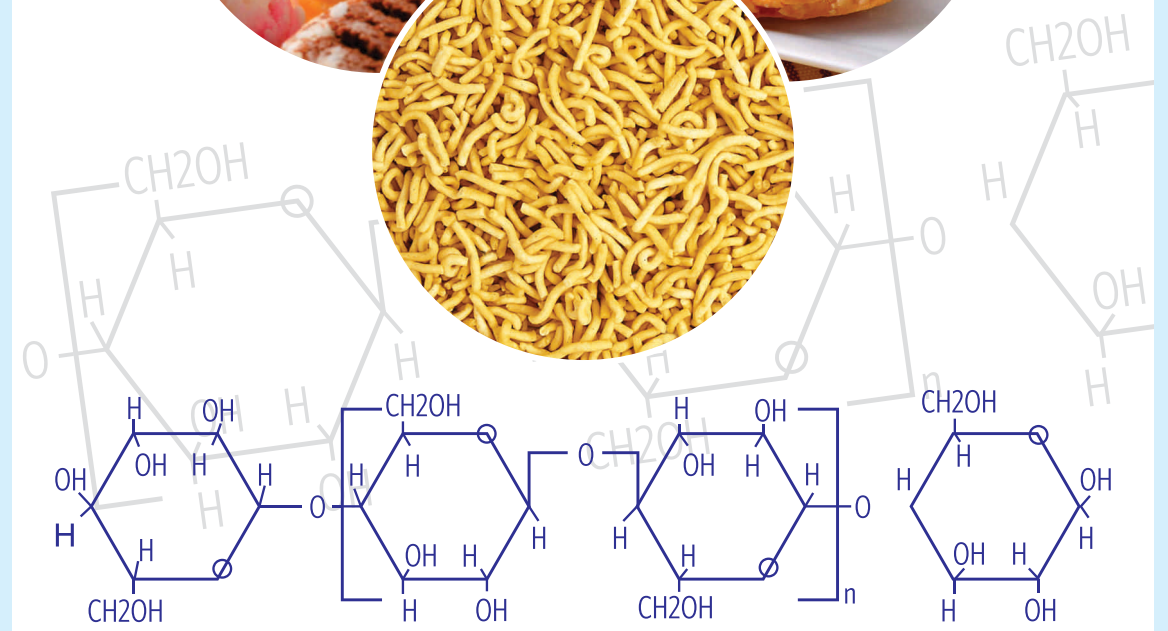




**ANKIT PULPS & BOARDS PVT. LTD.** *Bettering Lives*

Manufacturer of Powdered Cellulose & Co-Processed PC

# REVOLUTIONARY DIETARY FIBRE POWDERED CELLULOSE



**NATURAL ORGANIC FIBRE . REDUCES CHOLESTEROL**



## APB DISTRIBUTION CHAIN

With distributors across all major cities in the country, we here at Ankit Pulps and Boards have an enviable Pan-India presence. Our distributors are placed at:

**Domestic** - New Delhi, Mumbai, Kolkata, Chennai, Baddi (Himachal Pradesh), Roorkee

**International** : Slupno (Poland), Istanbul (Turkey), Germiston (South Africa), Dhaka (Bangladesh) and Guangzhou (China)

**Export** - Sri Lanka, Australia, Poland, Bulgaria, South Africa, Nigeria, Egypt, Indonesia, China, Saudi Arabia and the Sultanate of Oman.



### Ankit Pulps & Boards Pvt. Ltd.

**Registered & Factory Address :**

39/2, Bhilgoan, Kamptee Road, Post- Khairi, District: Nagpur, Maharashtra - 441002 (INDIA)

E-mail : [info@celluloseankit.com](mailto:info@celluloseankit.com) | Website : [www.celluloseankit.com](http://www.celluloseankit.com)

Phone : (+ 91-712) 204 3300 / 204 3301 | Fax : +91-712 298 0201

**Courier Address:** 601, Omkar Tower, Tikekar Road, Dhantoli, Nagpur, Maharashtra - 440012 (INDIA)

CIN: U21010MH1988PTC049007



# COMPANY OVERVIEW

Ankit Pulps and Boards Pvt. Ltd. (APB), incorporated in the year 1988, is a pioneer in manufacturing Powdered Cellulose. A professionally managed group, APB delves into the manufacture of dietary fibre for use a variety of verticals in food industries

APB consist of an FSSAI approved in-house R & D Laboratory, which has unsurpassable facilities and caters to all strategic trials to amplify new molecules from conceptualization to the lab and finally to commercial scale. A keen eye for quality check and top of the line infrastructure at hand for storage, makes Ankit Pulps and Boards stand out amongst its peer in terms of assured quality.



Customers from all-round the globe recognize and appreciate the quality of APB's Powdered Cellulose. The success of our products in the international market has always given us a boost to expand our horizons and explore new grounds.

