

Herbal Cosmetics

Ayurvedic Cosmetics, Herbal Beauty Products, Makeup Products, Herbs, Skin Care Cosmetics, Body Care, Hair Care, Skin Care, Herbal Hair Oil, Herbal Shampoo, Herbal Creams

Manufacturing Plant, Formulation, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Formula, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule, Working Capital Requirement, Plant Layout, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis, Formulae, Indian Herbal Cosmetic Industry

Introduction

Cosmetics are substances used to enhance the appearance or odor of the human body. Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, baby products, bath oils, bubble baths, bath salts, butters and many other types of products.

Herbal cosmetics have growing demand in the world market and are an invaluable gift of nature. There are a wide range of herbal cosmetic products to satisfy beauty regime. Adding herbs in cosmetics is very safe for our skin. Herbal cosmetics are in high demand due to the increasing interest of mankind towards them because they are more effective with nil or less side effects, easily available ingredients etc.

The herbal cosmetics market has enormous potential for further growth. “The market for Herbal cosmetics products in India is expected to grow at a rapid pace over the coming decades. The market is only beginning to get populated with ayurvedic brands and it will be a while until it gets too crowded.

Patanjali Ayurved injects New Life into Herbal Market:

Patanjali is clearly targetting much older fast-moving consumer goods (FMCG) majors like Colgate-Palmolive, Nestle, Dabur and HUL; its wide array of products — including spices, pulses, chyvanprash, toothpaste, shampoo, toothbrush, instant noodles, tea, jam, corn flakes and also beauty products — competes directly with products from the heavyweights.

The turnover of Patanjali Ayurvedic Limited grew 150% to more than Rs 5000 crore in 2015-16 from about Rs 2000 crore in the previous year, and growth of the brand would hurt the market share of existing FMCG majors. Patanjali sells its products through about 5,000 distributors, 10,000 health centers, 100 mega stores, besides through the retail market where it has tie ups with Fortune group and Reliance retail. It employs more than 15,000 people.

Today, the Indian cosmetics industry has a plethora of herbal cosmetic brands like Forest Essentials, Biotique, Himalaya, Blossom Kochhar, VLCC, Dabur and Lotus; and many more are adding to the list. The best part about organic cosmetics is that unlike chemical-based cosmetics, these do not interfere with the body's absorption of Vitamin D. Moreover, these help an individual to have a healthy skin, lustrous hair and glowing complexion in a completely natural way.

Indian cosmetics Industry has mainly been driven by improved purchasing power and rising fashion consciousness of the Indian population and industry players spending readily on the promotional activities to increase consumer awareness and develop their products.

Herbal cosmetic products are increasing foothold in the Indian cosmetics industry with the growing demand for natural products and awareness about their benefits among the population.

As per our analysis, it is expected that this high demand will be lead by Southern India, as the region is more inclined towards home-made natural cosmetic products. The demand for herbal products be it Ayurvedic medicines or Ayurvedic cosmetics is increasing rapidly due to no side effects. The best thing about herbal cosmetics is that it is purely made by herbs, shrubs & other plants of therapeutic value. The natural content in the herbs does not have any side effects on the human body; instead it enriches the body with nutrients and other useful minerals.

Herbal Product Range includes:

Face care (gels, wash, scrubs, masks, packs, cleansing milk, astringent, toners, moisturizers, lotions, creams and lip balm) ,Sun care (sunscreen lotion and after sun burn gel),Body care (waxes, fairness bleach, rosewater, soaps and breast firming products),Hair care (hair wash, oils, shampoos, conditioners, kali mehendi, henna powder and styling gels).

Reasons for buying the 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**

- **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**

Scope of the Report

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

Few Indian Major Players are as under

- Ajanta India Ltd.
- Bajaj Corp Ltd.
- Bengal Chemicals & Pharmaceuticals Ltd.
- Brushman (India) Ltd.
- Cavinkare Pvt. Ltd.
- Dabur India Ltd.
- Johnson & Johnson Pvt. Ltd.

- Kaya Ltd.
- M J Pharmaceuticals Ltd.
- Marico Ltd.
- Nicholas Piramal Consumer Products Pvt. Ltd.
- Pan Herbo Ltd.
- Power Soaps Ltd.
- Precise Laboratories Pvt. Ltd.
- R D M Care (India) Pvt. Ltd.

- Rusan Pharma Ltd.
- Shingar Ltd.
- T T K Healthcare Ltd.
- U S V Ltd.
- Velvette International Pharma Products Ltd.
- Wallace Pharmaceuticals Pvt. Ltd.
- Wander Pvt. Ltd.

