isabgol- Psyllium Husk

Psyllium or ispaghula is the common name used for several members of the plant genus Plantago whose seeds are used commercially for the production of mucilage. Psyllium is mainly used as a dietary fiber to relieve symptoms of both constipation and mild diarrhea and occasionally as a food thickener. Research has also shown benefits in reducing blood cholesterol levels.
The plant from which the seeds are extracted tolerates dry and cool climates and is mainly cultivated in northern India. Psyllium products are marketed under several brand names, such as Metamucil, Fybogel, Konsyl, and Lunelax.

Strong export demand and an assured market have incentivized farmers to take isabgol (Psyllium Husk) cultivation. Isabgol (Psyllium Husk) is used in medical applications, besides confectionery and bakery items in Europe, the US and other countries.
Market Outlook

Indian Import / Export

<table>
<thead>
<tr>
<th>Year (April to March)</th>
<th>Import</th>
<th>Export</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In metric tonne</td>
<td></td>
</tr>
<tr>
<td>2011-12</td>
<td>-</td>
<td>29343</td>
</tr>
<tr>
<td>2012-13</td>
<td>1566</td>
<td>39670</td>
</tr>
<tr>
<td>2013-14</td>
<td>171</td>
<td>32465</td>
</tr>
<tr>
<td>2014-15</td>
<td>193</td>
<td>32325</td>
</tr>
<tr>
<td>2015-16</td>
<td>-</td>
<td>38055</td>
</tr>
</tbody>
</table>
Countrywise Export (Period 2015-16)
The leading producer of Psyllium seed in India and the Psyllium seed produced in Rajasthan is considered to be of very good quality. This year the crop in Rajasthan is expected to be around 25% less than that of last year only 1.2 million bags. Madhya Pradesh ranks second in the production of Psyllium seed and the crop from Madhya Pradesh is expected to be 50% of that of last year only 200,000 bags. The state of Gujarat ranks a far third in the overall production of Psyllium seed in India and the crop from Gujarat this year is expected to be the same as last year 100,000 bags.
Crop Arrivals from the Last Few Years and the Estimated Arrivals for 2016.

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Rajasthan</td>
<td>730,000</td>
<td>740,000</td>
<td>750,000</td>
<td>825,000</td>
<td>1,600,000</td>
<td>1,200,000</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>400,000</td>
<td>610,000</td>
<td>590,000</td>
<td>400,000</td>
<td>400,000</td>
<td>200,000</td>
</tr>
<tr>
<td>Gujarat</td>
<td>50,000</td>
<td>40,000</td>
<td>60,000</td>
<td>70,000</td>
<td>100,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Total</td>
<td>1,180,000</td>
<td>1,390,000</td>
<td>1,400,000</td>
<td>1,295,000</td>
<td>2,100,000</td>
<td>1,500,000</td>
</tr>
</tbody>
</table>
The demand for Psyllium Husk, and allied products, has been increasing over the last few years. Overall demand for Psyllium Husk products for the coming 12 months is expected to be the equivalent of 2,000,000 bags of Psyllium seed as against the estimated available supply of 1,600,000 bags (2016 crop + carry-forward stock).
Table of Contents of the Project Report
Our Detailed Project Report contains

- Introduction
- Properties
- Uses & Applications
- List of Plant & Machineries
- Miscellaneous Items and Accessories
- Instruments, Laboratory Equipments and Accessories
- Electrification, Electric Load and Water
- Maintenance, Suppliers/Manufacturers of Plant and Machineries
- Process of Manufacture
• Process of Manufacture
• Flow Sheet Diagram
• List of Raw Materials
• Availability of Raw Materials
• Requirement of Staff & Labour
• Skilled & Unskilled Labour
• Requirement of Land Area
• Built up Area
• Plant Layout.
Along with financial details as under:

- Assumptions for Profitability workings
- Plant Economics
- Production Schedule
- Land & Building
  - 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
  ▪ Utilities & Overheads (Power, Water and Fuel Expenses etc.)
- Royalty and Other Charges
- Selling and Distribution Expenses
- Salary and Wages
- Turnover Per Annum
- Share Capital
- Equity Capital
- Preference Share Capital
• **Annexure 1** :: Cost of Project and Means of Finance

• **Annexure 2** :: Profitability and Net Cash Accruals

- Revenue/Income/Realisation
- Expenses/Cost of Products/Services/Items
- Gross Profit
- Financial Charges
- Total Cost of Sales
- Net Profit After Taxes
- Net Cash Accruals
• **Annexure 3**: Assessment of Working Capital requirements
  - Current Assets
  - Gross Working Capital
  - Current Liabilities
  - Net Working Capital
  - Working Note for Calculation of Work-in-process

