



सीएसआईआर-हिमालय जैवसंपदा प्रौद्योगिकी संस्थान
पालमपुर – 176 061 (हि.प्र.)
CSIR-Institute of Himalayan Bioresource Technology
Palampur – 176 061 (H.P.)



CSIR-IHBT invites Expression of Interest (EOI)

for

**“Process technology for preparation of RTS beverage from
Rhododendron arboreum flowers”**

CSIR-IHBT invites expression of interest (EOI) from interested parties from Industries / SMEs / Progressive Entrepreneurs for licensing technology for Process technology for preparation of RTS beverage from *Rhododendron arboreum* flowers

Rhododendron arboreum (Buransh) is a wild edible flower commonly found in the Western Himalayan region. Traditionally the flower is consumed as a chutneys and cordials (concentrates). Conventionally the flowers are consumed only during the blooming season and products are prepared from fresh flowers limiting their continued availability throughout the year. For enhanced value addition, CSIR-IHBT has standardized process for dehydration of the flower and developed a ready to serve (RTS) beverage using the dry flowers.

Some of the Salient Features are as:

- Low temperature dehydration retaining anthocyanins and colour value
- One serving (180-200 ml) of beverage provides not less than 300 mg anthocyanins (Cyanidin-3-O-glucoside equivalent)
- Shelf life of 9 months

The application should include details of company profile and marketing strategies. The selected parties shall be called for discussions.

Interested parties may send their Expression of Interest, in a sealed cover superscripting “Expression of Interest” addressed to

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OR

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