

ALCOHOLIC AND NON ALCOHOLIC BEVERAGES, DRINKS, HARD AND SOFT DRINKS PROCESSING, AGRO FOOD SECTOR, DISTILLED BEVERAGE, CARBONATED AND NON CARBONATED DRINKS, BEER AND BREWERIES, CAFFEINATED BEVERAGES, ENERGY DRINKS

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

Drinking practices vary substantially among different countries and different masses. But both alcoholic and non alcoholic beverages are very popular among all ages of people. The alcoholic drinks market is broadly classified into five classes, starting from beers, wines, hard liquors, liqueurs and others. The Indian alcoholic market has been growing rapidly for the last ten years, due to the positive impact of demographic trends and expected changes like rising income levels, changing age profile, changing lifestyles and reduction in beverages prices. Similarly non-alcoholic drinks market is broadly classified into carbonated drinks, non-carbonated drinks and hot beverages. These include juices, energy drinks, carbonated drinks, tea, coffee and bottled water.

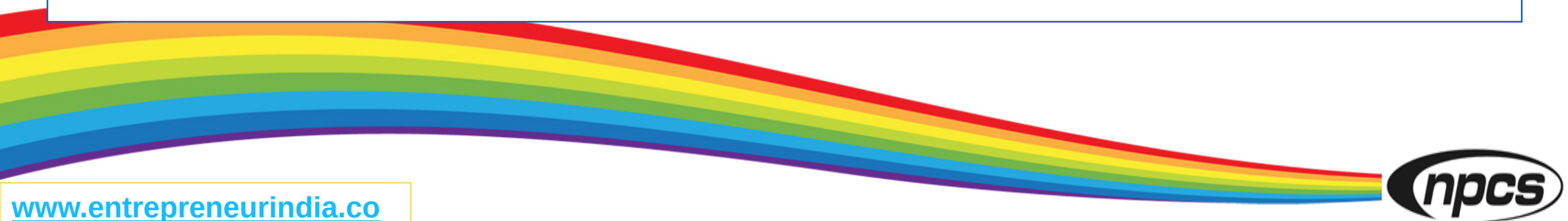
Indian life style has a predilection for fresh fruits and vegetables or those processed at home. There is a sea change. People, are now increasingly going in for fresh fruit vending from kiosk fountains which produce instant juices from fresh fruits in the presence of the consumer. Besides this, growing health consciousness among India's young population has brought about a revolution in the Indian non-alcoholic drinks market. Among the fruit juices beverages are Pepsi's Tropicana, nectars (Dabur's Real) and fruit drinks (Frooti and Slice). All these are real, reconstituted from fruit pulps or concentrates. The leading fruit juice brands include Real, Onjus, Tropicana, Frooti, and Jumpin.



India presents a huge growth potential for alcoholic and non alcoholic beverages sales. Increasing GDP, favourable growth in the demographics with a growing urban middle class, growth of modern retail formats, hopeful rationalization of the taxation rules and ban on local country liquor and rising health consciousness, age preferences will act in favour of the growth of both alcoholic (specially beer) and non alcoholic (specially fruit juices, energy drinks etc) beverages in India in the near future. All new entrepreneurs venturing into this field will find a future which is looking very promising and bright.

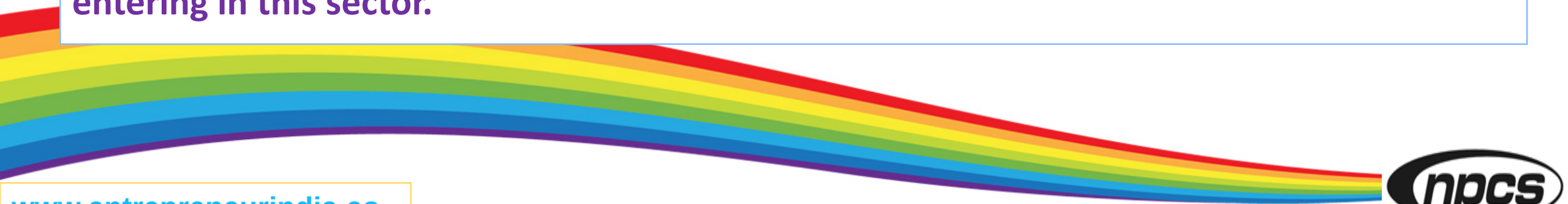


Liquor industry has always remained under strict governmental control in terms of capacity creation, distribution, taxation. While overall public perception spells restraint, it is the symbol of high life even in puritan India. The industry poses a dilemma to the state. It cannot resist the temptation of large revenues, while steering clear of the embarrassment of giving encouragement to drinking. A positive feature of allowing the industry to grow and operate is the prevention of illicit production and drinking. Of the over Rs. 280 bn liquor industry (excluding beer) selling around 450 mn cases annually, a large peg of which (67%) is whisky, followed by brandy and gin at 13%, rum at 17% while the white spirits account for 3% of the market share.



