

Glass Bottle For Beer

***Beer Bottles, Glass Bottle Packaging,
Glass Packaging, Beverage packaging***

Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, 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

Introduction

The beer category largely determines the fortunes of glass packaging within this industry, accounting for a 74% unit volume share. Added to this, estimated growth rate in glass bottle end use industry i.e., Beer industry in India, will further boost the sales and increase market share in the APAC region. Glass bottles are preferred over plastic bottles because of its chemical inertness towards the alcohol and thus, can be substituted. Factors like increasing disposable incomes, growing acceptability of alcohol consumption are mainly driving the market in APAC region.

Glass bottles are the preferred source of packaging for Beer products. Majority of beer volume was sold in glass bottles while the other substitute being plastic bottles. Cost advantage and other properties also drive the market. In India, this market is growing significantly, thanks to the greater penetration level availability from the end user perspective.

Beer is the 3rd largest drink in the world after water and tea, India is, ranked at the bottom of the barrel among the world's top 30 beer markets.

The beer market in India was estimated to be more than 200 billion in 2012. It is expected to be 430 billion by 2017. The growing market is attributed to a growing middle class & youth with disposable income. Beer with alcohol content in the 8% range accounted for 83% of the total beer sales in the year 2012. The Indian Beer market is largely dominated by Kingfisher manufactured by United Breweries. Others like Haywards, Kock Out, Budweiser, Carlsberg, Tuborg are also pretty popular amongst beer drinkers.

A beer bottle is a bottle made to contain beer, usually made of glass and come in various sizes, shapes and colours. Dark amber or brown glass greatly reduces UV light from spoiling the beer.[1] However, lighter colored bottles are often used for marketing reasons. The first nationwide standardized beer bottles were introduced in Sweden in 1886. The medium size, 330ml (11.6 imp fl oz; 11.2U.S. fl oz), is still in use today, but is being phased out. Glass occurs naturally in two ways. When lightning strikes sand, the immense heat developed causes the silica grains constituting sand to fuse into long tubes of glassy material called fulgurites.

Glass is also naturally formed when hot, molten lava from an erupting volcano is subjected to sudden, rapid cooling resulting in the deposition of under developed crystals of glass, more rightly referred to as obsidian. The technique of glass making too is based on similar lines. People learned to make the first glass containers about two thousand years ago. Molten glass was collected on the ends of hollow iron pipes and then expanded by blowing through the pipes. Slowly, people learnt to blow molten glass into moulds. Glass bottle making machines were introduced in the thirties. In the early seventies, environmentalists began arguing on the grounds that glass bottles added to pollution.

This led to the setting up of numerous recycling centers where people could return bottles for reuse in other bottles. The entire process of bottle making is almost fully automated. An automated feeder separates a stream of molten glass into individual gobs. These are then dropped through tubes in a moving track. The gob is shaped into what looks like a short bottle with thick walls and is called a parison. The parison is transferred to a final mould made of iron, which moves up and clamps around the glass. Air is blown into the glass till it acquires the final shape of the mould. This procedure involving expansion is called blowing. The bottle is then released from the mould and annealed.

MARKET SURVEY

Glass bottles are used widely in the food industry. Glass faces tough competition in this sector though, from plastics, paper products and metals. It's a very competitive market place. Plastics have made big headway into some of glass's traditional markets, particularly in the food sector, but glass container production is still rising. He explained that glass often wins out as it is perceived to be a superior material. This is borne out by the results of surveys conducted on behalf of the Glass Packaging Institute (GPI): 96% of wine and beer drinkers in the US and Europe said they preferred their drink to be packaged in glass bottles.

Consumers believe that glass provides a truer taste, by protecting the purity and quality of the drink better. The GPI says that, “Glass provides a barrier to oxygen and moisture, protecting it longer and better than any other packaging material... it communicates a premium image, taste and quality.” Soda-lime glass, while the most abundantly manufactured form of glass, has experienced testing times during the past few years as the global economic crisis significantly slowed the amount of new building as well as the amount of manufacturing worldwide.

Glass was hit hard by a crash in the global housing market during the period 2008-2012. This collapse, in turn, caused the prices for some minerals used to produce glass - such as soda ash - to dip to the point where prices for the mineral were as low as they can feasibly go. Other glass-using industries, such as automobile manufacturing, also took a knock, which again filtered down to the raw materials demand level. While some glass markets dipped in 2012, this year has already begun to show some promise.

