



Incense Sticks Production.

**Agarbatti Manufacturing
Business Plan.**

**Profitable Small business
Idea.**





Introduction

Incense sticks also called agarbattis are fragranced sticks used from ancient period by people all over the world. The evolution of incense stick could be from the burning of aromatic woods in the primitive period. As mankind gained civilization and became more religious, these fragranced agarbattis played important role in daily rituals.

Agarbatti is an Indian Hindi terminology which is otherwise popularly known worldwide as 'Incense Sticks' and as the name itself suggests, they are thin bamboo sticks of about 8" to 12" length coated with paste of fragrance of natural ingredients extracts of scented flowers or majorly forest yield. Agarbattis have huge potential as a manufacturing business because its demand is at all-time high and go even higher during festivals. More than 90 countries use Agarbattis and India is the sole producer of these Incense Sticks that caters to the demands of all countries worldwide.

Cultural Beliefs:

The purpose of burning agarbatti is to purify the bad air. The holy smoke prevents unwanted bad energy and bad spirit from entering home. This is used for fragrance which symbolically suggests the presence of the deity and the love of deity.

The use of incense stick is recorded in Old Testament, the Vedas, and other ancient books. Agarbattis were commonly used in different places of worship like churches, monasteries, mosques, and temples. Incense was widely in countries like Egypt, Greece, China, Japan, and India.

People belonging to different religion used agarbattis in their ritual worship. Offering to God was made by lighting these agarbattis as it purifies the atmosphere. The refreshing fragrance of the incense stick spreads into the air to make a serene atmosphere helping the devotees to have calm frame of mind. The soothing and purified atmosphere helps in meditation.

Market Outlook

India is largest incense stick maker and currently the export market for the sector is about Rs 450 crore. With the demand for branded agarbatti (incense sticks) growing at nearly 15 per cent every year.

Agarbatti, mostly a handmade product [in India], is exported to almost the entire known world from India. While many countries are known for selling unscented or raw incense sticks, India is known for its perfumed versions.

In India, a wide variety of agarbattis are available in different shapes, colours and fragrances at very competitive prices, from sandalwood to lavender, and rose to mogra.

Between FY2012 and FY2016, India exported agarbattis worth \$498.02 million – which considering that it is a part of the labour-intensive cottage industry is a commendable figure. In addition, annual exports witnessed an 11.57% growth during the same period, from \$89.64 million in FY2012 to \$100.02 million in FY2016. Today, India exports agarbatti to more than 160 countries including US, Nigeria, Malaysia and UK. In FY2016, US was the largest importer of incense sticks from India with an import value of \$11.3 million, followed by UAE at \$6.23 million and Nigeria at \$5.85 million.

Kolkata has the largest market for sale of incense sticks or agarbattis by volume in the country at Rs. 150 crore or so, in the Rs. 1,000 crore national agarbatti market. As a large portion of the market was still unorganised but conservative estimates compiled for last fiscal indicated that incense stick sales were growing at 7-8 per cent per annum.

Major Queries/Questions Answered in the Report?

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

- 5. What is the structure of the Agarbatti (Incense Sticks) Manufacturing Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Agarbatti (Incense Sticks) Manufacturing Plant?**
- 7. What are the operating costs for setting up Agarbatti (Incense Sticks) Manufacturing Project?**
- 8. What are the machinery and equipment requirements for setting up Agarbatti (Incense Sticks) Manufacturing plant ?**

9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Agarbatti (Incense Sticks) Manufacturing plant ?

10. What are the requirements of raw material for setting up Agarbatti (Incense Sticks) Manufacturing Business?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Agarbatti (Incense Sticks) Manufacturing plant ?

12. What is the Manufacturing Process and Formulations of Agarbatti (Incense Sticks)?

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

Tags

Agarbatti Manufacturing Industry, Agarbatti Manufacturing Small Business, Agarbatti Making Unit, Agarbatti Manufacture, Agarbatti Manufacturing Unit, Agarbatti Making Business, How to Start Agarbatti Making Business, Agarbatti Manufacturing, Agarbatti Manufacture in India, Start Agarbatti Making Business, Agarbatti Manufacturing Company, Agarbatti Manufacturing Process, Business Idea of Agarbatti Manufacturing, Incense Stick Making, Starting Agarbatti Manufacturing Unit in India, Agarbatti Making Machines, Agarbatti Manufacturing in India, How Incense Stick is Made?, How to Make Incense Stick, Incense Sticks Manufacturing Unit, Project Profile on Dhoop Batti (Incense Sticks) Manufacturing, Production of Incense Sticks, Incense Sticks Making Machine, Incense Sticks Making Formula, Incense Stick Making Process, Process of Manufacturing Incense Sticks, Agarbathi /Incense Industry in India, Incense Stick Production, Agarbatti Stick Production, Incense Stick Production Line, Incense Sticks Industry in India, Small Agarbatti Manufacturing Business, How to Start Agerbatti Making Business, Agarbatti Production Business in India, Agarbatti Making Business Plan, Start Earning Money by Making Incense Sticks, Money Making Business Ideas, Agarbatti Manufacturing project ideas, Projects on Small Scale Industries, Small scale industries projects ideas, Agarbatti Manufacturing Based Small Scale Industries Projects,

Project profile on small scale industries, How to Start Agarbatti Manufacturing Industry in India, Agarbatti Manufacturing Projects, New project profile on Incense Stick Production industries, Project Report on Agarbatti Manufacturing Industry, Detailed Project Report on Agarbatti Manufacturing, Project Report on Incense Stick Production, Pre-Investment Feasibility Study on Incense Stick Production, Techno-Economic feasibility study on Incense Stick Production, Feasibility report on Incense Stick Production, Free Project Profile on Incense Stick Production, Project profile on Incense Stick Production, Download free project profile on Incense Stick Production, Startup Project for Incense Stick Production

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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.



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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Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Contact us

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