

# **Poultry & Cattle Feed**

**Animal Feed and Food Industry, Poultry Feed, Fodder, Feed Manufacturing Unit, Feed for Domesticated Livestock, Indian Poultry & Cattle Feed Industry**

**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, Plant Layout, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis**

# Introduction

**The Indian feed industry is about 35 years old. The quality standards of Indian feeds are high and up to international levels. Raw materials for feed are adequately available in India. The feed industry has modern computerized plants and the latest equipment for analytical procedures and least-cost ration formulation, and it employs the latest manufacturing technology. The poultry industry is now growing in importance. Today, the Indian feed industry is worth approximately Rs 45 billion, that is about US\$1 billion.**

**Compared with the rest of the livestock sector, the poultry industry in India is more scientific, better organized and continuously progressing towards modernization. Breeding and feeding management has improved through education, training, competition, expansion and survival instincts. India is the world's fifth largest egg producer, with a total production of 40 billion eggs per year. The Indian poultry feed industry, dependent on the sound growth of poultry has a great untapped potential, with southern part of India holding the maximum share of poultry production and consumption.**

**As the poultry industry has been expanding beyond the boundaries of these states, there is ample opportunity for standalone feed players. Poultry feed in India consists of grains like maize, wheat, sorghum, bajra, ragi and broken rice, grain by-products like rice polish, de-oiled rice bran and maize gluten meal; oilseed meals from soybeans, mustard, groundnut and sunflower; animal protein sources like fish meal, whole fish, meat and bone meal, poultry-by-product meal; vitamins, minerals and various feed additives. The animal feed and fodder industry is another agro-based industry, which helps the growth of dairy industry also.**



**Acute shortage of feed and fodder, one of the weaknesses of Indian dairy industry. Keeping in view the growth rate of population, income, demand for food, it is estimated that India would need around 215 million tons of food grains. One of the trends to be followed is that productivity in livestock sector continues to be guided by population, rather than increase in productivity levels per unit of production. Researches pertaining to intensive feeding, breeding and management need to be strengthened. India has one of the largest population of domestic animals that provide diverse products such as milk, meat, wool, eggs and skins.**

**The cattle feed business is growing by a CAGR of more than 30% as milk producers have started replacing traditional feed with more nutritional DOC having realized the tangible benefits in terms of yield improvements. Also, there is an increasing trend in diversion of soya-bean meal for human based consumption leading to bigger market share of cottonseed meals for cattle feed in India. State and Central Govt. are concentrating on incremental increase of cattle's in the state / country. These cattle's provide self-employment to the beneficiary by generating sufficient income through their produce or flash.**

## **Types of cattle Feeds:**

- **These for calves before their rumens start to function effectively.**
- **Those for cattle with functioning rumens.**

## **Poultry Feed Classification:**

- **Complete Feed**
- **Concentrates**
- **Mash feeds**
- **Meal feeds**
- **Scratch feeds**
- **Supplements**



**India has the largest cattle, buffalo and goat population according to latest census. There are about 200 million cattle, 50 million buffaloes and 90 million goats in the country. About one sixth of the cattle, about half of buffalo and one fifth of goat population in world are in India. Animal husbandry plays an important role in the national life and accounts for about 10% of the national income. In particular the contributor of the cattle and buffalo to the economy is considerable. They are the main source of drought power in agricultural operations and rural transportation they provide essential, foods like milk and meal.**

**Industries playing increasing roles in the struggle against world hunger include the poultry industry, which require less capital to enter than other animal industries, and the feed industry, which provides economical, feeds upon which the poultry industry depends. Any entrepreneur venture into this field will be successful.**

# Few Indian Major Players are as under

- **Advanced Bio-Agro Tech Ltd.**
- **Advanced Enzyme Technologies Ltd.**
- **Agribiotech Industries Ltd.**
- **Agro Tech India Ltd.**
- **Allana Cold Storage Ltd.**
- **Amrit Feeds Ltd.**
- **Andhra Sugars Ltd.**
- **Anirudh Foods Ltd.**
- **Annam Feeds Ltd.**
- **Anupam Extractions Ltd.**

- **Arambagh Hatcheries Ltd.**
- **Aries Agro Ltd.**
- **Aries Marketing Ltd.**
- **Bala Industries & Entertainment Pvt. Ltd.**
- **Balaji Foods & Feeds Ltd.**
- **Baramati Agro Ltd.**
- **Brooke Bond Lipton India Ltd.**
- **C & M Farming Ltd.**
- **C P Aquaculture (India) Pvt. Ltd.**
- **Damania Pharma Ltd.**
- **Dhanalaxmi Roto Spinners Ltd.**

