

Start a Namkeen Factory.

SalTED Packaged Food Industry,

**Indian Snacks and Namkeen (Dalmoth,
Bhujia, Chana Chur and Khatta Meetha)**

Manufacturing Project



Introduction

Namkeen is the Hindi word used to describe a savory flavor. The word namkeen is derived from the word Namak (meaning salt). Namkeen is also used as a generic term to describe savory snack foods. Both black and regular white salt are used in Indian cooking, which gives it the salty flavor many people like. Other namkeen snacks common in Indian cuisine include khaara, farsan, chivda, sav, chips and bhujia. Namkeen of Indore and Ratlam are two snacks that are very well known for their tastes.



Dalmoth, Chanachur & Bhujia are the important names of salted snacks. These are very tasty and flavoring. These are used during tea and drink hours.

Dalmoth is a traditional namkeen, dry snack, it is one of popular snack in North India made from fried lentils, nuts, spices and sev. Dal moth is a mixture of fried lentils, nuts, Indian spices with some tangy and spicy flavors. In Gujarat, during the Diwali festival, people made it at home and celebrate the festival of joy.



Bhujia is made all over India and eaten as a snack in almost all parts of the country. Bikaneri bhujia, often simply called bhujia, is a popular crispy snack prepared by using moth beans and besan (gram flour) and spices, originating from, Bikaner, a town in the western state of Rajasthan in India. Light yellow in colour it is famously known to have been first prepared in Bikaner, and over the years has not just become a characteristic product of Bikaner, but also a generic name. Each variety prepared by large scale manufacturers also go through a rigorous testing procedure.



Chana Chur is essentially a mixture of two or more components, it is a similar product to Bombay Mix.

Khatta Meetha is a savoury sweet and tangy snack made of fried or shallow fried puffed or flattened rice (Murmura, Poha), sev and Gathia. It is the best option to snack on between meals or during your afternoon or evening tea.



As foods category is growing in India, several food companies are capturing salty snacks market. Around 1,000 snack items are sold in India spanning various tastes, forms, textures, aromas, bases, sizes, shapes and fillings. Some 300 types of savories are sold in this country and overall snack product market (inclusive of sweetmeats) is estimated at Rs.25, 000 crore. The branded segment is increasing at the rate of 25 per cent/annum whereas the entire market is growing at the rate of 7 per cent. Namkeen is a product which is essentially known for three important things a) Taste b) Quality c) Variation.



Glamcheck.com

The Indian Food Industry is one of the fastest growing segments in Indian economy. Within the food sector itself, the RTE including Namkeen & Mithia holds the biggest share. This segment has the maximum value addition, not just in monetary terms but also at adding shelf life to the product or ensuring that there is reach from Farm to Fork.

Now Namkeen is well known to each and every part of our geography. South and North East part of India has good demand of Namkeen because of mix culture. Due to employment and business opportunities, north and west side people spread over the whole country, settled along with food habits and culture. Now people are more inclined towards Namkeen and potato chips. Even North East region is also having different requirement of Indian snacks, namkeens and pasta.”

Namkeen consumption is high in Western and Northern states of India and even Southern states have picked up on consumption rate. Also the trend has shifted to using modern technologies from traditional methods. Products like bhujia, chana-chur, and dal month are well known in India and overseas as well. Disposable income mixed with a fast-paced lifestyle have led to an extensive growth in this sector. From tea time to fulfilling the small hunger, snacks and namkeens are the best choices and in India, it has the most demand.



Snacking is considered as the routine habit in India between meals or in place of a meal. Snack food generally comprises ready-to-eat mixes, chips, namkeen and other light processed foods. The market for such snacks has undergone significant change over the past two decades with the entry of various multi-national and regional players along with their distinctive brands and flavors. The Indian snacks market has witnessed a steady growth with the shift in consumption pattern. This increasing consumption of snacks is influenced by various factors. Increasing per capita income of people living in urban, semi-urban and rural regions of the country is among the major factors driving consumption of snacks.