Project at a Glance

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	31.00	31.00	Capital	0.00	34.86	34.86
Buildings	0.00	38.50	38.50	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	33.08	33.08	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	4.00	4.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	12.00	12.00	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	5.00	5.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	104.59	104.59
Preliminary & Pre-operative Exp	0.00	1.00	1.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	3.00	3.00	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	11.88	11.88				
TOTAL	0.00	139.46	139.46	TOTAL	0.00	139.46	139.46

Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS	Per Share		Per Share	Per Share				No.of Times	
	Rs	Rs	Rs	Rs	Rs	%	Rs	%	Rs		%
1-2	5.47	8.77	15.47	24.00	0.00	100.00	5.47	0.00	5.47	1.00	0.00
2-3	8.33	11.23	23.80	18.00	0.00	100.00	8.33	0.00	8.33	1.00	0.00
3-4	11.14	13.68	34.93	12.00	0.00	100.00	11.14	0.00	11.14	1.00	0.00
4-5	13.84	16.08	48.77	6.00	0.00	100.00	13.84	0.00	13.84	1.00	0.00
5-6	16.42	18.40	65.19	0.00	0.00	100.00	16.42	0.00	16.42	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / - Deposits Debt	Equity as- Equity	Total Net Worth	Retur n on Net Worth	Profitability Ratio					Assets Turnov er Ratio	Curre nt Ratio
	Individ ual	Cumula tive	Over all					GPM	PBT	PAT	Net Contri bution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%		%		
Initial				3.00	3.00									
1-2	1.30	1.30		1.55	1.55	2.31		18.59 %	9.47%	6.46%	144.4 7	49.01 %	1.70	1.01
2-3	1.61	1.45		0.76	0.76	1.32		20.59 %	12.97%	8.45%	155.1 2	45.11 %	1.82	1.28
3-4	1.97	1.61	1.97	0.34	0.34	0.78		21.92 %	15.44%	9.88%	176.9 6	45.03 %	1.84	1.61
4-5	2.41	1.78		0.12	0.12	0.48		22.82 %	17.19%	10.91 %	198.8 0	44.97 %	1.78	2.00
5-6	2.92	1.97		0.00	0.00	0.29		23.39 %	18.42%	11.65 %	220.6 5	44.92 %	1.69	3.18

Project at a Glance

BEP	
BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	54.84%
Total BEP (% of Installed Capacity)	57.98%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	25.95%
Payback Period of the Project is (In Years)	2 Years 4 Months
Fixed Assets Coverage Ratio (No. of times)	5.916

Major Queries/Questions Answered in the Report?

- 1. What is Herbal Cosmetics industry ?**
- 2. How has the Herbal Cosmetics industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of a Herbal Cosmetics Plant ?**
- 4. What are the requirements of Working Capital for setting up a Herbal Cosmetics plant ?**

5. What is the structure of the Herbal Cosmetics Business and who are the key/major players ?

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Contact us

Niir Project Consultancy Services

106-E, Kamla Nagar, New Delhi-110007, India.

Email: npcs.ei@gmail.com , info@entrepreneurindia.co

Tel: +91-11-23843955, 23845654, 23845886

Mobile: +91-9811043595

Fax: +91-11-23841561

Website : www.entrepreneurindia.co

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- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



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- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*

Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Who do we serve?

- *Public-sector Companies*
- *Corporates*
- *Government Undertakings*
- *Individual Entrepreneurs*
- *NRI's*
- *Foreign Investors*
- *Non-profit Organizations, NBFC's*
- *Educational Institutions*
- *Embassies & Consulates*
- *Consultancies*
- *Industry / trade associations*

Sectors We Cover

- *Ayurvedic And Herbal Medicines, Herbal Cosmetics*
- *Alcoholic And Non Alcoholic Beverages, Drinks*
- *Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin*
- *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*

- *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*

- *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*

- *Infrastructure Projects*
- *Jute & Jute Based Products*
- *Leather And Leather Based Projects*
- *Leisure & Entertainment Based Projects*
- *Livestock Farming Of Birds & Animals*
- *Minerals And Minerals*
- *Maize Processing(Wet Milling) & Maize Based Projects*
- *Medical Plastics, Disposables Plastic Syringe, Blood Bags*
- *Organic Farming, Neem Products Etc.*

- *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.*

- *Potato And Potato Based Projects*
- *Printing And Packaging*
- *Real Estate, Leisure And Hospitality*
- *Rubber And Rubber Products*
- *Soaps And Detergents*
- *Stationary Products*
- *Spices And Snacks Food*
- *Steel & Steel Products*
- *Textile Auxiliary And Chemicals*

- *Township & Residential Complex*
- *Textiles And Readymade Garments*
- *Waste Management & Recycling*
- *Wood & Wood Products*
- *Water Industry(Packaged Drinking Water & Mineral Water)*
- *Wire & Cable*

Contact us

Niir Project Consultancy Services

106-E, Kamla Nagar, New Delhi-110007, India.

Email: npcs.ei@gmail.com , info@entrepreneurindia.co

Tel: +91-11-23843955, 23845654, 23845886

Mobile: +91-9811043595

Fax: +91-11-23841561

Website : www.entrepreneurindia.co

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