Profitable Business Ideas in India for Starting Macaroni, Vermicelli, Noodles and Instant Noodles with Tastemaker Business
• Vermicelli

Vermicelli is a traditional type of pasta round in section similar to spaghetti. In Italy vermicelli is slightly thicker than spaghetti, but in the United States it is instead slightly thinner. Vermicelli is very fine, long strands of pasta – like a skinny spaghetti – often used in soups. The name means ‘little worms’ in Italian (though in America, it is described more ethereally 'angel hair' pasta). It is available fresh or dried.
Fideo is a type of short vermicelli pasta, originally produced in Europe, particularly Spain that spread to Mexican and Latin American cuisine. It is commonly used in chicken soup and in sopa seca, a type of side-dish. Vermicelli is a popular instant food product. It falls under the category of extruded product and is made from wheat flour. At times tapioca or soybean or groundnut flour is also added. Thus, it is rich in proteins and liked by people from all walks of life, irrespective of age. It is basically a snack food item and at times it is also used as a table enricher.
changing lifestyles, greater awareness about health and preference for instant food items have made vermicelli very popular and an item of mass consumption.

• **Noodles**

Noodles are one of the staple foods consumed in many Asian countries. Instant noodles have become internationally recognized food, and worldwide consumption is on the rise. The properties of instant noodles like taste, nutrition, convenience, safety, longer shelf-life, and reasonable price have made them popular. Quality factors important for instant noodles are color, flavor, and texture, cooking quality, rehydration rates during final preparation, and the presence or absence of rancid taste after extended storage.
The origin of noodles has been disputed. Claims have been made that the noodle was of Chinese, Arabian and European origin. A Nature article claimed the oldest evidence of noodle consumption was from 4,000 years ago in China. While long, thin strips may be the most common, many varieties of noodles are cut into waves, helices, tubes, strings, or shells, or folded over, or cut into other shapes. Noodles are usually cooked in boiling water, sometimes with cooking oil or salt added. They are often pan-fried or deep-fried. Noodles are often served with an accompanying sauce or in a soup. Noodles can be refrigerated for short-term storage, or dried and stored for future use.
• **Instant Noodles**

Instant noodles are sold in a precooked and dried noodle block, with flavoring powder and/or seasoning oil. The flavoring is usually in a separate packet, although in the case of cup noodles the flavoring is often loose in the cup. Some instant noodle products are seal packed; these can be reheated or eaten straight from the packet/container. Dried noodle blocks are cooked or soaked in boiling water before eating. The main ingredients used in dried noodles are usually wheat flour, palm oil, and salt. Common ingredients in the flavoring powder are salt, monosodium glutamate, seasoning, and sugar. The dried noodle block was originally created by flash frying cooked noodles, and this is still the main method used in Asian countries, but air-dried noodle blocks are favored in Western countries.
Instant noodles are made from wheat flour, starch, water, salt or kan sui (an alkaline salt mixture of sodium carbonate, potassium carbonate, and sodium phosphate), and other ingredients that improve the texture and flavor of noodles. Other flours may be mixed with wheat flour to make specific types of instant noodles; for example, buckwheat flour is added at 10-40% of wheat flour in the production of buckwheat noodles or soba. The popular noodles include instant Chinese noodles, instant Japanese noodles, and instant European style noodles, which vary in the basic ingredients used to make the noodles. Instant Chinese noodles use kan sui, whereas instant Japanese noodles do not, and the European style noodles often are made with semolina (a coarse ground product of durum wheat).
The global demand for instant noodles is expected to reach 145.8 billion packs by 2020, driven by the rising trend of convenience food in emerging markets. India takes a major share of this demand, ranking fifth in terms of the global demand for instant noodles after China, Indonesia, Japan and Vietnam.

India is the world’s second largest producer of food next to China but accounts for less than 1.5% of International food trade. The Indian food sector is poised for a rapid growth and has potential to become reliable outsourcing partner in the food industry given its strength in primary food sector. India is the most attractive Instant Noodles market in the world. Instant Noodles market matured in India over the years but still it is limited to few players.
World Consumption of Instant Noodles

Global Consumption*:

101,420 Million Servings

Avg. consumption

14.37 per person per year
Indian Noodle Market

- In India the instant noodles market is worth **Rs. 1300 Cr. (approx.)**
- In this Nestle’s Maggi is in top capturing **70% market share**.
- After this ITC Sunfeast Yippee capturing **18% market share**.
- Others brand like HUL’s Knorr Soupy noodles, GSK’s Horlicks Foodles, Indo-Nissan’s Top Ramen etc. are capturing **12% market share**.