# Project at a Glance

PROJECT AT A GLANCE				(Rs. 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	101.49	101.49
Buildings	0.00	72.45	72.45	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	160.80	160.80	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	6.00	6.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	58.00	58.00	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	20.00	20.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	304.47	304.47
Preliminary & Pre-operative Exp	0.00	2.00	2.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	16.00	16.00	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	35.70	35.70				
<b>TOTAL</b>	<b>0.00</b>	<b>405.96</b>	<b>405.96</b>	<b>TOTAL</b>	<b>0.00</b>	<b>405.96</b>	<b>405.96</b>



# 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	
	Rs	Rs	Rs	Rs	Rs	%	Rs	%	Rs		%
1-2	4.71	8.87	14.71	24.00	0.00	100.00	4.71	0.00	4.71	1.00	0.00
2-3	7.43	11.06	22.14	18.00	0.00	100.00	7.43	0.00	7.43	1.00	0.00
3-4	10.14	13.32	32.28	12.00	0.00	100.00	10.14	0.00	10.14	1.00	0.00
4-5	12.78	15.57	45.07	6.00	0.00	100.00	12.78	0.00	12.78	1.00	0.00
5-6	15.33	17.77	60.39	0.00	0.00	100.00	15.33	0.00	15.33	1.00	0.00



# Project at a Glance

Year	D. S. C. R.			Debt / - Deposits Debt	Equity as- Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individu al	Cumulati ve	Overall					GPM	PBT	PAT	Net Contrib ution	P/V Ratio		
	(Number of times)			(Number of times)										
						%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.31	1.31		1.63	1.63	3.07		8.37%	3.90%	2.86%	345.14	20.62%	2.84	1.01
2-3	1.59	1.44		0.81	0.81	1.92		9.54%	5.79%	3.86%	402.58	20.61%	3.05	1.18
3-4	1.93	1.59	1.93	0.37	0.37	1.24		10.33%	7.14%	4.61%	460.09	20.61%	3.11	1.38
4-5	2.33	1.75		0.13	0.13	0.83		10.87%	8.11%	5.17%	517.60	20.61%	3.05	1.60
5-6	2.82	1.93		0.00	0.00	0.58		11.23%	8.81%	5.58%	575.11	20.61%	2.92	2.15



# Project at a Glance

## BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	52.94%
Total BEP (% of Installed Capacity)	57.25%

## IRR, PAYBACK and FACR

Internal Rate of Return .. ( In %age )	25.31%
Payback Period of the Project is ( In Years )	2 Years 4 Months
Fixed Assets Coverage Ratio ( No. of times )	13.464





# Major Queries/Questions Answered in the Report?

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

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

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Poultry & Cattle Feed plant ?**
- 10. What are the requirements of raw material for setting up a Poultry & Cattle Feed plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up a Poultry & Cattle Feed plant ?**
- 12. What is the Manufacturing Process and Formulations of a Poultry & Cattle Feed plant ?**

- 13. What is the total size of land required for setting up a Poultry & Cattle Feed plant ?**
- 14. What will be the income and expenditures for a Poultry & Cattle Feed plant ?**
- 15. What are the Projected Balance Sheets of a Poultry & Cattle Feed plant ?**
- 16. What are the requirements of utilities and overheads for setting up a Poultry & Cattle Feed plant?**
- 17. What is the Built up Area Requirement and cost for setting up a Poultry & Cattle Feed Business?**

**18. What are the Personnel (Manpower) Requirements for setting up a Poultry & Cattle Feed Business?**

**19. What are Statistics of Import & Export for Poultry & Cattle Feed ?**

**20. What is the time required to break-even?**

**21. What is the Break-Even Analysis of a Poultry & Cattle Feed plant?**

**22. What are the Project financials of a Poultry & Cattle Feed plant?**

- 23. What are the Profitability Ratios of a Poultry & Cattle Feed plant?**
- 24. What is the Sensitivity Analysis-Price/Volume of a Poultry & Cattle Feed plant?**
- 25. What are the Projected Pay-Back Period and IRR of a Poultry & Cattle Feed plant?**
- 26. What is the Process Flow Sheet Diagram of a Poultry & Cattle Feed project?**

- 27. What are the Market Opportunities for setting up a Poultry & Cattle Feed plant?**
- 28. What is the Market Study and Assessment for setting up a Poultry & Cattle Feed plant?**
- 29. What is the Plant Layout for setting up a Poultry & Cattle Feed Business?**

