

**Market Survey cum Detailed  
Techno Economic Feasibility  
Report on  
Packaged Drinking Water  
with PET Bottles**

# Introduction

Water is the necessity of our daily life, it's so important for us that we need clean, safe and sanitary water every day, and usually there's a more strict inspection standard in the more advanced country.



Potable spring waters containing, sulphur iron, magnesium and other mineral salts occurring in certain regions are claimed to be beneficial to human metabolism. The therapeutic value of such waters is questionable carbonated mineral waters also contain lithium salts.

There are two kinds of drinking water in the market. One is the natural water, which is called mineral water. The other is processed water coming from underground or from the pipe of water plant, which is called R.O. water, space water or pure water.

# Uses and Application

Mineral water is bottled under very hygienic conditions under strict quality control before being marketed. Its major use is in five star Hotels and Hospitals where good quality pure water is required for potable purposes. It is marketed at places and regions where hygienic drinking water is not freely available.

# Market Survey

The bottled water market is growing at a rapid rate of around 20% a year (down from 50 to 60%). At this growth rate, the market is estimated to overtake the soft drinks market soon. Multi-nationals Coca-Cola, Pepsi, Nestle and others are trying to grab a significant share of the market.

**There are more than 1800 brands in the unorganized sector. The small players account for nearly 19% of the total market.**

**Bottled water industry, colloquially called, the mineral water industry, is a symbol of a new lifestyle and health-consciousness emerging in India.**



While a large segment of the population is struggling to get access to potable water supply, a new generation - especially in the urban areas - is getting accustomed to bottled water paying handsome prices.





The growth trends in packaged drinking water and a growing demand is indicative of the fact that water and its variants will be the single largest beverage category, growing and becoming at least 20 times of the current market size within the next 10-12 years.

There is a very good scope for this product and it is the right time for new entrepreneurs to venture into this field.

# **Few Indian Major Players are as under**

**Ajay Enterprises Ltd.**

**Akash Housing Ltd. [Merged]**

**Aradhana Snack Foods Co.**

**Bikaji Marketing Ltd.**

**Bisleri International Pvt. Ltd.**

**Durgapur Projects Ltd.**

**G E I Foods Ltd.**

**Golden Anchor Pvt. Ltd.**

**Jagatjit Industries Ltd.**

**Keventer Agro Ltd.**

**Mohan Meakin Ltd.**

**Mount Everest Mineral Water Ltd.**

**N E P C Agro Foods Ltd.**

**Nuway Organic Naturals India Ltd.**

**Orient Beverages Ltd.**

**Parle Bisleri Pvt. Ltd. [Merged]**



**Parle International Pvt. Ltd.**

**Pepsico India Holdings Pvt. Ltd.**

**Pondicherry Agro Service & Inds. Corpn.  
Ltd.**

**Rose Valley Inds. Ltd.**

**Sparkle Foods Ltd.**

**Sri Sarvaraya Sugars Ltd.**

**Surat Beverages Ltd.**

**Vaarad Ventures Ltd.**

**Vijay Shanthi Builders 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	13.00	13.00	Capital	0.00	33.40	33.40
Buildings	0.00	26.40	26.40	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	39.80	39.80	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	2.50	2.50	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	19.50	19.50	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	2.00	2.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	100.21	100.21
Preliminary& Pre-operative Exp	0.00	2.00	2.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	3.00	3.00	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	25.42	25.42				
TOTAL	0.00	133.62	133.62	TOTAL	0.00	133.62	133.62

# 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	5.14	8.64	15.14	24.00	0.00	100.00	5.14	0.00	5.14	1.00	0.00
2-3	8.18	11.23	23.32	18.00	0.00	100.00	8.18	0.00	8.18	1.00	0.00
3-4	11.14	13.81	34.46	12.00	0.00	100.00	11.14	0.00	11.14	1.00	0.00
4-5	13.99	16.32	48.44	6.00	0.00	100.00	13.99	0.00	13.99	1.00	0.00
5-6	16.69	18.74	65.13	0.00	0.00	100.00	16.69	0.00	16.69	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 Turnove r 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	1.28	1.28		1.59	1.59	2.87		19.49%	8.12%	5.68%	187.09	61.87%	1.56	1.17
2-3	1.61	1.44		0.77	0.77	1.74		21.68%	11.80%	7.74%	167.88	47.58%	1.67	1.33
3-4	1.99	1.61	1.98	0.35	0.35	1.09		23.16%	14.38%	9.23%	190.66	47.29%	1.68	1.55
4-5	2.44	1.79		0.12	0.12	0.72		24.16%	16.21%	10.30%	213.44	47.06%	1.64	1.79
5-6	2.97	1.98		0.00	0.00	0.49		24.82%	17.49%	11.06%	236.22	46.87%	1.56	2.45



# PROJECT AT A GLANCE

## BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	56.24%
Total BEP (% of Installed Capacity)	59.14%

## IRR, PAYBACK and FACR

Internal Rate of Return .. ( In %age )	27.55%
Payback Period of the Project is ( In Years )	2.814 Years
Fixed Assets Coverage Ratio ( No. of times )	7.741



# See more

<http://goo.gl/XncJCH>

# Table of Contents of the Project Report



# **1. CITY PROFILE & GEOTECHNICAL SITE CHARACTERIZATION**

- 1.1. General
- 1.2. Map
- 1.3. Economy
- 1.4. Transportation and Communications

