Pencil Factory: How to Start Polymer Pencil Manufacturing Business.
Introduction

A pencil is a writing implement or art medium constructed of a narrow, solid pigment core inside a protective casing which prevents the core from being broken and/or from leaving marks on the user’s hand during use.

Pencils create marks by physical abrasion, leaving behind a trail of solid core material that adheres to a sheet of paper or other surface. They are distinct from pens, which instead disperse a trail of liquid or gel ink that stains the light colour of the paper.
Most pencil cores are made of graphite mixed with a clay binder which leaves grey or black marks that can be easily erased. Graphite pencils are used for both writing and drawing and result in durable markings: though writing is easily removable with an eraser, it is otherwise resistant to moisture, most chemicals, ultraviolet radiation, and natural aging. Other types of pencil core are less widely used, such as charcoal pencils, which are mainly used by artists for drawing and sketching.
Coloured pencils are sometimes used by teachers or editors to correct submitted texts, but are typically regarded as art supplies, especially those with waxy core binders that tend to smear on paper instead of erasing. Grease pencils have a softer, crayon-like waxy core that can leave marks on smooth surfaces such as glass or porcelain.
The most common type of pencil casing is of thin wood, usually hexagonal in section but sometimes cylindrical, permanently bonded to the core. Similar permanent casings may be constructed of other materials such as plastic or paper. To use the pencil, the casing must be carved or peeled off to expose the working end of the core as a sharp point. Mechanical pencils have more elaborate casings which are not permanently bonded to the core. Instead, the casing supports a separate, mobile piece of pigment core that can be extended or retracted through the casing tip as needed; these pencil casings can be re-loaded with a new core (usually graphite) when necessary.
Market Outlook

The market for writing instruments in India is estimated at 1600 to 2400 million pieces a year. The total market for writing instruments is estimated at Rs 22 billion in value and is growing at around 8 to 10% annually. There is a growing demand of polymer pencil in the market. The products find application in schools, colleges, government offices, commercial establishments, NGOs and miscellaneous activities.
According to the type of carbon used, pencils are classified as soft, medium and hard. There is no doubt about the acceptability of the product and lead pencils still command a respectful demand. The product has a good export potential also.
### Export and Import of all Kinds of Pencils

<table>
<thead>
<tr>
<th>Year</th>
<th>Export (Rs. in Crore)</th>
<th>Export (In MT)</th>
<th>Import (Rs. in Crore)</th>
<th>Import (In MT)</th>
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</thead>
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<tr>
<td>2009-10</td>
<td>42.20</td>
<td>3372.30</td>
<td>57.70</td>
<td>3708.50</td>
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<td>5056.50</td>
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<td>2011-12</td>
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<td>5795.10</td>
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<td>2342.30</td>
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<td>100.30</td>
<td>8604.30</td>
<td>87.90</td>
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<td>2013-14</td>
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<td>5252.80</td>
<td>74.50</td>
<td>2684.80</td>
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<td>2014-15</td>
<td>144.10</td>
<td>6284.60</td>
<td>123.50</td>
<td>3993.20</td>
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*Note: The data for 2014-15 includes an asterisk.*
### Writing Instruments

#### Demand: Past and Future

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<th>Year</th>
<th>(In Million No.)</th>
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<td>1990-91</td>
<td>365</td>
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<tr>
<td>2000-01</td>
<td>960</td>
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<td>2001-02</td>
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<td>2002-03</td>
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<td>2003-04</td>
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<td>2004-05</td>
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<td>2005-06</td>
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<td>2006-07</td>
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<td>2007-08</td>
<td>1800</td>
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<td>2012-13</td>
<td>3114</td>
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<td>2013-14</td>
<td>4133</td>
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<tr>
<td>2014-15</td>
<td>5981</td>
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<td>2015-16</td>
<td>6459</td>
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<td>2016-17</td>
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<td>2017-18</td>
<td>7533</td>
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<td>2018-19</td>
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<td>2019-20</td>
<td>8786</td>
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<tr>
<td>2024-25</td>
<td>13514</td>
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</tbody>
</table>
Machinery Photographs

High Speed Mixer

Compounding Extruder

Heater-Cooler Mixer

Lead Extruder with drier and loader

Coating Extruder

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Spripe Extruder  CO-Extrusion die-head  Haul-off unit PLC based Servo Cutting System