Namkeen is the dominant segment, followed by the Extruded Snacks. The market is also segmented into organized and unorganized sector of which unorganized is the dominant market.

The India Snacks Market will be more than INR 1 Billion by the end of 2024.



The future of India Snacks Market can be judged from the fact that this industry is expected to grow with double digit CAGR for the time frame of 2018 to 2024. India snacks market is dived between organized players and unorganized market. At present Unorganized market is dominating the India snacks market. But this scenario is expected to change during the forecast period of 2018-2024. India Snacks Market is growing due to following factors Lifestyle Changes, Rising Urbanization, Growing Middle Class Population, Local Availability and Availability of Snacks in Small Package Size, Low Price and Company's Strategies to focus on regional taste.



There is a large number of players working in the Indian snacks market. Their presence is limited within a town, city or a particular area. They do not think too much for expansion. As a results, their main focus to develop snacks items according to the consumers taste in a particular area. This helps them to be popular in that region. Also their products are low priced compared to organized players.

Namkeen has the Highest Market Share in India Snacks Market

India snacks market is segmented into Extruded Snacks, Chips, Namkeen and Others. In terms of market value share, Namkeen has the highest market share compared to all other segments Extruded Snacks, Chips and Others. At present, in both organized and unorganized market, Namkeen is the leading segment.

Few Indian major players are as under:

- **Aakash Global Foods Pvt. Ltd.**
- **Bakeys Foods Pvt. Ltd.**
- **D F M Foods Ltd.**
- **Frito-Lay India**
- **Gopal Snacks Pvt. Ltd.**
- **Haldiram Foods Intl. Ltd.**
- **PepsiCo India**