## **2. INTRODUCTION**

- 2.1. Major Impurities in Water

## **3. WATER CHEMISTRY**

- 3.1. Water Analysis
- 3.2. Harmful Effects of Water Impurities

## 4. B.I.S. SPECIFICATION

## 5. PROPERTIES OF WATER

5.1. Physical Properties

5.2. Principal Mineral Constituent and Gases  
Alkalinity

## 6. WATER QUALITY

## 7. USES

## 8. PARAMETERS: PHYSICAL, CHEMICAL & MICROBIOLOGICAL

8.1.1. Parameters: Microbiological

## **9. MODEL BOTTLED WATER REGULATION**

9.1. Rule 1: Definitions

9.2. Rule 2: Product Quality and Security

9.3. Rule 3: Good Manufacturing Practices and Operational Requirements

## **10. MARKET SURVEY**

10.1. Bottled Water

10.2. Water Purifiers

10.3. Mineral Water

10.4. Water Purifiers

10.5. PET & Containers

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

## 11.1. Section - I

- 11.1.1 Name of Company with Contact Details
- 11.1.2. Name of Director(S)
- 11.1.3. Plant Capacity
- 11.1.4. Location of Plant
- 11.1.5. Capital Expenditure Projects
- 11.1.6. Name of Raw Material(S) Consumed With Quantity & Cost

## 11.2. Section - II

- 11.2.1. Assets
- 11.2.2. Cash Flow
- 11.2.3. Cost as % Age of Sales
- 11.2.4. Forex Transaction

- 11.2.5. Growth in Assets & Liabilities
- 11.2.6. Growth in Income & Expenditure
- 11.2.7. Income & Expenditure
- 11.2.8. Liabilities
- 11.2.9. Liquidity Ratios
- 11.2.10. Profitability Ratio
- 11.2.11. Profits
- 11.2.12. Return Ratios
- 11.2.13. Structure of Assets & Liabilities (%)
- 11.2.14. Working Capital & Turnover Ratios

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

**12.1. Export Statistics Data Packaged Drinking Water**

**12.2. Import Statistics Data Packaged Drinking Water**

## **13. SOURCES OF WATER**

### **13.1. Natural Water**

### **13.2. Criteria and Regulatory Standards**

### **13.3. Economic Aspects**

## **14. TECHNICAL SPECIFICATION OF R.O. SYSTEM**

## **15. DESCRIPTION OF PLANT**

### **15.1. Processing of Water for Bottling**

#### **15.1.1. Sand Filters**

#### **15.1.2. Activated Carbon (AC) Water Filters**



## **16. ADVANTAGES OF OZONATION**

### **16.1. Dosage of Ozone**

### **16.2. Jar Filling**

#### **16.2.1. Labeling**

### **16.3. Packaging Requirements**

#### **16.3.1. Strength**

### **16.4. Colour and Clarity**

#### **16.4.1. Mandatory Certification**

#### **16.4.2. Purity**

### **16.5. Pollution Control**

## **17. ENVIRONMENTAL PROTECTION MEASURES**

### **17.1. Benefits of Rwh**

### **17.2. Implementation Schedule**

## **18. POLYETHYLENE TEREPHTHALATE (PET)**

**18.1. Conformity of Packaging Materials to Indian Standards**

**18.2. To Produce PET Preform/Bottle**

**18.3. Compulsory Certification**

## **19. MANUFACTURING PROCESS**

**19.1. Plant & Machinery Required**

**19.2. Raw Material Required**

**19.3. Process**

**19.4. Function of Different Units**

## **20. PROCESS FLOW DIAGRAM**

**20.1. Scheme of R.O. Plant**

## **21. FLOW DIAGRAM FOR PROCESS WATER**

## **22. SILENT FEATURE OF WATER TREATMENT SYSTEM**

### **22.1. A...R.O. Membrane Features**

## **23. BASIS OF DESIGN AND TREATMENT SCHEME**

### **23.1. Plant Introduction**

### **23.2. Raw Water Analysis**

### **23.3. The END WATER quality shall be achieved subject to**

## **24. KEY DIFFERENCES BETWEEN EPA TAP WATER AND FDA BOTTLED WATER RULES**

## **25. SUPPLIERS OF PLANT & MACHINERY**

25.1. U.V. Systems

25.2. Ozonator

25.3. Clean Room Equipment

25.4. Prefilter

25.4.1. H2O SOLUTIONS

25.5. Laboratory Equipment

## **26. SUPPLIERS OF RAW MATERIAL**

26.1. Pouches

26.2. PET Jars

26.3. Lab Chemicals

## **27. PLANT LAYOUT**

## **28. WATER PLANT, MACHINERY & PRODUCT PHOTOGRAPHS**

- 28.1. Levissima Bottling Plant
- 28.2. Polant Spring Bottling Plant, USA
- 28.3. Pure Life Bottling Plant, China
- 28.4. Nestle Waters Block Train, France
- 28.5. Baraka Bottling Plant
- 28.6. Reverse Osmosis
- 28.7. Storage Tanks for Recovered Water
- 28.8. Waste Water Treatment Plant
- 28.9. PET Bottles in the Global Market
- 28.10. PET Bottles in the Indian Market

## **29. QUOTATION OF PLANT, MACHINERY AND EQUIPMENTS FROM SUPPLIE**

**Niir Project Consultancy Services (NPCS)**  
**can provide Detailed Project Report on**  
**Packaged Drinking Water**  
**with PET Bottles**

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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*



# 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*

# Sectors We Cover *Cont...*

- *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*

# Sectors We Cover *Cont...*

- *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.*

# Sectors We Cover *Cont...*

- *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.*



# Sectors We Cover *Cont...*

- *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...*

- *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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