**INDIAN NOODLE MARKET**

- Nestle’s Maggi: 70%
- ITC’s Yippee: 18%
- Others: 12%
Vermicelli is a very common food item and is manufactured mostly in unorganized sector. Majority of its products lie on cottage scale and they feed the local and adjoining market. Hence, it is always advisable to set up this industry near the big cities.
Few Indian Major Players are as under

- Bambino Agro Inds. Ltd.
- C G Foods India Pvt. Ltd.
- G D Foods Mfg. (India) Pvt. Ltd.
- Nissin Foods India Ltd.
- Shree Foods Ltd.
## Project at a Glance

### COST OF PROJECT

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<tr>
<th>Particulars</th>
<th>Existing</th>
<th>Proposed</th>
<th>Total</th>
<th>Particulars</th>
<th>Existing</th>
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### MEANS OF FINANCE

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## Project at a Glance

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## Project at a Glance

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<th>Assets Turnover Ratio</th>
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<td>Individua Cumulative Overall</td>
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## Project at a Glance

### BEP

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### IRR, PAYBACK and FACR

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<td>Fixed Assets Coverage Ratio (No. of times)</td>
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1. What is Macaroni, Vermicelli, Noodles and Instant Noodles industry?

2. How has the Macaroni, Vermicelli, Noodles and Instant Noodles industry performed so far and how will it perform in the coming years?

3. What is the Project Feasibility of Macaroni, Vermicelli, Noodles and Instant Noodles Plant?

4. What are the requirements of Working Capital for setting up Macaroni, Vermicelli, Noodles and Instant Noodles plant?
5. What is the structure of the Macaroni, Vermicelli, Noodles and Instant Noodles Business and who are the key/major players?

6. What is the total project cost for setting up Macaroni, Vermicelli, Noodles and Instant Noodles plant?

7. What are the operating costs for setting up Macaroni, Vermicelli, Noodles and Instant Noodles plant?

8. What are the machinery and equipment requirements for setting up Macaroni, Vermicelli, Noodles and Instant Noodles plant?
9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Macaroni, Vermicelli, Noodles and Instant Noodles plant?

10. What are the requirements of raw material for setting up Macaroni, Vermicelli, Noodles and Instant Noodles plant?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Macaroni, Vermicelli, Noodles and Instant Noodles plant?

12. What is the Manufacturing Process of Macaroni, Vermicelli, Noodles and Instant Noodles?
13. What is the total size of land required for setting up Macaroni, Vermicelli, Noodles and Instant Noodles plant?

14. What will be the income and expenditures for Macaroni, Vermicelli, Noodles and Instant Noodles plant?

15. What are the Projected Balance Sheets of Macaroni, Vermicelli, Noodles and Instant Noodles plant?

16. What are the requirement of utilities and overheads for setting up Macaroni, Vermicelli, Noodles and Instant Noodles plant?

17. What is the Built up Area Requirement and cost for setting up Macaroni, Vermicelli, Noodles and Instant Noodles Business?
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21. What is the Break-Even Analysis of Macaroni, Vermicelli, Noodles and Instant Noodles plant?

22. What are the Project financials of Macaroni, Vermicelli, Noodles and Instant Noodles plant?
23. What are the Profitability Ratios of Macaroni, Vermicelli, Noodles and Instant Noodles plant?

24. What is the Sensitivity Analysis-Price/Volume of Macaroni, Vermicelli, Noodles and Instant Noodles plant?

25. What are the Projected Pay-Back Period and IRR of Macaroni, Vermicelli, Noodles and Instant Noodles plant?

26. What is the Process Flow Sheet Diagram of Macaroni, Vermicelli, Noodles and Instant Noodles project?
27. What are the Market Opportunities for setting up a Macaroni, Vermicelli, Noodles and Instant Noodles plant?

28. What is the Market Study and Assessment for setting up Macaroni, Vermicelli, Noodles and Instant Noodles plant?

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

## Annexure

1. Assumptions for Profitability workings
2. Plant Economics
3. Production Schedule
4. Land & Building

**Factory Land & Building Site Development Expenses**

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- **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
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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.
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The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Macaroni, Vermicelli, Noodles and Instant Noodles” provides an insight into the Macaroni, Vermicelli, Noodles and Instant Noodles market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Macaroni, Vermicelli, Noodles and Instant Noodles project. The report assesses the market sizing and growth of the Indian Macaroni, Vermicelli, Noodles and Instant Noodles 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 Macaroni, Vermicelli, Noodles and Instant Noodles sector in India along with its business prospects. Through this report we have identified Macaroni, Vermicelli, Noodles and Instant Noodles project as a lucrative investment avenue.
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