Start a Namkeen Factory.
Salted Packaged Food Industry, Indian Snacks and Namkeen (Dalmoth, Bhujia, Chana Chur and Khatta Meetha) Manufacturing Project

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Introduction

**Namkeen** is the Hindi word used to describe a savory flavor. The word namkeen is derived from the word Namak (meaning salt). Namkeen is also used as a generic term to describe savory snack foods. Both black and regular white salt are used in Indian cooking, which gives it the salty flavor many people like. Other namkeen snacks common in Indian cuisine include khaara, farsan, chivda, sav, chips and bhujia. Namkeen of Indore and Ratlam are two snacks that are very well known for their tastes.
Dalmoth, Chanachur & Bhujia are the important names of salted snacks. These are very tasty and flavoring. These are used during tea and drink hours.

**Dalmoth** is a traditional namkeen, dry snack, it is one of popular snack in North India made from fried lentils, nuts, spices and sev. Dalmoth is a mixture of fried lentils, nuts, Indian spices with some tangy and spicy flavors. In Gujarat, during the Diwali festival, people made it at home and celebrate the festival of joy.
Bhujia is made all over India and eaten as a snack in almost all parts of the country. Bikaneri bhujia, often simply called bhujia, is a popular crispy snack prepared by using moth beans and besan (gram flour) and spices, originating from, Bikaner, a town in the western state of Rajasthan in India. Light yellow in colour it is famously known to have been first prepared in Bikaner, and over the years has not just become a characteristic product of Bikaner, but also a generic name. Each variety prepared by large scale manufacturers also go through a rigorous testing procedure.
Chana Chur is essentially a mixture of two or more components, it is a similar product to Bombay Mix.

Khatta Meetha is a savoury sweet and tangy snack made of fried or shallow fried puffed or flattened rice (Murmura, Poha), sev and Gathia. It is the best option to snack on between meals or during your afternoon or evening tea.
As foods category is growing in India, several food companies are capturing salty snacks market. Around 1,000 snack items are sold in India spanning various tastes, forms, textures, aromas, bases, sizes, shapes and fillings. Some 300 types of savories are sold in this country and overall snack product market (inclusive of sweetmeats) is estimated at Rs.25, 000 crore. The branded segment is increasing at the rate of 25 per cent/annum whereas the entire market is growing at the rate of 7 per cent. Namkeen is a product which is essentially known for three important things a) Taste b) Quality c) Variation.
The Indian Food Industry is one of the fastest growing segments in Indian economy. Within the food sector itself, the RTE including Namkeen & Mithia holds the biggest share. This segment has the maximum value addition, not just in monetary terms but also at adding shelf life to the product or ensuring that there is reach from Farm to Fork.

Now Namkeen is well known to each and every part of our geography. South and North East part of India has good demand of Namkeen because of mix culture. Due to employment and business opportunities, north and west side people spread over the whole country, settled along with food habits and culture. Now people are more inclined towards Namkeen and potato chips. Even North East region is also having different requirement of Indian snacks, namkeens and pasta.”
Namkeen consumption is high in Western and Northern states of India and even Southern states have picked up on consumption rate. Also the trend has shifted to using modern technologies from traditional methods. Products like bhujia, chana-chur, and dal month are well known in India and overseas as well. Disposable income mixed with a fast-paced lifestyle have led to an extensive growth in this sector. From tea time to fulfilling the small hunger, snacks and namkeens are the best choices and in India, it has the most demand.
Snacking is considered as the routine habit in India between meals or in place of a meal. Snack food generally comprises ready-to-eat mixes, chips, namkeen and other light processed foods. The market for such snacks has undergone significant change over the past two decades with the entry of various multi-national and regional players along with their distinctive brands and flavors. The Indian snacks market has witnessed a steady growth with the shift in consumption pattern. This increasing consumption of snacks is influenced by various factors. Increasing per capita income of people living in urban, semi-urban and rural regions of the country is among the major factors driving consumption of snacks.
Namkeen is the dominant segment, followed by the Extruded Snacks. The market is also segmented into organized and unorganized sector of which unorganized is the dominant market.

The India Snacks Market will be more than INR 1 Billion by the end of 2024.
The future of India Snacks Market can be judged from the fact that this industry is expected to grow with double digit CAGR for the time frame of 2018 to 2024. India snacks market is dived between organized players and unorganized market. At present Unorganized market is dominating the India snacks market. But this scenario is expected to change during the forecast period of 2018-2024. India Snacks Market is growing due to following factors Lifestyle Changes, Rising Urbanization, Growing Middle Class Population, Local Availability and Availability of Snacks in Small Package Size, Low Price and Company's Strategies to focus on regional taste.
There is a large number of players working in the Indian snacks market. Their presence is limited within a town, city or a particular area. They do not think too much for expansion. As a results, their main focus is to develop snacks items according to the consumers taste in a particular area. This helps them to be popular in that region. Also their products are low priced compared to organized players.

Namkeen has the Highest Market Share in India Snacks Market

India snacks market is segmented into Extruded Snacks, Chips, Namkeen and Others. In terms of market value share, Namkeen has the highest market share compared to all other segments Extruded Snacks, Chips and Others. At present, in both organized and unorganized market, Namkeen is the leading segment.
Few Indian major players are as under:

- Aakash Global Foods Pvt. Ltd.
- Bakeys Foods Pvt. Ltd.
- D F M Foods Ltd.
- Frito-Lay India
- Gopal Snacks Pvt. Ltd.
- Haldiram Foods Intl. Ltd.
- PepsiCo India
Masala Mixing Machine

Dal Washing Machine
## Project at a Glance

### PROJECT AT A GLANCE

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Existing</th>
<th>Proposed</th>
<th>Total</th>
<th>Particulars</th>
<th>Existing</th>
<th>Proposed</th>
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TOTAL: 0.00 495.45 495.45
## Project at a Glance

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<th>Debt</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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## Project at a Glance

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<th>Return on Net Worth</th>
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<th>Asset Turnover Ratio</th>
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# Project at a Glance

## BEP

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<td>Total BEP (% of Installed Capacity)</td>
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<td>IRR, PAYBACK and FACR</td>
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<td>Internal Rate of Return .. ( In %age )</td>
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<tr>
<td>Fixed Assets Coverage Ratio ( No. of times )</td>
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</table>
1. What is Namkeen Manufacturing industry?

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

3. What is the Project Feasibility of Namkeen Manufacturing Plant?

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8.1. EXPORT: ALL COUNTRIES FOR RSTD CRL FLKS
8.2. EXPORT: ALL COUNTRIES FOR SAVOUR, OR SALTED
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17. ENVIRONMENT POLLUTION AND EFFLUENT TREATMENT

18. SUPPLIERS OF PLANT & MACHINERY

19. SUPPLIERS OF RAW MATERIAL

20. PHOTOGRAPHS/IMAGES FOR REFERENCE
20.1. PRODUCT PHOTOGRAPHS
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22. QUOTATION OF PLANT, MACHINERY AND EQUIPMENTS FROM SUPPLIER
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- Plant Economics
- Production Schedule
- Land & Building

Annexure

- Assumptions for Profitability workings
- Plant Economics
- Production Schedule
- 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
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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 its 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.
The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Namkeen provides an insight into Namkeen market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Namkeen project. The report assesses the market sizing and growth of the Indian Namkeen 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 Namkeen sector in India along with its business prospects. Through this report we have identified Namkeen project as a lucrative investment avenue.
Tags

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