• **Annexure 4**: Sources and Disposition of Funds
• **Annexure 5** :: Projected Balance Sheets
  - ROI (Average of Fixed Assets)
  - RONW (Average of Share Capital)
  - ROI (Average of Total Assets)

• **Annexure 6** :: Profitability ratios
  - D.S.C.R
  - Earnings Per Share (EPS)
  - Debt Equity Ratio
• **Annexure 7** :: Break-Even Analysis
  - Variable Cost & Expenses
  - Semi-Var./Semi-Fixed Exp.
  - Profit Volume Ratio (PVR)
  - Fixed Expenses / Cost
  - B.E.P

• **Annexure 8 to 11** :: Sensitivity Analysis-Price/Volume
  - Resultant N.P.B.T
  - Resultant D.S.C.R
  - Resultant PV Ratio
  - Resultant DER
• Resultant ROI
• Resultant BEP

• **Annexure 12** :: Shareholding Pattern and Stake Status

• Equity Capital
• Preference Share Capital

• **Annexure 13** :: Quantitative Details-
  Output/Sales/Stocks
• Determined Capacity P.A of Products/Services
• Achievable Efficiency/Yield % of Products/Services/Items
• Net Usable Load/Capacity of Products/Services/Items
• Expected Sales/ Revenue/ Income of Products/ Services/ Items

• **Annexure 14** :: Product wise domestic Sales Realisation

• **Annexure 15** :: Total Raw Material Cost
<table>
<thead>
<tr>
<th>Annexure 16</th>
<th>::</th>
<th>Raw Material Cost per unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annexure 17</td>
<td>::</td>
<td>Total Lab &amp; ETP Chemical Cost</td>
</tr>
<tr>
<td>Annexure 18</td>
<td>::</td>
<td>Consumables, Store etc.,</td>
</tr>
<tr>
<td>Annexure 19</td>
<td>::</td>
<td>Packing Material Cost</td>
</tr>
<tr>
<td>Annexure 20</td>
<td>::</td>
<td>Packing Material Cost Per Unit</td>
</tr>
</tbody>
</table>
• Annexure 21 :: Employees Expenses
• Annexure 22 :: Fuel Expenses
• Annexure 23 :: Power/Electricity Expenses
• Annexure 24 :: Royalty & Other Charges
• Annexure 25 :: Repairs & Maintenance Exp.
• Annexure 26 :: Other Mfg. 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)
<table>
<thead>
<tr>
<th>Annexure 31</th>
<th>::</th>
<th>Depreciation Charges - As per IT Act WDV (Total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annexure 32</td>
<td>::</td>
<td>Depreciation Charges - As per IT Act WDV (P &amp; M)</td>
</tr>
<tr>
<td>Annexure 33</td>
<td>::</td>
<td>Interest and Repayment - Term Loans</td>
</tr>
</tbody>
</table>
• Annexure 34 :: Tax on Profits

• Annexure 35 :: Projected Pay-Back Period And IRR
Major Queries/Questions Answered in the Report?

1. What is isabgol (Psyllium Husk) industry?

2. How has isabgol (Psyllium Husk) industry performed so far and how will it perform in the coming years?

3. What is the Project Feasibility of isabgol (Psyllium Husk) Plant?

4. What are the requirements of Working Capital for setting up a isabgol (Psyllium Husk) plant?
5. What is the structure of the isabgol (Psyllium Husk) Business and who are the key/major players?

6. What is the total project cost for setting up a isabgol (Psyllium Husk) plant?

7. What are the operating costs for setting up a isabgol (Psyllium Husk) plant?

8. What are the machinery and equipment requirements for setting up a isabgol (Psyllium Husk) plant?
9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a isabgol(Psyllium Husk) plant?

10. What are the requirements of raw material for setting up a isabgol(Psyllium Husk) plant?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up a isabgol(Psyllium Husk) plant?

12. What is the Manufacturing Process and Formulations of a isabgol(Psyllium Husk) plant?
13. What is the total size of land required for setting up a isabgol(Psyllium Husk) plant?

14. What will be the income and expenditures for a isabgol(Psyllium Husk) plant?

15. What are the Projected Balance Sheets of a isabgol(Psyllium Husk) plant?

16. What are the requirement of utilities and overheads for setting up a isabgol(Psyllium Husk) plant?

17. What is the Built up Area Requirement and cost for setting up a isabgol(Psyllium Husk) Business?
18. What are the Personnel (Manpower) Requirements for setting up a isabgol(Psyllium Husk) Business?