# Table of Contents of the Project Report



# 1. PROJECT LOCATION

## 1.1. City Profile & Geotechnical Site Characterization

1.1.2. General

1.1.3. Physical Characteristics

1.1.4. Map

1.1.5. Culture

1.1.6. Climate & Rainfall

1.1.7. Transportation and Communication

# 2. INTRODUCTION

# 3. BRIEF DESCRIPTION

3.1. Poultry Feed Classification

3.2. Form of Supply

## **4. PRINCIPLES OF SCIENTIFIC ANIMAL FEEDING**

**4.1. Food Components**

**4.2. Carbohydrates**

## **5. USES & APPLICATIONS**

## **6. B.I.S. SPECIFICATIONS**

**6.1. IS: 2052 – 1968 Compounds Feed for Cattle**

**6.2. IS: 5560 – 1970 Compounds Feed for Long Stock**

**6.3. IS:1374 Poultry Feed**

**6.4. IS: 5470 – 1969 Dicalcium phosphate (Animal Feed Grade)**

## **7. LIVESTOCK INDUSTRY OF INDIA**

- 7.1. Dairy Cattle**
- 7.2. Poultry**
- 7.3. Sheep, Goats and Camels**
- 7.4. Swine**
- 7.5. Aquaculture**
- 7.6. Horses and Pets**

## **8. FEEDSTUFFS & INGREDIENTS IN ANIMAL FEEDS**

- 8.1. Supplements and By-Products Used in Poultry Feeds**
- 8.2. Protein Supplements**
- 8.3. Animal Protein Supplements**
- 8.4. Poultry By-Products**
- 8.5. Vegetable Protein Supplements**

- 8.6. Nutrient Composition of Decorticated Safflower Meal
- 8.7. New England Conference Chicken Rations
- 8.8. Chicken Rations
- 8.9. Broiler Rations
- 8.10. Turkey Rations

## 9. MARKET SURVEY

- 9.1. Export Possibilities

## 10. FINANCIALS & COMPARISON OF MAJOR INDIAN PLAYERS/COMPANIES

- 10.1. About Financial Statements of CMIE Database
- 10.2. Profits & Appropriations

- 10.3. Total Liabilities**
- 10.4. Total Assets**
- 10.5. Net Cash Flow from Operating Activities**
- 10.6. Section – I**

- 10.6.1 Name of Company with Contact Details**

- 10.6.2 Name of Director(S)**

- 10.6.3 Plant Capacity**

- 10.6.4. Location of Plant**

- 10.6.5 Name of Raw Material(S) Consumed with Quantity & Cost**

- 10.7. Section – II**

- 10.7.1 Assets**

- 10.7.2 Cash Flow**

- 10.7.3 Cost as % Age of Sales**  
**Error! Bookmark not defined.**

- 10.7.4 Forex Transaction**

- 10.7.5 Growth in Assets & Liabilities**

10.7.6	Growth in Income & Expenditure
10.7.7	Income & Expenditure
10.7.8.	Liabilities
10.7.9.	Liquidity Ratios
10.7.10.	Profitability Ratio
10.7.11	Profits
10.7.12	Return Ratios
10.7.13	Structure of Assets & Liabilities (%)
10.7.14.	Working Capital & Turnover Ratios

## **11. EXPORT & IMPORT STATISTICS DATA OF INDIA**

- 11.1. Export Statistics Data Poultry Feed**
- 11.2. Import Statistics Data Poultry Feed**
- 11.3. Export Statistics Data Cattle Feed**
- 11.4. Import Statistics Data Cattle Feed**

## **12. PRESENT MANUFACTURERS**

## **13. RAW MATERIAL SECTION**

**13.1. Roughness**

**13.2. Concentrates**

**13.3. Supplements**

**13.4. Cereals and Their By-Products**

## **14. FORMULAS FOR MAKING DIFFERENT COMPOUNDS**

**14.1. Formulation Used**

**14.2. Some More Formulations**

## **15. MANUFACTURING PROCESS**

**15.1. Feed Technology**

**15.2. Quality Control Records**

**15.3. Manufacturing Aspects**

16. **PROCESS FLOW DIAGRAM**
17. **RESEARCH & DEVELOPMENT IN ANIMAL FEED**
  - 17.1. **By-products used in Animal Feed**
18. **SUPPLIERS OF PLANT & MACHINERY**
19. **SUPPLIERS OF RAW MATERIAL**
20. **MACHINERY, PRODUCT & RAW MATERIAL PHOTOGRAPHS**
  - 20.1. **Machinery Photographs**
  - 20.2. **Raw Material Photographs**
  - 20.3. **Product Photographs**



**16. PLANT LAYOUT**

**17. QUOTATION OF PLANT, MACHINERY AND  
EQUIPMENTS FROM SUPPLIER**

# Project Financials

- **Project at a Glance** **Annexure**
- Assumptions for Profitability workings .....1
- Plant Economics.....2
- Production Schedule.....3
- Land & Building.....4
  - Factory Land & Building
  - Site Development Expenses