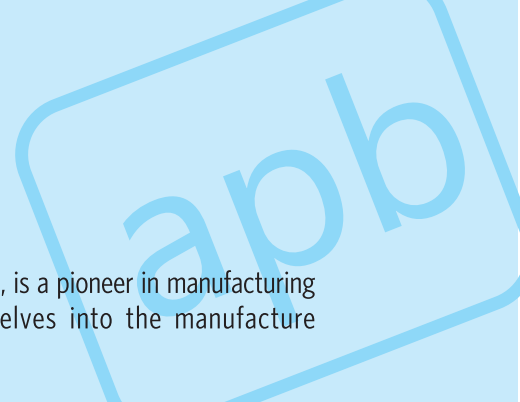
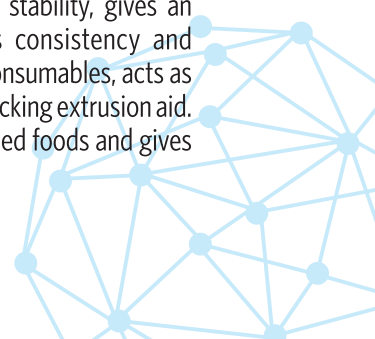
Located in Nagpur, the geographic center of India- connectivity and the logistics were never a bother, with Roads, Trains, Airways and Dry Ports serving as our connecting chords to the rest of the world. As of today APB is providing a ceaseless supply of the finest quality fibre to market in virtually every corner of India & the world.



## MICCEL - P



APB produces a Powdered Cellulose - MICCEL-P which consists of pure alpha cellulose to facilitate usage in the food industry. Its particles are rod shaped, which above a certain concentration build a three dimensional network in water systems through hydrogen bonding. Being so stable in nature, it is often used in the food industry as an additive because it improves stability, gives an improved texture, increases consistency and creaminess in case of liquid consumables, acts as a bulking agent, and an anti-sticking extrusion aid. It also reduces fat pickup in fried foods and gives them their golden yellow color.



MICCEL-P NATURAL ORGANIC FIBRE  
Approved by General Standard for Food Additives (GSFA), WHO

**PRODUCT ADVANTAGES**  
**DIETARY INSOLUBLE FIBRE**  
**INERT MATERIAL**  
**HIGHLY PURE - 99% & WHITE**  
**NATURAL FIBRE**  
**TASTELESS**

It is advantageous to the manufacturer to enhance the Functional Properties of food

- Reduced fat pick-up / Providing non calorie solid
- Crispiness & Non Browning properties give golden yellow colour to all Indian fried foods
- To reduce loss of moisture
- Inertness
- Improve microwave properties
- Bulking agent
- Anticaking agent
- Binding & Thickening agent
- Stabilizer
- Emulsifier
- Volume Enhancement
- Improve cling
- Filler
- Anti-Sticking extrusion aid



# MICCEL – P Applications Key Benefits in Food



**Bhujiya,  
Namkeen,  
Mixture  
(Use 2-4 %)**

Low Fat Take-up without diminishing taste, Maintain Freshness, Increased Shelf life, & Improve Appearance - Reduced brown & black batter particles after frying appearance is golden yellow



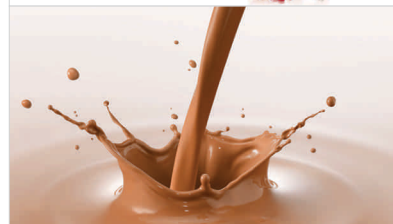
**Baked items  
(Use 2-4%)**

Higher dough yield (8-15%), Bake Stability, Maintain Freshness, creamy feel, Reduced Calorie and carbohydrate content, Reduced breaking and abrasion of shortbread, wafers and biscuits



**Diet & Health  
Beverages  
(Use 2-6%)**

Good Texture, Dietary fibre, non-caloric bulking agent



**Chocolate Milk  
(Use 2-4%)**

Stable at high & ambient temperature, adds creaminess, adds opacity



**Ice Cream  
(Use 2-4%)**

Controlling ice crystal growth, non-caloric bulking agent



**Shredded  
Cheese  
(Use 4-6%)**

Anticaking agent, mouth feel in low fat products



**Cook-in Sauces  
(Use 2-6%)**

Improved cling, controlled viscosity and texture in the jar and after cooking

## SPECIFICATIONS

Appearance	White/odorless
Characteristic	Fine Powder, White Colour, Odour neutral, Flavor Neutral
Cellulose (Dietary fiber) content % by mass, (Assay method - National Formulary)	Approximate 99.5
Identification	Complies
Moisture, %Max.	7
Assay, % Cellulose	97 - 102
Ether Soluble Substance, % Max.	0.15
Water-soluble substance, % Max.	0.16
Starch	Absent

### PHYSICAL CHARACTERISTIC (APB Standards)

Screen analysis	
Wt. + 60 Mesh1	NMT
Wt. + 200 Mesh	30 NMT
NMT - Not more than	
NLT - Not less than	

