

# isabgol- Psyllium Husk

*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

Psyllium or ispaghula is the common name used for several members of the plant genus *Plantago* whose seeds are used commercially for the production of mucilage.

Psyllium is mainly used as a dietary fiber to relieve symptoms of both constipation and mild diarrhea and occasionally as a food thickener. Research has also shown benefits in reducing blood cholesterol levels.

The plant from which the seeds are extracted tolerates dry and cool climates and is mainly cultivated in northern India. Psyllium products are marketed under several brand names, such as Metamucil, Fybogel, Konsyl, and Lunelax.

Strong export demand and an assured market have incentivized farmers to take isabgol(Psyllium Husk) cultivation. isabgol(Psyllium Husk) is used in medical applications, besides confectionery and bakery items in Europe, the US and other countries.

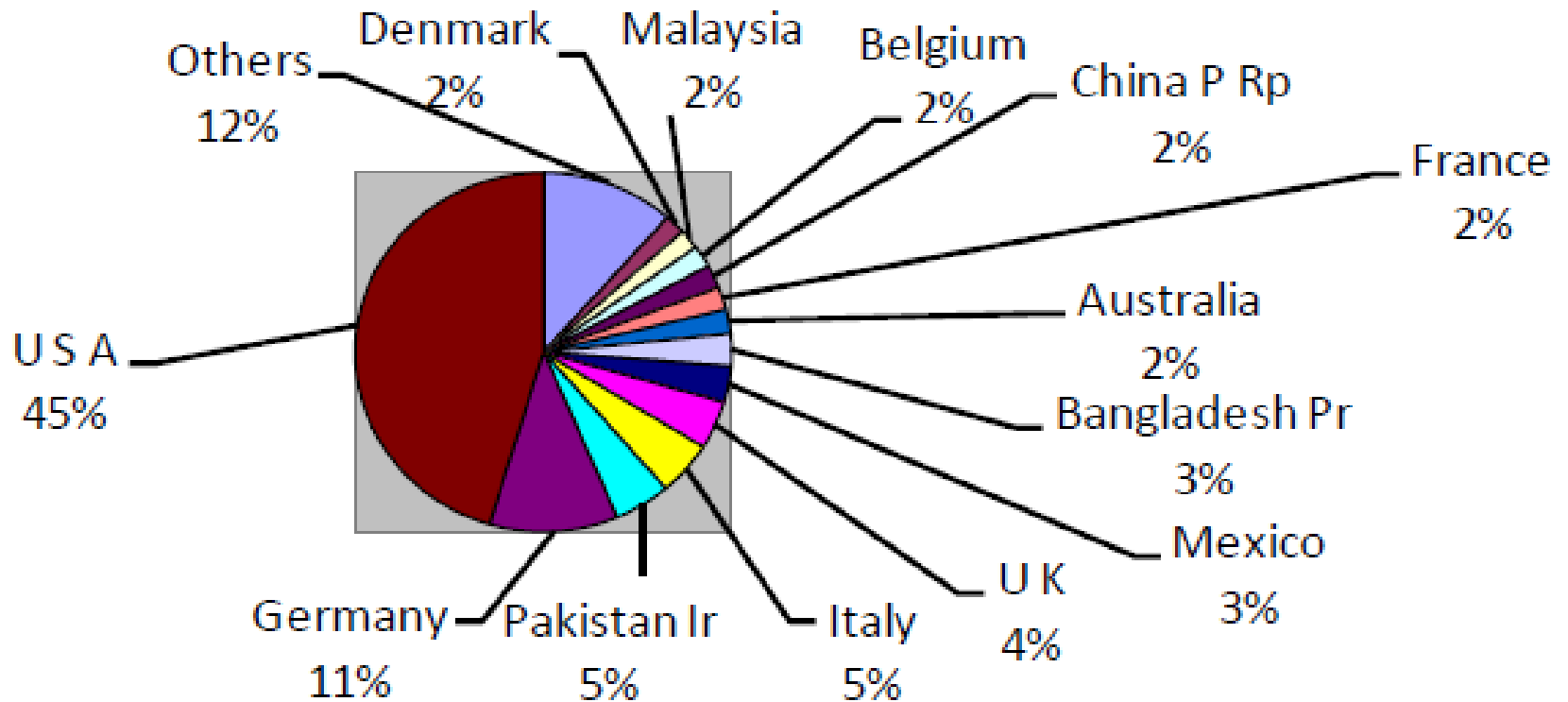
# Market Outlook



## Indian Import / Export

Year (April to March)	Import	Export
	In metric tonne	
2011-12	-	29343
2012-13	1566	39670
2013-14	171	32465
2014-15	193	32325
2015-16	-	38055

# Countrywise Export (Period 2015-16)



The leading producer of Psyllium seed in India and the Psyllium seed produced in Rajasthan is considered to be of very good quality. This year the crop in Rajasthan is expected to be around 25% less than that of last year only 1.2 million bags. Madhya Pradesh ranks second in the production of Psyllium seed and the crop from Madhya Pradesh is expected to be 50% of that of last year only 200,000 bags. The state of Gujarat ranks a far third in the overall production of Psyllium seed in India and the crop from Gujarat this year is expected to be the same as last year 100,000 bags.

# Crop Arrivals from the Last Few Years and the Estimated Arrivals for 2016.

State	2011	2012	2013	2014	2015	2016*
Rajasthan	730,000	740,000	750,000	825,000	1,600,000	1,200,000
Madhya Pradesh	400,000	610,000	590,000	400,000	400,000	200,000
Gujarat	50,000	40,000	60,000	70,000	100,000	100,000
Total	1,180,000	1,390,000	1,400,000	1,295,000	2,100,000	1,500,000

The demand for Psyllium Husk, and allied products, has been increasing over the last few years. Overall demand for Psyllium Husk products for the coming 12 months is expected to be the equivalent of 2,000,000 bags of Psyllium seed as against the estimated available supply of 1,600,000 bags (2016 crop + carry-forward stock).





