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 complied 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?

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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:

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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.

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