## Typical Nutritional Profile of MICCEL-P

COMPONENT	TYPICAL VALUE
Calories (Kcal/g)	0
Total Dietary Fiber(% dry basis)	>99
Total Fat(%)	0
Cholesterol(%)	0
Protein (%)	0
Ash (% ,800 <sup>o</sup> c)	0.3
Moisture,(%)	5-7
Sodium(PPM)	500-700
Calcium(PPM)	100
Iron (PPM)	100





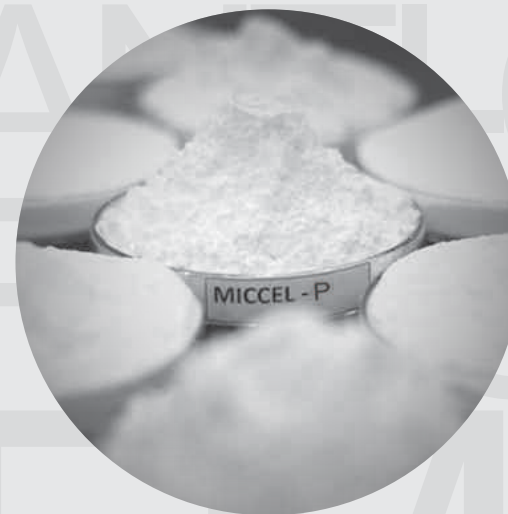
## INFRASTRUCTURE

With an automated plant and latest manufacturing technology at our disposal, we here at APB can confidently say that our products across all the verticals are the best in quality and the safest to consume or use. We are committed to the task of not only maintaining but also improving the standards of the dietary fibre we manufacture and in that pursuit, a lot of attention is given to ensure maintenance and seamless functioning of the hi-tech equipment.

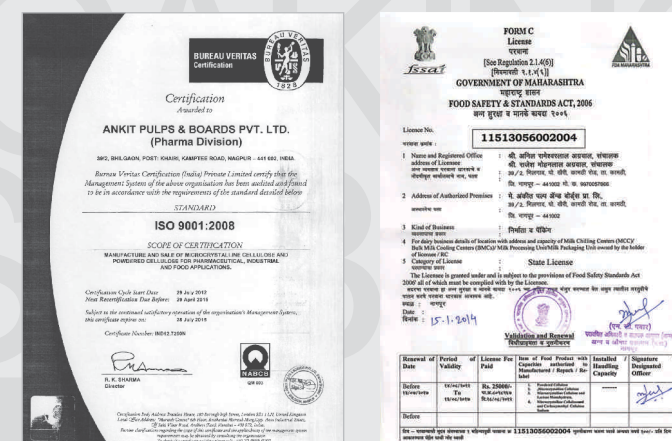


## FSSAI APPROVED IN-HOUSE R & D FACI

We have an in-house Research and Development team here at APB to keep us abreast with all Frontline innovations in the market. Our R&D laboratory is FSSAI approved and frequently undertakes strategic trials to amplify new molecules from conceptualization to the lab and finally to the commercial space. A temperature controlled lab having separate Physical, Chemical and Microbial sections keeping in mind the concerns of a growing base of Quality conscious customers. From an Alpine Jet Sieve Shaker to a Pressure Gauge, APB's laboratory comprises of all high tech equipments, ensuring the best quality products to customers. Facilities for maintaining requisite temperature and humidity are available in this lab. Also available are all the Standard Analysis Procedures, Quality Plans, Operating Procedures, Hygiene and Cleaning procedures, Calibration procedures. The Lab is an extension of our commitment towards top notch quality and hygiene.



## CERTIFICATIONS



## OUR COMMITMENT TO QUALITY

Quality has always been our point of focus, and it is of utmost importance to us here at APB. In this endeavour, we have developed our 'Quality control' and 'Quality Assurance' departments. While the former is committed to meeting customer requirements through continual improvement of our quality management systems, the latter ensures the maintenance of desired level of quality in our product with the aid of SOPs.

We ensure that our processes comply with national and international regulatory standards and have implemented a well-defined and thoroughly documented set of quality systems and procedures for ensuring the same.

Our Global Quality Standards are constantly benchmarked against best practices and are continually upgraded to keep pace with the changing dynamics of the global environment.

### ANIL AGRAWAL

The Director all Commercial affairs at Ankit Pulps and Boards, Mr. Anil Agrawal set up the company back in 1988 and has steered all operations since. From its humble beginnings, Ankit Pulps and Boards, today has scaled unparalleled heights in its domain.

And the composure of Mr. Anil Agrawal has been the driving force behind it all. A self-made man, he binds team-APB together like the head of a family. An insightful entrepreneur and a steadfast leader!

### RAJESH AGRAWAL

Always looking to break new ground in the technical front, this man's vision is responsible for the enviable status that APB holds in the industry today.

Dynamic and high on energy, Mr. Rajesh Agrawal is often found interacting with his team on the lab floor, always on the look-out for innovation in production standards. An engineer by qualification and an entrepreneur by passion, it is Mr. Rajesh Agrawal's acumen that

drives Ankit Pulps and Boards. The man behind the design of APB's sprawling technical set-up, he leads the technical team of APB from the front.