# **Table of Contents of the Project Report**

# Our Detailed Project Report contains

- Introduction
- Properties
- Uses & Applications
- List of Plant & Machineries
- Miscellaneous Items and Accessories
- Instruments, Laboratory Equipments and Accessories
- Electrification, Electric Load and Water
- Maintenance, Suppliers/Manufacturers of Plant and Machineries
- Process of Manufacture

- Process of Manufacture
- Flow Sheet Diagram
- List of Raw Materials
- Availability of Raw Materials
- Requirement of Staff & Labour
- Skilled & Unskilled Labour
- Requirement of Land Area
- Built up Area
- Plant Layout.

## **Along with financial details as under:**

- Assumptions for Profitability workings
- Plant Economics
- Production Schedule
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  - Factory Land & Building
  - Site Development Expenses
- Plant & Machinery
  - Indigenous Machineries
  - Other Machineries (Miscellaneous, Laboratory etc.)

- Other Fixed Assets
  - Furniture & Fixtures
  - Pre-operative and Preliminary Expenses
  - Technical Knowhow
  - Provision of Contingencies
- Working Capital Requirement Per Month
  - Raw Material
  - Packing Material
  - Lab & ETP Chemical Cost
  - Consumable Store
- Overheads Required Per Month And Per Annum
  - Utilities & Overheads (Power, Water and Fuel Expenses etc.)

- Royalty and Other Charges
- Selling and Distribution Expenses
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- Preference Share Capital

- **Annexure 1** :: Cost of Project and Means of Finance
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- Resultant ROI
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## Major Queries/Questions Answered in the Report?

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

**5. What is the structure of the isabgol(Psyllium Husk) Business and who are the key/major players ?**

**6. What is the total project cost for setting up a isabgol(Psyllium Husk) plant ?**

**7. What are the operating costs for setting up a isabgol(Psyllium Husk) plant ?**

**8. What are the machinery and equipment requirements for setting up a isabgol(Psyllium Husk) plant ?**

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

**13. What is the total size of land required for setting up a isabgol(Psyllium Husk) plant ?**

**14. What will be the income and expenditures for a isabgol(Psyllium Husk) plant ?**

**15. What are the Projected Balance Sheets of a isabgol(Psyllium Husk) plant ?**

**16. What are the requirement of utilities and overheads for setting up a isabgol(Psyllium Husk) plant?**

**17. What is the Built up Area Requirement and cost for setting up a isabgol(Psyllium Husk) Business?**

**18. What are the Personnel (Manpower) Requirements for setting up a isabgol(Psyllium Husk) Business?**

**19. What are Statistics of Import & Export for isabgol(Psyllium Husk) ?**

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

**21. What is the Break-Even Analysis of a isabgol(Psyllium Husk) plant?**

**22. What are the Project financials of a isabgol(Psyllium Husk) plant?**

**23. What are the Profitability Ratios of a isabgol(Psyllium Husk) plant?**

**24. What is the Sensitivity Analysis-Price/Volume of a isabgol(Psyllium Husk) plant?**

**25. What are the Projected Pay-Back Period and IRR of a isabgol(Psyllium Husk) plant?**

**26. What is the Process Flow Sheet Diagram of a isabgol(Psyllium Husk) project?**

- 27. What are the Market Opportunities for setting up a isabgol(Psyllium Husk) plant?**
- 28. What is the Market Study and Assessment for setting up a isabgol(Psyllium Husk) plant?**
- 29. What is the Plant Layout for setting up a isabgol(Psyllium Husk) Business?**



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

# Tags

Isabgol Cultivation, Cultivation of Plantago (Isabgol) India, Isabgol Farming India, Cultivation of Plantago, Isabgol Processing Plant, Isabgol in India, Isabgol Medicinal Plant, Isabgol Products India, Isabgol (Psyllium Husk), Organic Psyllium, Isabgol Plant, Psyllium Products in India, Isabgol Processing, Project Report on Isabgol Processing, Isabgol Farming, Start Medicinal Plants Farming, Isabgol Farming and Business, Cultivation of Medicinal Isabgol, Plantago Ovata Cultivation in India, Psyllium Husk Powder, Psyllium Seed, Profitability of Isabgol, Isabgol Farming Profitable Business, Processing and Packaging of Psyllium, Isabgol Powder Making Process, Isabgol Husk Processing Plant, Psyllium Husk Processing Plant, Psyllium Processing Plant, Project Report on Isabgol Processing Unit, Isabgol Processing Machinery, India Psyllium Isabgol Processing Plant, Process of Psyllium, Agricultural for Isabgol, Ispaghula Processing, Ashwakarna Processing, Flea Seed Processing, Se-Men Ispaghulae Processing, Psyllium Husk Powder Manufacture, Ayurvedic Medicinal Plants, Ashwakarna Processing Project Ideas, Projects on Small Scale Industries, Small Scale Industries Projects Ideas, Project Profile on Small Scale Industries, How to Start Se-Men Ispaghulae Processing in India, Isabgol Processing Projects, New Project Profile on Plantago Processing, Project Report on Se-Men Ispaghulae Processing, Detailed Project Report on Plantago Processing, Project Report on Plantago Ovata Cultivation,

# Tags

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**Isabgol - Psyllium Husk**

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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*





*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*
- *Business Plan*
- *Industry Trends*
- *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 & Hospitability 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.*

## 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*

- *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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