2 T Water Chilling Unit  Hot Foil Stamping Machine  Air Compressor

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Few Indian Major Players are as under

- Excella Pencils Ltd.
- Hindustan Pencils Pvt. Ltd.
- Ravlon Pen Co. Ltd.
- Camlin
- Faber Castell
- Bhagyoday Pencils Industries
## Project at a Glance

### COST OF PROJECT

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Existing</th>
<th>Proposed</th>
<th>Total</th>
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<td>Land &amp; Site Development Exp.</td>
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<td>Buildings</td>
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<td>Motor Vehicles</td>
<td>0.00</td>
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<td>Office Automation Equipments</td>
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<td>Technical Knowhow Fees &amp; Exp.</td>
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<td>Franchise &amp; Other Deposits</td>
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<td>0.00</td>
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<tr>
<td>Preliminary &amp; Pre-operative Exp.</td>
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<td>Provision for Contingencies</td>
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<td>Margin Money - Working Capital</td>
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<td>23.36</td>
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### MEANS OF FINANCE

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<tr>
<td>Reserves &amp; Surplus</td>
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<td>Cash Subsidy</td>
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<td>Internal Cash Accruals</td>
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<td>Long/Medium Term Borrowings</td>
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<td>Unsecured Loans / Deposits</td>
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<td>TOTAL</td>
<td>0.00</td>
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## Project at a Glance

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<th>Annualised</th>
<th>Book Value</th>
<th>Dividend</th>
<th>Retained Earnings</th>
<th>Payout</th>
<th>Probable Market Price</th>
<th>P/E Ratio</th>
<th>Yield Price/Book Value</th>
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<td>Per Share</td>
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<td>%</td>
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<td>%</td>
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<td>8.19</td>
<td>14.08</td>
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## Project at a Glance

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<th>Debt / Deposits Debt</th>
<th>Equity as- Equity</th>
<th>Total Net Worth</th>
<th>Return on Net Worth</th>
<th>Profitability Ratio</th>
<th>Assets Turnover Ratio</th>
<th>Current Ratio</th>
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<td>0.82</td>
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<td></td>
<td>1.62</td>
<td>0.36</td>
<td>0.36</td>
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<td>3-4</td>
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<td>4-5</td>
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<td>0.00</td>
<td>0.19</td>
<td>24.35%</td>
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<td>12.77%</td>
<td>679.9</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>70.10%</td>
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## Project at a Glance

<table>
<thead>
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<th>BEP</th>
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<tr>
<td>BEP - Maximum Utilisation Year</td>
<td>5</td>
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<tr>
<td>Cash BEP (% of Installed Capacity)</td>
<td>68.74%</td>
</tr>
<tr>
<td>Total BEP (% of Installed Capacity)</td>
<td>71.19%</td>
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### IRR, PAYBACK and FACR

| Internal Rate of Return (\%age)          | 26.98%        |
| Payback Period of the Project is (Years)| 2 Years 4     |
|                                          | Months        |
| Fixed Assets Coverage Ratio (No. of times)| 6.484        |
Major Queries/Questions Answered in the Report?

1. What is Polymer Pencil Manufacturing industry?

2. How has the Polymer Pencil Manufacturing industry performed so far and how will it perform in the coming years?

3. What is the Project Feasibility of Polymer Pencil Manufacturing Plant?

4. What are the requirements of Working Capital for setting up Polymer Pencil Manufacturing plant?
5. What is the structure of the Polymer Pencil Manufacturing Business and who are the key/major players?

6. What is the total project cost for setting up Polymer Pencil Manufacturing plant?

7. What are the operating costs for setting up Polymer Pencil Manufacturing Project?

8. What are the machinery and equipment requirements for setting up Polymer Pencil Manufacturing plant?
9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Polymer Pencil Manufacturing plant?

10. What are the requirements of raw material for setting up Polymer Pencil Manufacturing Business?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Polymer Pencil Manufacturing Project?

12. What is the Manufacturing Process of Polymer Pencil?
13. What is the total size of land required for setting up Polymer Pencil Manufacturing plant?

