

# WASHING POWDER

**Manufacturing Business.**

**Rising Global Demand of Surfactants Industry.**

**Start a Detergent/Washing Powder Business.**

# Introduction



**Laundry detergent, also known as washing powder, is a form of detergent (cleaning agent) that is used to clean clothes. Laundry detergent is available as a powder or a liquid. For hand and machine laundry, use general purpose washing powder (also known as "heavy duty"). Detergent powders contain ingredients that are extremely effective at cleaning your clothing.**

**Calcium and magnesium are among the ingredients that make up the detergent powder's builders. These additives soften the water and improve the efficiency of the detergent powder. They even help to keep soap scum and insoluble salts off your clothes. These builders break up the oil and grease on the surface of your clothes into tiny pieces.**





**This makes cleaning them a lot easier. Detergent powders are known to make the clothes last longer. Powdered and liquid detergents have nearly comparable market share in terms of pricing, but powdered detergents are sold twice as much as liquids in terms of volume. Surfactants of high efficiency can be made up of a variety of molecules and ions.**





**They're usually divided into three categories based on the charge of the molecule or ion, with anionic, acidic, and cationic detergents being the most common. The most popular use of anionic detergents is in household laundry detergents. Ions or molecules that contain both polar and nonpolar components are known as detergents.**

# Uses of Washing Powder

**The roughness of detergent powders is its greatest advantage. They make it easier to remove tough stains. Detergent powders produce less foam than liquid detergents. As a result, they're simple to clean. It conserves water, electricity, and your own energy. Another benefit is that they have a gentle solution that is suitable for clothing as well as your hands.**





**Grease and Tough Stains:** This simple white powder's high alkaline properties make it a dynamo at removing grease and other tough stains, particularly when used early. To remove grease stains from clothing, I sprinkle some directly on them before washing.

**Water softener:** Since washing powder is so alkaline, it was first used as a water softener. To help counteract hard water, add to laundry or other needs.





**Grill Cleaner:** Because of its grease-busting properties, washing Powder is ideal for cleaning outdoor grills. After just a month or two, ours is a scummy, burned-on mess. We strip everything and soak it in a heavy mixture of washing powder and water to make it clean and fresh again.





**Pots and pans, oven racks, and drip pans will all benefit from the use of Washing Powder to prevent greasy buildup. It works wonders on coffee and tea stains on ceramics and storage containers made of plastic. It can also be used to clear soap scum from bathrooms and to clean hard surfaces in the home.**



**The key benefit of detergent powders is that they are simple to use and effectively remove dust, dirt, grease, gasoline, and other contaminants from the atmosphere. Detergent powders can be used in both hand and machine washing situations.**

# Manufacturing Process



**The method of making detergent powder is not difficult. It literally entails combining various ingredients in the proper proportions. Surfactants are used in detergent powders, which are also known as synthetic detergent. The process of making detergent powder is simple and involves combining various ingredients in the correct proportions.**



**Each detergent manufacturer has their own unique formula that can be tailored to their target market. The following is a list of the basic equipment required to make detergent powder:**

- Reactors**
- Neutralizer**
- Pulverizer**
- Blender**
- Weighing scale**



**A method for producing detergent powder with heat-sensitive components is defined. The procedure entails creating two Crutcher slurries, one with relatively heat-stable components that is sprayed conventionally and the other with heat-sensitive components that is sprayed into the spray-drying tower at a lower level than where the drying air is pumped.**

# Market Outlook

**The growing demand for detergent products across various industries, such as residential, hospitals, hotels, and textiles, is expected to fuel the global laundry detergent market's growth. Another main factor that is generating new growth avenues for the industry is the increasing penetration of washing machines in major economies.**