Of this, the Indian-made foreign liquor (IMFL) accounts for Rs. 78 bn (86 mn cases) with whisky alone constituting 95%. Besides, there is a large 223 mn case market of low-priced country liquor. Indian spirit market also consumes branded country liquor worth Rs. 125 bn and unbranded country liquor worth Rs. 50 bn.

The growing popularity of wine in India is generating lots of interest among big and small wine producers. This is also reinforced by the fact that the cost for opening and setting up of wine plants with capacity of around 100,000 lts comes only to somewhere between Rs. 10-15 mn mark. As a result many entrepreneurs, Indian and foreign, are entering in this sector.



The global alcoholic beverages market is anticipated to display moderate growth rate over the 2015-2021 period. The consistent sales of all the product segments (spirits, wine, and beer) have led to the positive growth of the global market over the last few years. Alcoholic drinks market during the forecast period and will occupy around 48% of the total market share by 2020.



Global non-alcoholic beverages market, which had a valuation of US\$1,435.25 bn in 2013, will expand at a 4.3% CAGR over the period between 2014 and 2020 and reach US\$1,937.73 bn by 2020. In terms of volume, the market is expected to expand at a similar 4.9% CAGR, propelling the consumption of non-alcoholic beverages from 912.77 bn liters in 2013 to 1,289.03 bn liters by 2020.



Reasons for buying our report:

- The 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
- The report provides vital information on the product like it's characteristics and segmentation
- The report helps you market and place the product correctly by identifying the target customer group of the product



- **The 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



Major Queries/Questions Answered in our Report?

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



- 5. What is the total project cost for setting up the plant?**
- 6. What are the operating costs for setting up the plant?**
- 7. What are the machinery and equipment requirements for setting up the plant?**
- 8. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up the plant?**
- 9. What are the requirements of raw material for setting up the plant?**



- 10. Who are the Suppliers and Manufacturers of Raw materials for setting up the plant?**
- 11. What is the Manufacturing Process and Formulations of the plant?**
- 12. What is the total size of land required for setting up the plant?**
- 13. What will be the income and expenditures for the plant?**
- 14. What are the Projected Balance Sheets of the plant?**

- 15. What are the requirement of utilities and overheads for setting up the plant?**
- 16. What is the Built up Area Requirement and cost for setting up the plant?**
- 17. What are the Personnel (Manpower) Requirements for setting up the plant?**
- 18. What are Statistics of Import & Export for the Industry?**
- 19. What is the time required to break-even?**

- 20. What is the Break-Even Analysis of the plant?**
- 21. What are the Project financials of the plant?**
- 22. What are the Profitability Ratios of the plant?**
- 23. What is the Sensitivity Analysis-Price/Volume of the plant?**
- 24. What are the Projected Pay-Back Period and IRR of the plant?**
- 25. What is the Process Flow Sheet Diagram of the plant?**
- 26. What are the Market Opportunities for setting up the plant?**
- 27. What is the Market Study and Assessment for setting up the plant?**
- 28. What is the Plant Layout for setting up the plant?**

**Niir Project Consultancy Services (NPCS)
can provide Detailed Project Report.**

For more details, Click on below link

Alcoholic and Non-Alcoholic Beverages, Drinks, Hard and Soft Drinks, Agro food Sector, Distilled Beverage, Carbonated and Non Carbonated drinks, Beer and Breweries, Caffeinated Beverages, Energy drinks

- **Cashew Fruit Juice from Cashew Apple:** Cashew apple juice has multifarious uses viz. as a beverage for drinking purposes, for wine manufacture & cashew feni, and its consumption in hotels, restaurants, juice corner or various occasions etc. makes it a demandable product.....[Read More](#)



- **Beer Industry (Export Unit):** Beer is a popular beverage all over the world and contains alcohol ranging from 8 to 9 %. It is found effective in improving appetite and is considered good for health. Formulations of beer manufacturing are done with the.....[Read more](#)
- **Flavoured Drinking Water:** Flavoured water is the new phenomenon that is likely to take the Indian beverage industry by storm. The introduction of flavoured water into the bottled industry is to diversify business and at the same time to satisfy the.....[Read more](#)



- **Absolute Alcohol (Ethanol):** Absolute alcohol is basically prepared from rectified spirit and it has application in various sector. It is used as a raw material, reagent and solvent in the chemical and pharmaceutical industries and for the production.....[Read more](#)
- **Instant Tea:** Instant tea is a form of tea that is derived from brewed tea. Its dried granulated form can be made into a beverage with the addition of cold or hot water. Instant tea is typically lower in antioxidants than traditional tea and comes in a variety of flavors.....[Read more](#)



For more details, Click on below link

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[Alcohol and Alcohol based Industries, Alcoholic and Non Alcoholic Beverages, Fruit Juices, Whisky, Beer, Rum, Wine and Sugarcane by Products](#)



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Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Business Plan*
- *Market Research Reports*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *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*

- *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*



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