

Flavoured Drinking Water

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

**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

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.

Market Survey

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				(Rs. in lacs)			
COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	27.50	27.50	Capital	0.00	43.00	43.00
Buildings	0.00	30.65	30.65	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	41.13	41.13	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	8.00	8.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	37.00	37.00	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	10.00	10.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	129.00	129.00
Preliminary& Pre-operative Exp	0.00	2.00	2.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	3.30	3.30	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	12.42	12.42				
TOTAL	0.00	172.00	172.00	TOTAL	0.00	172.00	172.00

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	6.27	9.91	16.27	24.00	0.00	100.00	6.27	0.00	6.27	1.00	0.00
2-3	9.78	12.99	26.06	18.00	0.00	100.00	9.78	0.00	9.78	1.00	0.00
3-4	13.21	16.04	39.26	12.00	0.00	100.00	13.21	0.00	13.21	1.00	0.00
4-5	16.52	19.02	55.78	6.00	0.00	100.00	16.52	0.00	16.52	1.00	0.00
5-6	19.68	21.90	75.46	0.00	0.00	100.00	19.68	0.00	19.68	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 Contrib ution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%		%		
Initial				3.00	3.00									
1-2	1.42	1.42		1.47	1.47	1.93		27.74%	13.05%	8.88%	211.21	69.51%	1.55	1.06
2-3	1.81	1.61		0.69	0.69	1.02		30.87%	18.26%	11.87%	238.24	67.21%	1.62	1.53
3-4	2.27	1.81	2.26	0.31	0.31	0.55		33.01%	21.93%	14.02%	272.08	67.16%	1.59	2.13
4-5	2.82	2.03		0.11	0.11	0.30		34.48%	24.55%	15.58%	305.92	67.12%	1.49	2.83
5-6	3.47	2.26		0.00	0.00	0.16		35.47%	26.41%	16.71%	339.76	67.09%	1.37	5.41

Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	57.41%
Total BEP (% of Installed Capacity)	60.23%

IRR, PAYBACK and FACR

Internal Rate of Return .. (In %age)	31.67%
Payback Period of the Project is (In Years)	2.814 Years
Fixed Assets Coverage Ratio (No. of times)	5.224

Major Queries/Questions Answered in the Report?

- 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 ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up a Flavoured Drinking Water plant ?**
- 12. What is the Manufacturing Process and Formulations of a Flavoured Drinking Water plant ?**

- 13. What is the total size of land required for setting up a Flavoured Drinking Water plant ?**
- 14. What will be the income and expenditures for a Flavoured Drinking Water plant ?**
- 15. What are the Projected Balance Sheets of a Flavoured Drinking Water Industry ?**
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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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22. What are the Project financials of a Flavoured Drinking Water project?

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

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- *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*

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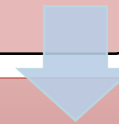
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Our Approach

Requirement collection



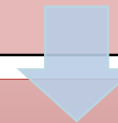
Thorough analysis of the project



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*
- *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*

- *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*

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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