Production of Pulpy Fruit Drinks.
Fruit Juice with Fruit Pulp Manufacturing Business.
Fruit Beverages & Drinks Processing Project.
The Indian juice industry was pegged at US$3.5 billion in 2012 and is estimated to reach US$21.14 billion by 2018. The per capita consumption of fruit juice-based beverage is 45 litre in Germany, 42.5 litre in Switzerland and 39 litre in the US. In India, the per capita consumption is just 20 ml, which is negligible compared to other countries. Hence, there exists huge untapped potential in this segment. Shift in consumer preference towards non-carbonated fruit beverages, raising concern over obesity and other health issues, a change in lifestyle, affordability and availability of packaged juices are some of the reasons behind the rise of the packaged fruit juice market.
The packaged fruit juices market can be divided into three sub-categories: fruit drinks, juices, and nectar drinks. Fruit drinks, which have a maximum of 30 per cent fruit content, are the highest-selling category, with a 60 per cent share of the market.

The current market size for the fresh fruit juice business in India is around 3200 crore. The market is estimated to grow at the rate of 25%-30%, owing to factors like urbanization, increasing disposable income and entry of organized players into the market.
Market Size and Growth – Packaged Juice
The pulp and fruit juice production volume amounted to 151.3 thousand metric tons in the country during fiscal year 2017, up from 143.8 thousand metric tons in fiscal year 2016.
Production Volume of Pulp and Fruit Juice across from FY 2015 to FY 2017 (in 1,000 metric tons)

<table>
<thead>
<tr>
<th>Year</th>
<th>Production Volume (in 1,000 metric tons)</th>
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</thead>
<tbody>
<tr>
<td>FY 2015</td>
<td>150.8</td>
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<tr>
<td>FY 2016</td>
<td>143.8</td>
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<tr>
<td>FY 2017</td>
<td>151.3</td>
</tr>
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</table>
Global Fruit Juice Market

Fruit juices have today become an essential part of human diet and are preferred by all the age groups as they are a good source of instant energy and vital nutrients. Fruit juices can be easily obtained by extracting the pulp of fruits and are generally consumed as a beverage or may be used for flavouring in foods. The global market for fruit juice and nectars was worth 44 Billion Litres in 2015 and is further expected to reach a volume of 50 Billion Litres by 2021.
Fruit juice market represents one of the fastest growing sectors and is currently evolving at a fast pace. The global fruit juice market is gaining impetus due to a number of factors. Rising dietary and health concerns among consumers is one the key factors giving a push to the global fruit juice market. Owing to the high nutritional content and refreshing attributes of fruit juices, there has been a major shift in consumer preferences from carbonated drinks to the non-carbonates and natural beverages like fruit juices. Several other factors like population growth, rising disposable incomes, product innovations, premiumisation and growing demand from emerging markets are also inducing the growth of the global market for fruit juices.
## Fruit Juices and Concentrates

### Demand: Past and Future

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<th>(Rs. in Billion)</th>
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<td>1990-91</td>
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<tr>
<td>2000-01</td>
<td>5.75</td>
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<td>66.16</td>
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<tr>
<td>2024-25</td>
<td>99.48</td>
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</table>
The global demand for tropical fruit juices has been increasing for the past few years. Sweet aromatic taste of mango is the major factor driving the growth of mango fruit juice market. Rising health concerns and amount of nutrition in fruit juices successfully influenced the growth of mango juice market. Europe is the major consumer of fruit juices which comprises more than 20% consumption of mango juice in Europe of which more than 50% consumed in United Kingdom. Countries in Asia, South America and Africa are the major producer of mango and major exporters to North America and Europe.
Major producers are responsible for more than 90% domestic consumption. Mango beverages are one of the fastest growing fruit juice categories, which are outpacing the carbonated drinks in terms of volume growth. Mango Fruit juices are majorly known for its taste and acquire largest market in Asian countries such as China, India and Indonesia.
Machinery Photographs

FRUIT WASHING MACHINE

TWIN PULPER

SUGAR SYRUP TRANSFER PUMP
TRANSFER PUMP TO HOMOGENISER

AIR COMPRESSOR

JUICE PASTEURISER
Few Indian Major Players are as under

- Capricorn Food Products India Ltd.
- Dabur Foods Ltd.
- Foods & Inns Ltd.
- Maa Fruits India Pvt. Ltd.
- Surya Fresh Foods Ltd.
- Manpasand Beverages Ltd
<table>
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<tr>
<th>Particulars</th>
<th>Existing</th>
<th>Proposed</th>
<th>Total</th>
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<th>Existing</th>
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## Project at a Glance

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<th>Annualised Book Value</th>
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<th>Dividend</th>
<th>Retained Earnings</th>
<th>Payout</th>
<th>Probable Market Price</th>
<th>P/E Ratio</th>
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## Project at a Glance

