Flavoured Drinking Water
Beverage – Non Alcoholic, Purified Water Containing Natural Flavours, Fruit-Flavoured Water, Value-Added Flavored Water
Introduction

Flavoured water is a beverage consisting of water with added natural or artificial flavours, herbs, and sweeteners, and is usually lower in calories than non-diet soft drinks. In many cases, flavoured waters add vitamins and minerals to their beverages through the incorporation of fruits in order to better market their products. Water is tasteless. Consumers are also more aware of the importance of water consumption as part of a healthy life-style.
Keeping the body well hydrated boosts energy levels, helps flush toxins from the system, and helps keep the skin looking more youthful. Water, as opposed to traditional carbonated drinks, juices, coffee etc is calorie free and has no negative attributes. Flavoured waters offer all the benefits of pure water but with the added plus of tasting good, and with so many interesting and exciting flavour profiles available.
Flavoured waters are good in taste, very low in calories and are an obvious choice for the health conscious consumer.

Potentially Flavoured water can promote a healthy lifestyle as the flavours make people consume more water, which will make them healthy. Our country has a rich herbal treasure that means consumers get a variety of flavours to choose from.
Demand-supply scenario suggests that the flavoured water industry has great potential for investment. However, the techno feasibility of investment in this industry needs to be examined. Nowadays, bottled water is widely regarded as a necessity - it’s important to ensure that one is adequately hydrated at all times. Bottled water companies are now creating tremendous opportunities and new challenges.
The bottled water industry in India has been growing steadily and is dominated by certain brands in the market. The packaged water segment is extremely competitive with players ramping up their packaging styles to attract a large base of consumers in order to account for a larger share in the market. The flavoured water market is still at a nascent stage in India.
Higher price, limited products and alternative home-made products are some of the barriers for the growth of this segment. Indian flavours are receiving world wide acceptance and liking now. For example, Maaza and Frooti, which use Indian mango flavours. The product received worldwide acceptance for its taste and flavour. We also get pizzas, burger, pickles, papads, chips served with Indian spices and Indian flavours.
Even many multinational companies have started using Indian flavours in their products. Without much debate, we can conclude that in India, with Indian flavours, flavoured water will certainly be widely accepted. Availability of more flavours will provide more choice to the consumers, which in turn will open a new market for water processing units and shop keepers,
resulting in increased business, profits and finally wide consumer acceptance and satisfaction. Additionally flavoured water will make consumers consume more water. Drinking more water will naturally bring them health benefits.

There is a very good scope for this product and it is the right time for new entrepreneurs to venture into this field.
Few Indian Major Players are as under

- Ajay Enterprises Ltd.
- Aradhana Snack Foods Co.
- Bikaji Marketing Ltd.
- Bisleri International Pvt. Ltd.
- Durgapur Projects Ltd.
- G E I Foods Ltd.
- Golden Anchor Pvt. Ltd.
- Jagatjit Industries Ltd.
- Keventer Agro Ltd.
- Mohan Meakin Ltd.
- Mount Everest Mineral Water Ltd.
- N E P C Agro Foods Ltd.
- Nuway Organic Naturals India Ltd.
- Orient Beverages Ltd.
- Parle Bisleri Pvt. Ltd.
- Parle International Pvt. Ltd.
- Pepsico India Holdings Pvt. Ltd.
- Pondicherry Agro Service & Inds. Corpn. Ltd.
- Rose Valley Inds. Ltd.
- Sparkle Foods Ltd.
- Sri Sarvaraya Sugars Ltd.
- Surat Beverages Ltd.
## Project at a Glance

### Project at a Glance

<table>
<thead>
<tr>
<th>COST OF PROJECT</th>
<th>MEANS OF FINANCE</th>
<th>Total</th>
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<tr>
<td><strong>Particulars</strong></td>
<td><strong>Existing</strong></td>
<td><strong>Proposed</strong></td>
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## Project at a Glance

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<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>Assets Turnover Ratio</th>
<th>Current Ratio</th>
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## Project at a Glance

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<th>BEP</th>
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<tr>
<td>BEP - Maximum Utilisation Year</td>
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<tr>
<td>Cash BEP (% of Installed Capacity)</td>
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<tr>
<td>Total BEP (% of Installed Capacity)</td>
<td>60.23%</td>
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<table>
<thead>
<tr>
<th>IRR, PAYBACK and FACR</th>
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<tbody>
<tr>
<td>Internal Rate of Return (In %)</td>
<td>31.67%</td>
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<tr>
<td>Payback Period of the Project (In Years)</td>
<td>2.814 Years</td>
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<tr>
<td>Fixed Assets Coverage Ratio (No. of times)</td>
<td>5.224</td>
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</tbody>
</table>
1. What is Flavoured Drinking Water industry?