19. What are Statistics of Import & Export for isabgol(Psyllium Husk)?

20. What is the time required to break-even?

21. What is the Break-Even Analysis of a isabgol(Psyllium Husk) plant?

22. What are the Project financials of a isabgol(Psyllium Husk) plant?
23. What are the Profitability Ratios of an isabgol(Psyllium Husk) plant?

24. What is the Sensitivity Analysis-Price/Volume of an isabgol(Psyllium Husk) plant?

25. What are the Projected Pay-Back Period and IRR of an isabgol(Psyllium Husk) plant?

26. What is the Process Flow Sheet Diagram of an isabgol(Psyllium Husk) project?
27. What are the Market Opportunities for setting up a isabgol(Psyllium Husk) plant?

28. What is the Market Study and Assessment for setting up a isabgol(Psyllium Husk) plant?

29. What is the Plant Layout for setting up a isabgol(Psyllium Husk) Business?
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.

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The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on isabgol(Psyllium Husk)” provides an insight into the isabgol(Psyllium Husk) market in India with focus on uses and applications, Process Flow Sheets, Plant Layout and Project Financials of isabgol(Psyllium Husk) project. The report assesses the market sizing and growth of the Indian isabgol(Psyllium Husk) 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 isabgol(Psyllium Husk) sector in India along with its business prospects. Through this report we have identified isabgol(Psyllium Husk) project as a lucrative investment avenue.
Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on Isabgol - Psyllium Husk
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NPCS Team has simplified the process for you by providing a "Free Instant Online Project Identification & Selection" search facility to identify projects based on multiple search parameters related to project costs namely: Plant & Machinery Cost, Total Capital Investment, Cost of the project, Rate of Return% (ROR) and Break Even Point % (BEP). You can sort the projects on the basis of mentioned pointers and identify a suitable project matching your investment requisites.

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- Industry / trade associations
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- Activated Carbon & Activated Charcoal
- Aluminium And Aluminium Extrusion Profiles & Sections,
- Bio-fertilizers And Biotechnology
- Breakfast Snacks And Cereal Food
- Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling
Sectors We Cover (Cont...)

- Bamboo And Cane Based Projects
- Building Materials And Construction Projects
- Biodegradable & Bioplastic Based Projects
- Chemicals (Organic And Inorganic)
- Confectionery, Bakery/Baking And Other Food
- Cereal Processing
- Coconut And Coconut Based Products
- Cold Storage For Fruits & Vegetables
- Coal & Coal Byproduct
- Copper & Copper Based Projects
- Dairy/Milk Processing
- Disinfectants, Pesticides, Insecticides, Mosquito Repellents
- Electrical, Electronic And Computer based Projects
- Essential Oils, Oils & Fats And Allied
- Engineering Goods
- Fibre Glass & Float Glass
- Fast Moving Consumer Goods
- Food, Bakery, Agro Processing
Sectors We Cover  

- Fruits & Vegetables Processing
- Ferro Alloys Based Projects
- Fertilizers & Biofertilizers
- Ginger & Ginger Based Projects
- Herbs And Medicinal Cultivation And Jatropha (Biofuel)
- Hotel & Hospitality Projects
- Hospital Based Projects
- Herbal Based Projects
- Inks, Stationery And Export Industries

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<table>
<thead>
<tr>
<th>Sectors We Cover</th>
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<tbody>
<tr>
<td>Infrastructure Projects</td>
</tr>
<tr>
<td>Jute &amp; Jute Based Products</td>
</tr>
<tr>
<td>Leather And Leather Based Projects</td>
</tr>
<tr>
<td>Leisure &amp; Entertainment Based Projects</td>
</tr>
<tr>
<td>Livestock Farming Of Birds &amp; Animals</td>
</tr>
<tr>
<td>Minerals And Minerals</td>
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<tr>
<td>Maize Processing (Wet Milling) &amp; Maize Based Projects</td>
</tr>
<tr>
<td>Medical Plastics, Disposables Plastic Syringe, Blood Bags</td>
</tr>
<tr>
<td>Organic Farming, Neem Products Etc.</td>
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</tbody>
</table>
Paints, Pigments, Varnish & Lacquer
Paper And Paper Board, Paper Recycling Projects
Printing Inks
Packaging Based Projects
Perfumes, Cosmetics And Flavours
Power Generation Based Projects & Renewable Energy Based Projects
Pharmaceuticals And Drugs
Plantations, Farming And Cultivations
Plastic Film, Plastic Waste And Plastic Compounds
Plastic, PVC, PET, HDPE, LDPE Etc.
Sectors We Cover

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