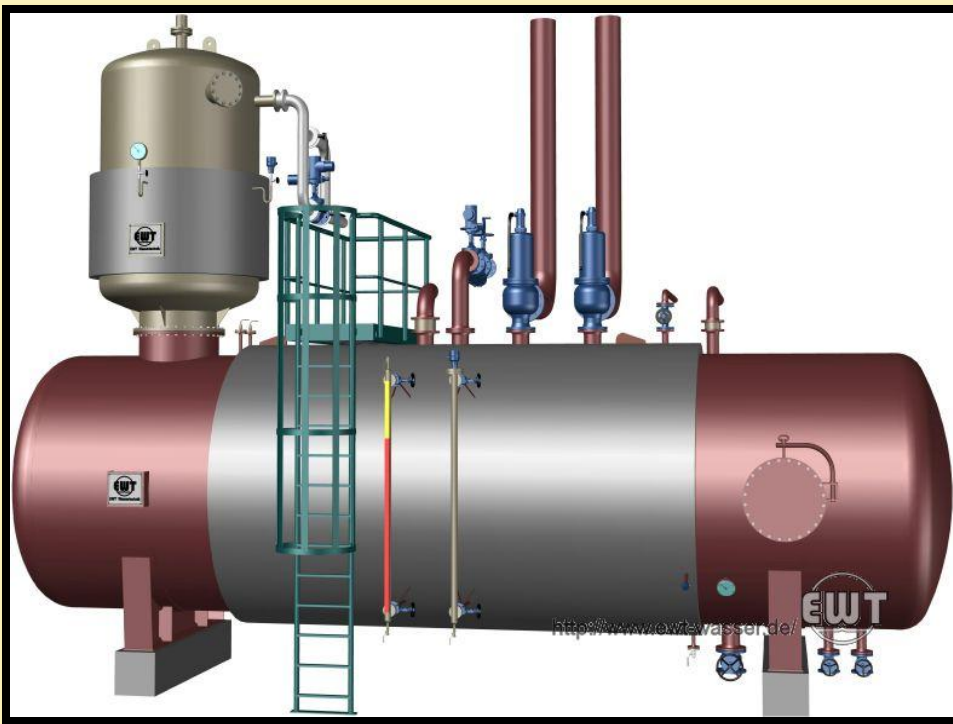
Machinery Photographs



Air Pre Heater



Deaeration Tank



Masala Mixing Machine



Dal Washing Machine

Project at a Glance

PROJECT AT A GLANCE								(in lacs)
COST OF PROJECT				MEANS OF FINANCE				
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total	
Land & Site Development Exp.	0.00	35.00	35.00	Capital	0.00	123.86	123.86	
Buildings	0.00	134.00	134.00	Share Premium	0.00	0.00	0.00	
Plant & Machineries	0.00	221.65	221.65	Other Type Share Capital	0.00	0.00	0.00	
Motor Vehicles	0.00	8.00	8.00	Reserves & Surplus	0.00	0.00	0.00	
Office Automation Equipments	0.00	20.25	20.25	Cash Subsidy	0.00	0.00	0.00	
Technical Knowhow Fees & Exp.	0.00	10.00	10.00	Internal Cash Accruals	0.00	0.00	0.00	
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	371.59	371.59	
Preliminary & Pre-operative Exp	0.00	2.50	2.50	Debentures / Bonds Unsecured	0.00	0.00	0.00	
Provision for Contingencies	0.00	17.00	17.00	Loans/Deposits	0.00	0.00	0.00	
Margin Money - Working Capital	0.00	47.05	47.05					
TOTAL	0.00	495.45	495.45	TOTAL	0.00	495.45	495.45	

Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS	Per Share		Per Share	Per Share		%		No.of Times	%
1-2	5.36	9.68	15.36	24.00	0.00	100.00	5.36	0.00	5.36	1.00	0.00
2-3	8.06	11.80	23.42	18.00	0.00	100.00	8.06	0.00	8.06	1.00	0.00
3-4	10.76	14.00	34.18	12.00	0.00	100.00	10.76	0.00	10.76	1.00	0.00
4-5	13.38	16.20	47.55	6.00	0.00	100.00	13.38	0.00	13.38	1.00	0.00
5-6	15.90	18.35	63.45	0.00	0.00	100.00	15.90	0.00	15.90	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / Equity - Deposits Debt	Equity as-Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contribution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.39	1.39		1.56	1.56	3.18	7.38%	3.90%	2.84%	401.80	17.17%	2.98	1.05	
2-3	1.67	1.53		0.77	0.77	1.99	8.38%	5.48%	3.66%	468.73	17.17%	3.18	1.21	
3-4	2.01	1.68	2.01	0.35	0.35	1.31	9.04%	6.61%	4.27%	535.69	17.17%	3.22	1.40	
4-5	2.42	1.84		0.13	0.13	0.90	9.49%	7.41%	4.72%	602.65	17.17%	3.16	1.60	
5-6	2.91	2.01		0.00	0.00	0.64	9.77%	7.98%	5.05%	669.61	17.17%	3.03	2.08	

Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	48.99%
Total BEP (% of Installed Capacity)	53.53%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	27.52%
Payback Period of the Project is (In Years)	2 Years 3 Months
Fixed Assets Coverage Ratio (No. of times)	15.430

Major Queries/Questions Answered in the Report?

- 1. What is Namkeen Manufacturing industry ?**
- 2. How has the Namkeen Manufacturing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Namkeen Manufacturing Plant ?**
- 4. What are the requirements of Working Capital for setting up Salted Packaged Food Manufacturing plant ?**

- 5. What is the structure of the Salted Packaged Food Manufacturing Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Indian Snacks and Namkeen Manufacturing Business?**
- 7. What are the operating costs for setting up Indian Snacks and Namkeen Manufacturing plant ?**
- 8. What are the machinery and equipment requirements for setting up Salted Packaged Food Manufacturing plant ?**

9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Indian Snacks Manufacturing plant ?

