tagged Purandar Figs which are grown by the farmers in Purandar taluka.

The Juice has no added sugar, artificial flavour and colour.

The juice has been tested in a NABL accredited laboratory and has 6 months shelf life at room temperature.

Shelf life is 6 months at room temperature
(Approved by NABL accredited laboratory)*

Available in 200ml PET Bottle.

Provisional patent filed.

Fig Paste



100% Pure Fig Paste

Highly Concentrated

Shelf life is 2 years at room temperature
(Approved by NABL accredited laboratory)*

No added artificial or natural flavour, colour
and sweeteners.

Frozen Fruit Pulps & Slices

Custard Apple Pulp
Fig Slices and Pulp
Strawberry Whole
Red Guava Sliced and Pulp
White Guava Sliced and Pulp
Mango Sliced and Pulp
Jamun Sliced and Pulp

Upcoming Products

Alphonso Mango Spread
Hot and Sweet Guava Spread
Strawberry Spread
Mix Fruit Spread (made from GI Fruits like the Durgam Alphonso Mango,
Purandar Figs and Mahabaleshwar Strawberry)
Red Guava Juice
Jamun Juice
Tomato Ketchup, Sauces and Mayonnaise



Fresh Fruits

Phule Purandar Custard Apple



Variety: Phule Purandar Custard Apple (Sitaphal)

Average Fruit Size: 150 gm to 350 gm

Fruit Colour Skin: Green and Hard

Pulp: Creamy White

Taste: Sweet and buttery

Brix: 22-28*

Harvest Period: July to November

Packaging Carton:

Pack of 6 | Pack of 9 | Pack of 12

Punnet Pack of 2

Shelf Life

4 days from the date of harvest
in ambient 18-24 degrees.

GI Tagged Purandar Figs



Variety: GI Tagged Purandar Figs (POONA FIG)

Average Fruit Size: 40 to 60 gm

Fruit Colour Skin: Greenish Violet

Pulp: Reddish white

Taste: Sweet and buttery

Brix: 18-22*

Harvest Period: October to April

Packaging: Punnet

Pack of 4- 180 gm | Pack of 6- 250 gm |

Pack of 8- 300 gm

Premium FBB packaging

Pack of 8- 350 gm to 400 gm

* Weights mentioned are gross weight
which includes packaging (punnet or box),
paper cups, etc)

Shelf Life: 8 days from the date of
harvest in ambient 18-24 degrees.
16 days from the date of harvest with
end-to-end cold chain, temperature
4-6 degrees.

Certifications



Awards

	SIAL India 2023 Special Prize for Fig Spread SIAL India 2023 Award for Fig Juice
	Krishithon Ideal FPC award 2023
Mango Growers Association of India	Mango Growers Association of India Most Promising FPC 2022
Krushiratna Award	Krushiratna Award 2022 - Purandar Pratishtan

Partners

Export Partners



Value Chain Partners





PURANDAR HIGHLANDS™

nature's best produce

FROM OUR FARM TO YOUR TABLE

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INSTAGRAM



LINKED IN



FACEBOOK



WEBSITE



Gat No.32, Jadhavwadi, Dive, Tal - Purandar, Saswad, Maharashtra - 412301

Website: purandarhighlands.in Email : info@purandarhighlands.in | Tel : 02115-299422