14. What will be the income and expenditures for Polymer Pencil Manufacturing Business?

15. What are the Projected Balance Sheets of Polymer Pencil Manufacturing plant?

16. What are the requirement of utilities and overheads for setting up Polymer Pencil Manufacturing plant?

17. What is the Built up Area Requirement and cost for setting up Polymer Pencil Manufacturing Business?
18. What are the Personnel (Manpower) Requirements for setting up Polymer Pencil Manufacturing Business?

19. What are Statistics of Import & Export for Polymer Pencil?

20. What is the time required to break-even of Polymer Pencil Manufacturing Plant?

21. What is the Break-Even Analysis of Polymer Pencil Manufacturing Project?

22. What are the Project financials of Polymer Pencil Manufacturing plant?
23. What are the Profitability Ratios of Polymer Pencil Manufacturing plant?

24. What is the Sensitivity Analysis-Price/Volume of Polymer Pencil Manufacturing Business?

25. What are the Projected Pay-Back Period and IRR of Polymer Pencil Manufacturing plant?

26. What is the Process Flow Sheet Diagram of Polymer Pencil Manufacturing project?
27. What are the Market Opportunities for setting up Polymer Pencil Manufacturing plant?

28. What is the Market Study and Assessment for setting up Polymer Pencil Manufacturing Project?

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1.1.4. Topography
1.1.5. Climate
1.1.6. Map
1.1.7. Administrative Set Up
1.1.8. Availability of Minerals
1.1.9. Industrial at a Glance

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9.3. Total Liabilities
9.4. Total Assets
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  9.6.2. Name of Director(S)
  9.6.3. Plant Capacity
  9.6.4. Location of Plant
  9.6.5. Name of Raw Material(S) Consumed With Quantity & Cost
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  9.7.2. Cash Flow
  9.7.3. Cost as % Ge of Sales
  9.7.4. Forex Transaction
  9.7.5. Growth in Assets & Liabilities
  9.7.6. Growth in Income & Expenditure
  9.7.7. Income & Expenditure
  9.7.8. Liabilities
  9.7.9. Liquidity Ratios
  9.7.10. Profitability Ratio
9.7.11. Profits
9.7.12. Return Ratios
9.7.13. Structure of Assets & Liabilities (%)

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10.2. Import Statistics Data for Polymer Pencil

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12. MANUFACTURING PROCESS

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16.2. Machinery Photographs
16.3. Product Photographs

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- Assumptions for Profitability workings
- Plant Economics
- Production Schedule
- Land & Building

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- Site Development Expenses

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• Plant & Machinery
  Indigenous Machineries
  Other Machineries (Miscellaneous, Laboratory etc.)

• Other Fixed Assets
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Royalty and Other Charges
Selling and Distribution Expenses

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- Expenses/Cost of Products/Services/Items
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- Financial Charges
- Total Cost of Sales
- Net Profit After Taxes
- Net Cash Accruals
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- Gross Working Capital
- Current Liabilities
- Net Working Capital
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  - ROI (Average of Total Assets)

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  - Earnings Per Share (EPS)
  - Debt Equity Ratio
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- Semi-Variable/Semi-Fixed Expenses
- Profit Volume Ratio (PVR)
- Fixed Expenses / Cost
- B.E.P
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- Resultant D.S.C.R
- Resultant PV Ratio
- Resultant DER
- Resultant ROI
- Resultant BEP
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  - Preference Share Capital
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  - Achievable Efficiency/Yield % of Products/Services/Items
  - Net Usable Load/Capacity of Products/Services/Items
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• Annexure 16 :: Raw Material Cost per unit

• Annexure 17 :: Total Lab & ETP Chemical Cost

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| 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
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.

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• 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.

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Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Polymer Pencil” provides an insight into the Polymer Pencil market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Polymer Pencil project. The report assesses the market sizing and growth of the Indian Polymer Pencil 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 Polymer Pencil sector in India along with its business prospects. Through this report we have identified Polymer Pencil project as a lucrative investment avenue.
Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on Pencil Factory: How to Start Polymer Pencil Manufacturing Business.

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- Good Present/Future Demand
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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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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.
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- 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
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Our Approach

1. Requirement collection
2. Thorough analysis of the project
3. Economic feasibility study of the Project
4. Market potential survey/research
5. Report Compilation
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