10. What are the requirements of raw material for setting up Indian Snacks Manufacturing plant ?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Namkeen Manufacturing Business?

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Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Namkeen provides an insight into Namkeen market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Namkeen project. The report assesses the market sizing and growth of the Indian Namkeen Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Namkeen sector in India along with its business prospects. Through this report we have identified Namkeen project as a lucrative investment avenue.

Tags

Namkeen Manufacturing, Namkeen Manufacturing Process, Starting a Successful Namkeen Factory, Namkeen/Farsan Manufacturing, Project Report on Manufacture of Snacks Food, Namkeen, Namkeen Manufacturing Plant Project Report, Namkeen Plant Cost, How to Start a Namkeen Factory, Namkeen Manufacturing Process, Namkeen Manufacturing Project Report Pdf, Namkeen Making Plant, I Want to Start Namkeen Business, Namkeen Snacks Production, Snacks Processing, Namkeen Manufacture, Snack Food Manufacture, Indian Namkeen Snacks Food Processing, Namkeen Production, Snack Manufacturing Business, Snacks Namkeen Manufacturing, Project Report on Namkeen Manufacturing Business, Manufacture of Namkeen Product, Namkeen Manufacturing Business, Namkeen Bhujia Plant, Project Report for Namkeen Manufacturing Unit, Project Report on Namkeen Industry Pdf, Namkeen Factory, Start Namkeen Making Business, Namkeen Manufacturing Project, Dalmoth Namkeen Manufacture, Namkeen / Nimko / Chanachur / Chevda / Food Processing, Bhujia Making Business, Namkeen Bhujia Making, Making of Chana Chur and Khatta Meetha, How to Start Snack Foods Manufacturing Business,

Namkeen Manufacturing Project, Namkeen Making Business, Snacks Food Processing project ideas, Projects on Small Scale Industries, Small scale industries projects ideas, Namkeen Manufacturing Based Small Scale Industries Projects, Project profile on small scale industries, How to Start Snacks Food Processing Industry in India, Namkeen Manufacturing Projects, New project profile on Snacks Food Processing industries, Project Report on Snacks Food Processing Industry, Detailed Project Report on Namkeen Manufacturing, Project Report on Namkeen Manufacturing, Pre-Investment Feasibility Study on Namkeen Manufacturing, Techno-Economic feasibility study on Snacks Food Processing, Feasibility report on Namkeen Manufacturing, Free Project Profile on Namkeen Manufacturing, Project profile on Namkeen Manufacturing, Download free project profile on Namkeen Manufacturing, Startup Project for Snacks Food Processing, Project report for bank loan, Project report for bank finance, Project report format for bank loan in excel, Excel Format of Project Report and CMA Data, Project Report Bank Loan Excel, Namkeen Manufacturing, Starting a Successful Namkeen Factory in India, Salted Snacks-Namkeen Manufacturing Project

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Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.



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The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,



Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

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NIIR PROJECT CONSULTANCY SERVICES

106-E, Kamla Nagar, Opp. Spark Mall,
New Delhi-110007, India.

Email: npcs.ei@gmail.com , info@entrepreneurindia.co

Tel: +91-11-23843955, 23845654, 23845886, 8800733955

Mobile: +91-9811043595

Fax: +91-11-23845886

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Niir PROJECT CONSULTANCY SERVICES

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www.entrepreneurindia.co

Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.



We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.



What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*

Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Contact us

NIIR PROJECT CONSULTANCY SERVICES

106-E, Kamla Nagar, Opp. Spark Mall,
New Delhi-110007, India.

Email: npcs.ei@gmail.com , info@entrepreneurindia.co

Tel: +91-11-23843955, 23845654, 23845886, 8800733955

Mobile: +91-9811043595

Fax: +91-11-23845886

Website : www.entrepreneurindia.co , www.niir.org

Take a look at NIIR PROJECT CONSULTANCY SERVICES on #StreetView

<https://goo.gl/VstWkd>



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