- **Plant & Machinery.....5**
  - Indigenous Machineries**
  - Other Machineries (Miscellaneous, Laboratory etc.)**
  
- **Other Fixed Assets.....6**
  - Furniture & Fixtures**
  - Pre-operative and Preliminary Expenses**
  - Technical Knowhow**
  - Provision of Contingencies**
  
- **Working Capital Requirement Per Month.....7**
  - Raw Material**
  - Packing Material**
  - Lab & ETP Chemical Cost**
  - Consumable Store**

- **Overheads Required Per Month and Per Annum.....8**  
 Utilities & Overheads (Power, Water and Fuel Expenses etc.)  
 Royalty and Other Charges  
 Selling and Distribution Expenses
- **Salary and Wages .....9**
- **Turnover Per Annum .....10**
- **Share Capital.....11**  
 Equity Capital  
 Preference Share Capital

- **Annexure 1 :: Cost of Project and Means of Finance**
- **Annexure 2 :: Profitability and Net Cash Accruals**
  - **Revenue/Income/Realisation**
  - **Expenses/Cost of Products/Services/Items**
  - **Gross Profit**
  - **Financial Charges**
  - **Total Cost of Sales**
  - **Net Profit After Taxes**
  - **Net Cash Accruals**

- **Annexure 3 :: Assessment of Working Capital requirements**

- **Current Assets**
- **Gross Working Capital**
- **Current Liabilities**
- **Net Working Capital**
- **Working Note for Calculation of Work-in-process**

- **Annexure 4 :: Sources and Disposition of Funds**

- **Annexure 5 :: Projected Balance Sheets**

- **ROI (Average of Fixed Assets)**
- **RONW (Average of Share Capital)**
- **ROI (Average of Total Assets)**

- **Annexure 6 :: Profitability Ratios**

- **D.S.C.R**
- **Earnings Per Share (EPS)**
- **Debt Equity Ratio**

• **Annexure 7 :: Break-Even Analysis**

- **Variable Cost & Expenses**
- **Semi-Variable/Semi-Fixed Expenses**
- **Profit Volume Ratio (PVR)**
- **Fixed Expenses / Cost**
- **B.E.P**



- **Annexure 8 to 11 :: Sensitivity Analysis-Price/Volume**

- **Resultant N.P.B.T**
- **Resultant D.S.C.R**
- **Resultant PV Ratio**
- **Resultant DER**
- **Resultant ROI**
- **Resultant BEP**

- **Annexure 12 :: Shareholding Pattern and Stake Status**

- **Equity Capital**
- **Preference Share Capital**

- **Annexure 13 :: Quantitative Details-Output/Sales/Stocks**

- **Determined Capacity P.A of Products/Services**
- **Achievable Efficiency/Yield % of Products/Services/Items**
- **Net Usable Load/Capacity of Products/Services/Items**
- **Expected Sales/ Revenue/ Income of Products/ Services/ Items**

- **Annexure 14** :: **Product wise Domestic Sales**
- Realisation**
- **Annexure 15** :: **Total Raw Material Cost**
- **Annexure 16** :: **Raw Material Cost per unit**
- **Annexure 17** :: **Total Lab & ETP Chemical Cost**
- **Annexure 18** :: **Consumables, Store etc.**
- **Annexure 19** :: **Packing Material Cost**
- **Annexure 20** :: **Packing Material Cost Per Unit**

- **Annexure 21** :: **Employees Expenses**
  - **Annexure 22** :: **Fuel Expenses**
  - **Annexure 23** :: **Power/Electricity Expenses**
  - **Annexure 24** :: **Royalty & Other Charges**
  - **Annexure 25** :: **Repairs & Maintenance**
- Expenses**
- **Annexure 26** :: **Other Manufacturing Expenses**
  - **Annexure 27** :: **Administration Expenses**
  - **Annexure 28** :: **Selling Expenses**

- **Annexure 29 :: Depreciation Charges – as per Books (Total)**
- **Annexure 30 :: Depreciation Charges – as per Books (P & M)**
- **Annexure 31 :: Depreciation Charges - as per IT Act WDV (Total)**
- **Annexure 32 :: Depreciation Charges - as per IT Act WDV (P & M)**
- **Annexure 33 :: Interest and Repayment - Term Loans**
- **Annexure 34 :: Tax on Profits**
- **Annexure 35 :: Projected Pay-Back Period and IRR**

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# ***NIIR PROJECT CONSULTANCY SERVICES***

**An ISO 9001:2008 Company**



# 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*



# What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Technology Books and Directory*
- *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

# 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*



- *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*

- *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*

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



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