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<th>D. S. C. R.</th>
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<th>Equity as-Equity</th>
<th>Total Net Worth</th>
<th>Return on Net Worth</th>
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<th>Asset Turnover Ratio</th>
<th>Current Ratio</th>
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<td>(Number of times)</td>
<td>(Number of times)</td>
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## Project at a Glance

### BEP

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<tbody>
<tr>
<td>Cash BEP (% of Installed Capacity)</td>
<td>52.70%</td>
</tr>
<tr>
<td>Total BEP (% of Installed Capacity)</td>
<td>55.60%</td>
</tr>
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</table>

### IRR, PAYBACK and FACR

| Internal Rate of Return (In %age) | 26.82% |
| Payback Period of the Project is (In Years) | 2 Years 3 Months |
| Fixed Assets Coverage Ratio (No. of times) | 5.306 |
1. What is Pulpy Fruit Drinks Manufacturing industry?

2. How has the Pulpy Fruit Drinks Manufacturing industry performed so far and how will it perform in the coming years?

3. What is the Project Feasibility of Pulpy Fruit Drinks Manufacturing Plant?

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

6. What is the total project cost for setting up Pulpy Fruit Drinks Manufacturing Business?

7. What are the operating costs for setting up Pulpy Fruit Drinks Manufacturing plant?

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

10. What are the requirements of raw material for setting up Pulpy Fruit Drinks Manufacturing plant?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Pulpy Fruit Drinks Manufacturing Business?

12. What is the Manufacturing Process of Pulpy Fruit Drinks?
13. What is the total size of land required for setting up Pulpy Fruit Drinks Manufacturing plant?

14. What will be the income and expenditures for Pulpy Fruit Drinks Manufacturing Business?

15. What are the Projected Balance Sheets of Pulpy Fruit Drinks Manufacturing plant?

16. What are the requirement of utilities and overheads for setting up Pulpy Fruit Drinks Manufacturing plant?

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

19. What are Statistics of Import & Export for Pulpy Fruit Drinks?

20. What is the time required to break-even of Pulpy Fruit Drinks Manufacturing Business?

21. What is the Break-Even Analysis Pulpy Fruit Drinks Manufacturing plant?

22. What are the Project financials of Pulpy Fruit Drinks Manufacturing Business?
23. What are the Profitability Ratios of Pulpy Fruit Drinks Manufacturing Project?

24. What is the Sensitivity Analysis-Price/Volume of Pulpy Fruit Drinks Manufacturing plant?

25. What are the Projected Pay-Back Period and IRR of Pulpy Fruit Drinks Manufacturing plant?

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

28. What is the Market Study and Assessment for setting up Pulpy Fruit Drinks Manufacturing Business?

29. What is the Plant Layout for setting up Pulpy Fruit Drinks Manufacturing Business?
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   1.1. DISTRICT PROFILE & GEOTECHNICAL SITE CHARACTERIZATION
       1.1.1. General
       1.1.2. Location & Geographical Area
       1.1.3. Map
       1.1.4. Climate
       1.1.5. Topography
       1.1.6. Transport

2. INTRODUCTION

3. B.I.S. SPECIFICATIONS
   3.1. IS 5800 : 2003  ORANGE JUICE PRESERVED EXCLUSIVELY BY PHYSICAL MEANTS PRODUCT SPECIFICATION 2013
   3.2. IS 7732 : 2003  APPLE JUICE PRESERVED EXCLUSIVELY BY PHYSICAL MEANS FIRST PRODUCT SPECIFICATION 2013
   3.3. IS B8123 : 1976  CODE FOR HYGIENIC CONDITIONS FOR SALE OF CUT FRUITS, FRUIT JUICE AND FRUIT SALAD (BI-LINGUAL) CODE OF PRACTICE 2013
3.4. IS 8713 : 2003  MANGO JUICE PRESERVED EXCLUSIVELY BY PHYSICAL MEANS FIRST PRODUCT SPECIFICATION 2013

3.5. IS 15089 : 2002  PINEAPPLE JUICE PRESERVED EXCLUSIVELY BY PHYSICAL MEANS PRODUCT SPECIFICATION 2013

4. TYPE OF FRUITS

4.1. BOTANICAL ASPECT

4.2. HARVESTING CONSIDERATIONS

5. FRUIT TYPES FOR PROCESSING

5.1. POME FRUITS

5.2. CITRUS FRUITS

6. CHEMICAL COMPOSITION

6.1. PIGMENTS & CHLOROPHYLL

6.2. ANTHOCYANINS

6.3. CAROTENOIDS

6.4. BETALAINS
7. GENERAL COMMENTS ON FRUIT JUICE PROCESSING

7.1. PROCESSING OF ‘FLESHY’ FRUITS
7.2. EXTRACTION OF CITRUS JUICES
7.3. FLOW DIAGRAM OF THE FRUIT JUICE CONCENTRATION PROCESS
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8. GENERAL JUICE MANUFACTURE PRINCIPLES

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9.3. MARKET SIZE
9.4. MARKET SEGMENTATION
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9.8. NEWLY EMERGING INDICATORS

