

# Sanitary Napkins

*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*

# Introduction

A sanitary napkin or a sanitary towel is an absorbent item used by a woman while she is menstruating or in any other situation where it is necessary to absorb a flow of blood. It also serves to protect clothing and furnishings. Not only must the sanitary napkin provide comfort and safety, but also enhance every woman's health and lifestyle. Thus, due to demand it is a good project for entrepreneurs to invest. Sanitary Napkins are exclusively used by adult girls & Ladies around the world during for maintaining physical aid & to avoid wetting or staining of the clothes.

India's sanitary napkin market has significant profit potential. The demand for such products is stable; purchases are recurring and not subject to normal business cycles. Historically, the price of feminine hygiene products have been relatively expensive, but that is changing as small and large businesses enter the market and make an accessible, lower-priced offering to a wider consumer base. Any entrepreneur venture into this field will be successful.

# Few Indian Major Players are as under

- Carewell Hygiene Products Ltd.
- Centron Industrial Alliance Ltd.
- Dhanalaxmi Roto Spinners Ltd.
- Diapers India Ltd.
- Godrej Consumer Products Ltd.
- Gufic Biosciences Ltd.
- Johnson & Johnson Ltd.
- Kimberly Clark Lever Pvt. Ltd.
- Mediklin Healthcare Ltd.
- Syncom Healthcare Ltd.
- Tainwala Personal Care Products Pvt. Ltd.



# PROJECT AT A GLANCE

## PROJECT AT A GLANCE

(₹ in lacs)

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	100.00	100.00	Capital	0.00	146.36	146.36
Buildings	0.00	122.50	122.50	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	199.00	199.00	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	35.50	35.50	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	20.00	20.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	439.07	439.07
Preliminary & Pre-operative Exp	0.00	2.50	2.50	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	20.00	20.00	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	77.92	77.92				
<b>TOTAL</b>	<b>0.00</b>	<b>585.42</b>	<b>585.42</b>	<b>TOTAL</b>	<b>0.00</b>	<b>585.42</b>	<b>585.42</b>

# 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	
	₹	₹	₹	₹	₹	%	₹	%	₹		%
1-2	6.06	9.57	16.06	24.00	0.00	100.00	6.06	0.00	6.06	1.00	0.00
2-3	8.59	11.65	24.65	18.00	0.00	100.00	8.59	0.00	8.59	1.00	0.00
3-4	11.12	13.78	35.76	12.00	0.00	100.00	11.12	0.00	11.12	1.00	0.00
4-5	13.61	15.93	49.37	6.00	0.00	100.00	13.61	0.00	13.61	1.00	0.00
5-6	16.04	18.08	65.41	0.00	0.00	100.00	16.04	0.00	16.04	1.00	0.00

# PROJECT AT A GLANCE

Year	D. S. C. R.			Debt / - Deposit s Debt	Equity as- Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnove r Ratio	Current Ratio
	Individu al	Cumulati ve	Overall					GPM	PBT	PAT	Net Contrib ution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%		%		
Initial				3.00	3.00									
1-2	1.38	1.38		1.49	1.49	2.37		23.43%	13.51%	9.38%	556.01	58.84%	1.22	1.14
2-3	1.66	1.51		0.73	0.73	1.39		25.46%	17.35%	11.40%	478.11	43.37%	1.30	1.38
3-4	1.99	1.66	1.99	0.34	0.34	0.86		26.84%	20.10%	12.91%	542.35	43.04%	1.31	1.66
4-5	2.39	1.82		0.12	0.12	0.55		27.78%	22.09%	14.05%	606.60	42.79%	1.28	1.97
5-6	2.87	1.99		0.00	0.00	0.36		28.42%	23.56%	14.91%	670.84	42.59%	1.22	2.90

## PROJECT AT A GLANCE

<b>BEP</b>	
BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	35.99%
Total BEP (% of Installed Capacity)	40.44%
<b>IRR, PAYBACK and FACR</b>	
Internal Rate of Return .. ( In %age )	27.50%
Payback Period of the Project is ( In Years )	2 Years 3 Months
Fixed Assets Coverage Ratio ( No. of times )	5.041



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**Sanitary Napkins**

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# ***NIIR PROJECT CONSULTANCY SERVICES***

**An ISO 9001:2008 Company**



# 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*
- *Market Research Reports*
- *Technology Books and Directory*
- *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*



# 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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