2. How has the Flavoured Drinking Water industry performed so far and how will it perform in the coming years?

3. What is the Project Feasibility of a Flavoured Drinking Water Plant?

4. What are the requirements of Working Capital for setting up a Flavoured Drinking Water plant?
5. What is the structure of the Flavoured Drinking Water Business and who are the key/major players?

6. What is the total project cost for setting up Flavoured Drinking Water plant?

7. What are the operating costs for setting up a Flavoured Drinking Water plant?

8. What are the machinery and equipment requirements for setting up a Flavoured Drinking Water plant?
9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Flavoured Drinking Water Project?

10. What are the requirements of raw material for setting up a Flavoured Drinking Water Project?

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17. What is the Built up Area Requirement and cost for setting up a Flavoured Drinking Water Business?

18. What are the Personnel (Manpower) Requirements for setting up a Flavoured Drinking Water Business?

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

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23. What are the Profitability Ratios of a Flavoured Drinking Water project?

24. What is the Sensitivity Analysis-Price/Volume of a Flavoured Drinking Water plant?

25. What are the Projected Pay-Back Period and IRR of a Flavoured Drinking Water plant?

26. What is the Process Flow Sheet Diagram of a Flavoured Drinking Water project?
27. What are the Market Opportunities for setting up a Flavoured Drinking Water project?

28. What is the Market Study and Assessment for setting up a Flavoured Drinking Water plant?

27. What is the Plant Layout for setting up a Flavoured Drinking Water Business?
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       1.1.1. General
       1.1.2. Physical Characteristics
       1.1.3. Climate
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       1.1.5. Transportation and Communications
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4. B.I.S. Standards


4.4. Microbiological Parameters

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5.2. Sweeteners

5.3. Acids

5.4. Juice And Juice Concentrates

5.5. Flavourings
5.6. Minerals And Vitamins
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   8.6.2. Name of Director(s)
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8.6.5. Capital Expenditure Projects
8.6.6. Name of Raw Material(s) Consumed with Quantity & Cost

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8.7.2. Cash Flow
8.7.3. Cost as % Age of Sales
8.7.4. Forex Transaction
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   9.4. Rule 4: Source Water Monitoring
   9.5. Rule 5: Finished Product Monitoring
   9.6. Rule 6: Labelling Requirements

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   10.1. Flavour Water Production Line

11. **Product Description**

12. **Manufacturing Process Of Purified Clean Drinking Water**
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
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<tbody>
<tr>
<td>13.</td>
<td>Flow Diagram For Processing of Water</td>
</tr>
<tr>
<td>14.</td>
<td>Process Steps For Flavoured Drinking Water</td>
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<tr>
<td>15.</td>
<td>Process Flow Diagram</td>
</tr>
<tr>
<td>16.</td>
<td>Packaging of Flavoured Drinking Water</td>
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<tr>
<td>16.1.</td>
<td>Packaging Requirements</td>
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<td>Mandatory Certification</td>
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<td>16.3.</td>
<td>Polyethylene Terephthalate (Pet)</td>
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<td>16.4.</td>
<td>Conformity Of Packaging Materials To Indian Standards</td>
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<td>16.5.</td>
<td>To Produce Pet Preform/Bottle</td>
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<td>16.6.</td>
<td>Injection Molding The Pet Preform</td>
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<td>16.7.</td>
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   17.1. Special Polymer Based Antiscalant Dosing In Ro Pretreatment

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19. Suppliers Of Plant & Machinery

20. Raw Material, Product And Machinery Photographs
   20.1. Raw Material Photographs
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- Financial Charges
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- Net Profit After Taxes
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Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on Flavoured Drinking Water

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- Market Research Reports
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- Databases on CD-ROM
- Laboratory Testing Services
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- Thorough analysis of the project
- Economic feasibility study of the Project
- Market potential survey/research
- Report Compilation
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- Government Undertakings
- Individual Entrepreneurs
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- Foreign Investors
- Non-profit Organizations, NBFC’s
- Educational Institutions
- Embassies & Consulates
- Consultancies
- Industry / trade associations

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- Alcoholic And Non Alcoholic Beverages, Drinks
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- Flavoured Drinking Water & 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
Sectors We Cover

- 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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Sectors We Cover

- 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

- 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
Sectors We Cover

- 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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