In the housing sector, for example, 23 markets have demonstrated better year-on-year statistics in Q3 2012 compared with Q3 2011, according to a report by Global Property Guide. Recovery of the US housing market has been particularly evident, with growth in Q3 2012 being the highest since Q2 2006, according to the Federal Housing Finance Agency (FHFA), the Guide reported. Despite these encouraging results, the impact of the global economic crisis is still evident across the glass industry. Increased production costs, unilateral CO2 costs, fluctuating and unfavourable exchange rates, and high labour costs hamper the cost competitiveness at global level of the container glass sector.

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

Few Indian Major Players are as under

A C E Glass Containers Ltd.

A G Glass Ltd.

Cana Glass Ltd.

Durgesh Block & China Glass Works Ltd.

Excel Glasses Ltd.

H S I L Ltd.

Haldyn Corporation Ltd.

Haldyn Glass Ltd.

Haryana Sheet Glass Ltd.

Hindusthan National Glass & Inds. Ltd.

Jagatjit Industries Ltd.

Mahalakshmi Glass Works Pvt. Ltd.
Mohan Breweries & Distilleries Ltd.
Mohan Meakin Ltd.
Neutral Glass & Allied Inds. Pvt. Ltd.
Piramal Glass Ltd.
Shree Gobinddeo Glass Works Ltd.
Shri Balkishan Agarwal Glass Inds. Ltd.
Tilaknagar Distilleries & Inds. Ltd.
Vazir Glass Works Ltd.
Victory Glass & Inds. Ltd.
Western India Glass Works 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	52.50	52.50	Capital	0.00	155.07	155.07
Buildings	0.00	244.80	244.80	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	111.50	111.50	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	10.00	10.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	79.00	79.00	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	35.00	35.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	465.21	465.21
Preliminary& Pre-operative Exp	0.00	5.00	5.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	11.00	11.00	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	71.49	71.49				
TOTAL	0.00	620.29	620.29	TOTAL	0.00	620.29	620.29

PROJECT AT A GLANCE

Year	Annualised		Book Value	Debt	Dividen d	Retained Earnings		Payout	Probabl e 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	5.45	9.06	15.45	24.00	0.00	100.00	5.45	0.00	5.45	1.00	0.00
2-3	8.95	12.16	24.40	18.00	0.00	100.00	8.95	0.00	8.95	1.00	0.00
3-4	12.36	15.21	36.76	12.00	0.00	100.00	12.36	0.00	12.36	1.00	0.00
4-5	15.62	18.16	52.37	6.00	0.00	100.00	15.62	0.00	15.62	1.00	0.00
5-6	18.71	20.98	71.08	0.00	0.00	100.00	18.71	0.00	18.71	1.00	0.00



PROJECT AT A GLANCE

Year	D. S. C. R.			Debt / - Deposits Debt	Equity as- Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contribution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%		%		
Initial				3.00	3.00									
1-2	1.33	1.33		1.55	1.55	2.59		13.70 %	7.02%	4.69%	822.89	45.72 %	2.17	1.08
2-3	1.72	1.51		0.74	0.74	1.49		15.84 %	10.25%	6.61%	894.59	42.60 %	2.29	1.32
3-4	2.17	1.71	2.15	0.33	0.33	0.90		17.30 %	12.53%	7.98%	1020.83	42.53 %	2.27	1.63
4-5	2.70	1.93		0.11	0.11	0.56		18.29 %	14.14%	8.97%	1147.07	42.48 %	2.16	1.99
5-6	3.32	2.15		0.00	0.00	0.37		18.95 %	15.29%	9.67%	1273.31	42.44 %	2.02	2.93



BEP	
BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	60.36%
Total BEP (% of Installed Capacity)	63.13%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	29.80%
Payback Period of the Project is (In Years)	2.814 Years
Fixed Assets Coverage Ratio (No. of times)	9.300

Major Queries/Questions Answered in the Report?

1. What is Glass Bottle for Beer industry?
2. How has the Glass Bottle for Beer industry performed so far and how will it perform in the coming years?
3. What is the Project Feasibility of a Glass Bottle for Beer Plant?
4. What are the requirements of Working Capital for setting up a Glass Bottle for Beer plant?
5. What is the structure of the Glass Bottle for Beer Business and who are the key/major players?

- 6. What is the total project cost for setting up a Glass Bottle for Beer plant?**
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- 8. What are the machinery and equipment requirements for setting up a Glass Bottle for Beer plant?**
- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Glass Bottle for Beer plant?**
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- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *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*

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*

Sectors We Cover *Cont...*

- *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 *Cont...*

- *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*

Sectors We Cover Cont...

- *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.*

Sectors We Cover *Cont...*

- *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 *Cont...*

- *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*



Sectors We Cover *Cont...*

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

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