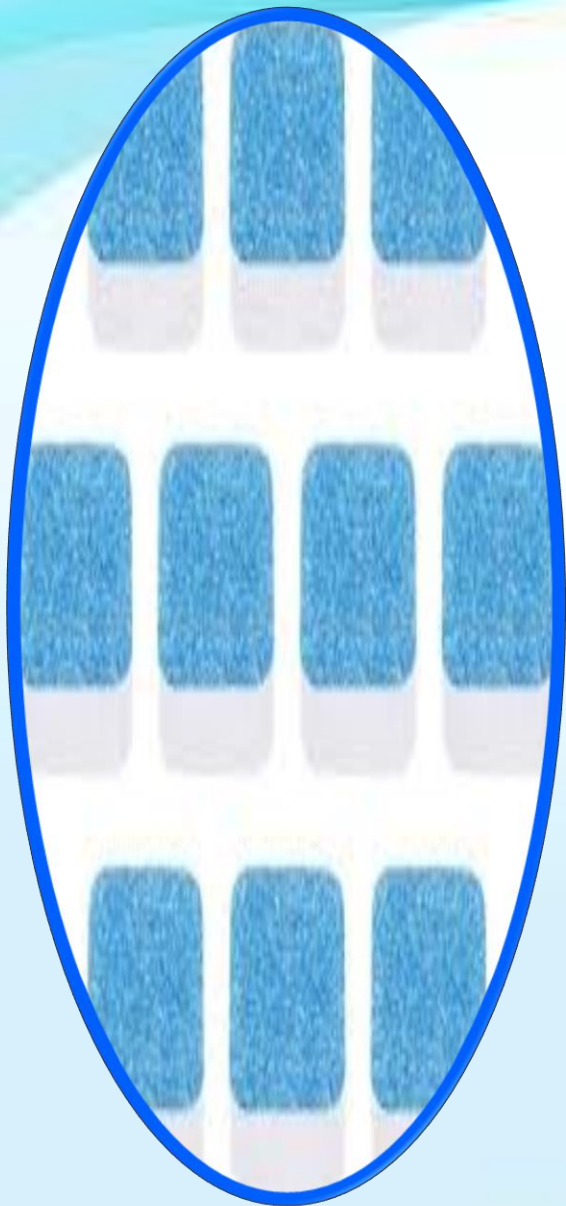




**The detergent market is one of the mature segments of the FMCG market in India, with plenty of space for expansion. Despite the fact that India's detergent use is lower than that of other Asian countries, it is rapidly increasing. In India, per capita detergent consumption is around 2.7 kg per year, while it is 3.7 kg in the Philippines and Malaysia, and around 10 kg in the United States.**



**Although the detergent market is mostly concentrated in urban areas, the level of penetration in rural areas has been astounding in recent years. The fast-moving consumer goods (FMCG) industry is India's fourth-largest industry. India's household and personal care sector is the largest, accounting for half of the total market.**



**The FMCG market was worth USD 68.38 billion in 2018 and is expected to grow to USD 103.70 billion by 2020, with a CAGR of 23.15 percent, boosting demand in the household and personal care sectors.**



# Key Players

- 1. Advance Home & Personal Care Ltd.**
- 2. Calcutta Detergents Pvt. Ltd.**
- 3. Godrej Consumer Products Ltd.**
- 4. Henkel Spic India Ltd.**
- 5. Hindustan Unilever Ltd.**

**6. Hipolin Ltd.**

**7. Jyothy Consumer Products Ltd.**

**8. Kanpur Detergents & Chemicals Pvt. Ltd.**

**9. Nilnita Chemicals Ltd.**

# Machinery Photographs



## Detergent Powder Mixer Machine



# CONVEYOR



The main title 'Project at a Glance' is centered on the page. The word 'Project' is on the top line and 'at a Glance' is on the bottom line. Both lines of text are in a large, bold, black, sans-serif font with a thick yellow outline. The text is superimposed over a background image of a clear glass filled with water, which is slightly out of focus. The background is a light, warm-toned gradient.

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	0.00	0.00	Capital	0.00	13.75	13.75
Buildings	0.00	0.00	0.00	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	24.75	24.75	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	4.00	4.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	13.50	13.50	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	3.00	3.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	41.25	41.25
Preliminary & Pre-operative Exp	0.00	2.00	2.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	2.25	2.25	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	5.50	5.50				
<b>TOTAL</b>	<b>0.00</b>	<b>55.00</b>	<b>55.00</b>	<b>TOTAL</b>	<b>0.00</b>	<b>55.00</b>	<b>55.00</b>

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	3.96	8.81	13.96	24.00	0.00	100.00	3.96	0.00	3.96	1.00	0.00
2-3	7.24	11.43	21.20	18.00	0.00	100.00	7.24	0.00	7.24	1.00	0.00
3-4	10.42	14.04	31.62	12.00	0.00	100.00	10.42	0.00	10.42	1.00	0.00
4-5	13.44	16.59	45.05	6.00	0.00	100.00	13.44	0.00	13.44	1.00	0.00
5-6	16.26	19.00	61.31	0.00	0.00	100.00	16.26	0.00	16.26	1.00	0.00

Year	D. S. C. R.			Debt / - Deposit s Debt	Equity as- Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Indivi dual	Cumulative	Overall					GPM	PBT	PAT	Net Contrib ution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.32	1.32		1.72	1.72	2.53		14.93%	5.34%	4.33%	73.59	58.41 %	1.93	1.05
2-3	1.66	1.49		0.85	0.85	1.47		18.22%	9.94%	6.77%	82.08	55.84 %	2.11	1.33
3-4	2.06	1.66	2.05	0.38	0.38	0.85		20.44%	13.12%	8.53%	93.72	55.79 %	2.15	1.68
4-5	2.52	1.85		0.13	0.13	0.50		21.92%	15.32%	9.77%	105.36	55.74 %	2.07	2.10
5-6	3.04	2.05		0.00	0.00	0.30		22.90%	16.83%	10.65%	116.99	55.71 %	1.94	3.39