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10.2. IMPORT: ALL COUNTRIES

11. FINANCIALS & COMPARISON OF MAJOR INDIAN PLAYERS/COMPANIES

11.1. ABOUT FINANCIAL STATEMENTS OF CMIE DATABASE
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11.3. TOTAL LIABILITIES
11.4. TOTAL ASSETS
11.5. NET CASH FLOW FROM OPERATING ACTIVITIES
11.6. SECTION – I
   11.6.1. Name of Company with Contact Details
   11.6.2. Name of Director(S)
   11.6.3. Plant Capacity
   11.6.4. Location of Plant
   11.6.5. Name of Raw Material (S) Consumed with Quantity & Cost
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11.7.1. Assets
11.7.2. Cash Flow
11.7.3. Cost as % ge of sales
11.7.4. Forex Transaction
11.7.5. Growth in Assets & Liabilities
11.7.6. Growth in Income & Expenditure
11.7.7. Income & Expenditure
11.7.8. Liabilities
11.7.9. Liquidity Ratios
11.7.10. Profitability Ratio
11.7.11. Profits
11.7.12. Return Ratios
11.7.13. Structure of Assets & Liabilities (%)
11.7.14. Working Capital & Turnover Ratios

12. EXPORT STATISTICS DATA OF INDIA

12.1. EXPORT STATISTICS DATA FOR FRUIT JUICE
12.2. IMPORT STATISTICS DATA FOR FRUIT JUICE
12.3. EXPORT STATISTICS DATA FOR FRUIT PULP
12.4. IMPORT STATISTICS DATA FOR FRUIT PULP

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14. MANUFACTURING PROCESS

14.1. PULP PRODUCTION
14.2. FILLING & PACKAGING
14.3. FRUIT JUICE PRODUCTION
14.4. ASEPTIC PACKAGING FOR FRUIT JUICE
14.5. CONCEPT OF JUICE PROCESSING PLANT
14.6. FRUIT PULPY JUICE
14.7. PRODUCTION METHOD
14.8. ASEPTIC PACKAGING FOR FRUIT PULPY JUICE

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16. MACHINERY DETAILS

16.1. ENERGY AND MASS BALANCE
17. SUPPLIERS OF PLANT & MACHINERY

18. SUPPLIERS OF RAW MATERIAL

19. MACHINERY, RAW MATERIAL & PRODUCT PHOTOGRAPHHS
   19.1. MACHINERY PHOTOGRAPHHS
   19.2. RAW MATERIAL PHOTOGRAPHHS
   19.3. PRODUCT PHOTOGRAPH

20. PACKAGING TECHNOLOGY IN FRUIT JUICE INDUSTRY
   20.1. ASEPTIC PACKAGING
   20.2. TETRA PACKAGING
   20.3. PET BOTTLE PACKAGING
   20.4. SPOUT PACKAGING

21. PLANT LAYOUT

22. QUOTATION OF PLANT, MACHINERY AND EQUIPMENTS FROM SUPPLIERS
Project Financials

- Project at a Glance
- Assumptions for Profitability workings
- Plant Economics
- Production Schedule
- Land & Building

Annexure

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……………………8
Utilities & Overheads (Power, Water and Fuel Expenses etc.)
Royalty and Other Charges
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• 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
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The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Pulpy Fruit Drinks” provides an insight into Pulpy Fruit Drinks market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Pulpy Fruit Drinks project. The report assesses the market sizing and growth of the Indian Pulpy Fruit Drinks 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 Pulpy Fruit Drinks sector in India along with its business prospects. Through this report we have identified Pulpy Fruit Drinks project as a lucrative investment avenue.
Processing of Pulpy Fruit Juice, Pulpy Fruit Juice, Fruit Juice Plant, Juice Making Plant, Fruit Juice Industry, Fruit Juice Processing Plant, Extraction of Mango Juice, Fruit Processing, Fruit Juice Processing Unit, Juice Processing Plant, Fruit Juice Processing, How to Start Fruit Juice Production Business, Fruit Juice Production, Business Idea in Beverages Industry, Juice Production, Fruit Juice Manufacture, Commercial Fruit Juice Production Plant, Juice Processing Plant, Production and Packaging of Fruit Juice, Fruit Juice Production Plant, Pulpy Fruit Juice Production Industry, Production of Fruit Juice, How to Start Fruit Juice Manufacturing Business, Production of Pulpy Fruit Drinks, Production of Pulpy Juice, Manufacturing Business of Pulpy Fruit Juice, How to Start Production of Pulpy Juices, Pulpy Fruit Juice Manufacture, How to Start Pulpy Fruit Juice Production Factory, Production of Fruit Juice with Pulp, Juice Manufacturing Plant, How to Start Juice Factory, Fruit Juice Industry, Pulpy Fruit Drinks, Pulpy Fruit Juice, Commercial Pulpy Fruit Juice Processing, Processing of Fruit Beverages, Fruit Juice Production Process, How to Start Pulp Juice Production,
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