**BEP**

<b>BEP - Maximum Utilisation Year</b>	<b>5</b>
<b>Cash BEP (% of Installed Capacity)</b>	<b>66.04%</b>
<b>Total BEP (% of Installed Capacity)</b>	<b>69.26%</b>

**IRR, PAYBACK and FACR**

<b>Internal Rate of Return .. ( In %age )</b>	<b>25.88%</b>
<b>Payback Period of the Project is ( In Years )</b>	<b>2 Years 4 Months</b>
<b>Fixed Assets Coverage Ratio ( No. of times )</b>	<b>8.668</b>

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

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

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Washing Powder Manufacturing plant ?**
- 10. What are the requirements of raw material for setting up Washing Powder Manufacturing plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up Washing Powder Manufacturing Business?**
- 12. What is the Manufacturing Process of Washing Powder?**



**13. What is the total size of land required for setting up Washing Powder Manufacturing plant ?**

**14. What will be the income and expenditures for Washing Powder Manufacturing Business?**

**15. What are the Projected Balance Sheets of Washing Powder Manufacturing plant ?**

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**24. What is the Sensitivity Analysis-Price/Volume of Washing Powder Manufacturing plant?**

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**28. What are the Market Opportunities for setting up Washing Powder Manufacturing plant?**

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The background of the slide is a photograph showing a hand in a white sleeve pouring a stream of light-colored sand from a white container onto a blue surface. The sand is captured in mid-air, creating a dynamic, flowing effect. The overall scene is brightly lit, with soft shadows and highlights on the sand and the blue surface.

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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 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 Washing Powder.” provides an insight into Washing Powder market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Washing Powder project. The report assesses the market sizing and growth of the Indian Washing Powder 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 NPCCS, 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 Washing Powder sector in India along with its business prospects. Through this report we have identified Washing Powder project as a lucrative investment avenue.**



# Tags

**#DetailedProjectReport**      **#businessconsultant**  
**#BusinessPlan**      **#feasibilityReport**      **#NPCS**  
**#entrepreneurindia**      **#startupbusiness**  
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**#Surfactants**      **#LaundryDetergent**  
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**NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.**

**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.**

**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**

**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.**

**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 India along with its business prospects.....[Read more](#)**



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# ***NIIR PROJECT CONSULTANCY SERVICES***

**AN ISO 9001: 2015 CERTIFIED COMPANY**

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- 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.**

- **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)**

- 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**

## Who do we Serve?

- ❖ **Public-sector Companies**
- ❖ **Corporates**
- ❖ **Government Undertakings**
- ❖ **Individual Entrepreneurs**
- ❖ **NRI's**
- ❖ **Foreign Investors**
- ❖ **Non-profit Organizations, NBFC's**
- ❖ **Educational Institutions**
- ❖ **Embassies & Consulates**
- ❖ **Consultancies**
- ❖ **Industry / trade associations**



## Sectors We Cover

- ❖ **Ayurvedic And Herbal Medicines, Herbal Cosmetics**
- ❖ **Alcoholic And Non Alcoholic Beverages, Drinks**
- ❖ **Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin**
- ❖ **Activated Carbon & Activated Charcoal**
- ❖ **Aluminium And Aluminium Extrusion Profiles & Sections**
- ❖ **Bio-fertilizers And Biotechnology**
- ❖ **Breakfast Snacks And Cereal Food**
- ❖ **Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling**

## Sectors We Cover *Cont...*

- ❖ **Bamboo And Cane Based Projects**
- ❖ **Building Materials And Construction Projects**
- ❖ **Biodegradable & Bioplastic Based Projects**
- ❖ **Chemicals (Organic And Inorganic)**
- ❖ **Confectionery, Bakery/Baking And Other Food**
- ❖ **Cereal Processing**
- ❖ **Coconut And Coconut Based Products**
- ❖ **Cold Storage For Fruits & Vegetables**
- ❖ **Coal & Coal Byproduct**

- ❖ **Copper & Copper Based Projects**
- ❖ **Dairy/Milk Processing**
- ❖ **Disinfectants, Pesticides, Insecticides, Mosquito Repellents,**
- ❖ **Electrical, Electronic And Computer based Projects**
- ❖ **Essential Oils, Oils & Fats And Allied**
- ❖ **Engineering Goods**
- ❖ **Fibre Glass & Float Glass**
- ❖ **Fast Moving Consumer Goods**
- ❖ **Food, Bakery, Agro Processing**

- ❖ **Fruits & Vegetables Processing**
- ❖ **Ferro Alloys Based Projects**
- ❖ **Fertilizers & Biofertilizers**
- ❖ **Ginger & Ginger Based Projects**
- ❖ **Herbs And Medicinal Cultivation And Jatropha (Biofuel)**
- ❖ **Hotel & Hospitality Projects**
- ❖ **Hospital Based Projects**
- ❖ **Herbal Based Projects**
- ❖ **Inks, Stationery And Export Industries**

## Sectors We Cover *Cont...*

- ❖ **Infrastructure Projects**
- ❖ **Jute & Jute Based Products**
- ❖ **Leather And Leather Based Projects**
- ❖ **Leisure & Entertainment Based Projects**
- ❖ **Livestock Farming Of Birds & Animals**
- ❖ **Minerals And Minerals**
- ❖ **Maize Processing(Wet Milling) & Maize Based Projects**
- ❖ **Medical Plastics, Disposables Plastic Syringe, Blood Bags**
- ❖ **Organic Farming, Neem Products Etc.**

- ❖ **Paints, Pigments, Varnish & Lacquer**
- ❖ **Paper And Paper Board, Paper Recycling Projects**
- ❖ **Printing Inks**
- ❖ **Packaging Based Projects**
- ❖ **Perfumes, Cosmetics And Flavours**
- ❖ **Power Generation Based Projects & Renewable Energy Based Projects**
- ❖ **Pharmaceuticals And Drugs**
- ❖ **Plantations, Farming And Cultivations**
- ❖ **Plastic Film, Plastic Waste And Plastic Compounds**
- ❖ **Plastic, PVC, PET, HDPE, LDPE Etc.**



- ❖ **Potato And Potato Based Projects**
- ❖ **Printing And Packaging**
- ❖ **Real Estate, Leisure And Hospitality**
- ❖ **Rubber And Rubber Products**
- ❖ **Soaps And Detergents**
- ❖ **Stationary Products**
- ❖ **Spices And Snacks Food**
- ❖ **Steel & Steel Products**
- ❖ **Textile Auxiliary And Chemicals**

## Sectors We Cover *Cont...*

Sectors We Cover *Cont...*

- ❖ **Township & Residential Complex**
- ❖ **Textiles And Readymade Garments**
- ❖ **Waste Management & Recycling**
- ❖ **Wood & Wood Products**
- ❖ **Water Industry(Packaged Drinking Water & Mineral Water)**
- ❖ **Wire & Cable**

# Objective

- To get a detailed scenario of the industry along with its structure and classification
- To provide a comprehensive analysis of the industry by covering aspects like:
  - ❑ Growth drivers of the industry
  - ❑ Latest market trends
  - ❑ Insights on regulatory framework
  - ❑ SWOT Analysis
  - ❑ Demand-Supply Situation
  - ❑ Foreign Trade
  - ❑ Porters 5 Forces Analysis

# Objective

- To provide forecasts of key parameters which helps to anticipate the industry performance
- To help chart growth trajectory of a business by detailing the factors that affect the industry growth
- To help an entrepreneur/manager in keeping abreast with the changes in the industry
- To evaluate the competitive landscape of the industry by detailing:
  - ❑ Key players with their market shares
  - ❑ Financial comparison of present players

# Clientele

- Venturist/Capitalists
- Entrepreneur/Companies
- Industry Researchers
- Investment Funds
- Foreign Investors, NRI's
- Project Consultants/Chartered Accountants
- Banks
- Corporates

[Click here for list](#)

# Data Sources





# Scope & Coverage



# Our Team

- Our research team comprises of experts from various financial fields:**
- MBA's**
- Industry Researchers**
- Financial Planners**
- Research veterans with decades of experience**

# Structure of the Report

- 1. Overview**
- 2. Market Analysis**
  - 2.1 Growth Drivers**
  - 2.2 Emerging Trends in the Industry**
  - 2.3 Regulatory Framework**
  - 2.4 SWOT Analysis**
  - 2.5 Herfindahl–Hirschman Index (HHI)**
- 3. Market Forecasts**
- 4. Key Players**

# Structure of the Report

STRUCTURE OF THE REPORT

- 5. Key Financials and Analysis**
  - 5.1 Contact Information**
  - 5.2 Key Financials**
  - 5.3 Financial comparison**
- 6. Industry Size & Outlook**



Take a look at *NPIR PROJECT CONSULTANCY SERVICES*  
on #Street View

<https://goo.gl/VstWkd>





# Contact us

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A large orange banner with the words "THANK YOU" written in white, bold, sans-serif capital letters. The banner is held up by two stylized hands, one on the left and one on the right, against a light blue background.

**THANK  
YOU**

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