

Increasing Demand of Potato Vodka is Creating Opportunities for Entrepreneurs

Vodka from Potato, Distilled Beverage, Alcoholic Beverages

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

India is the 3rd largest liquor market in the world and one of the fastest growing markets in the world, on the back of demographics & economy. India presents a huge growth potential for alcoholic beverages sales. The government is planning to do away with the license requirement for manufacturing potable alcohol. Vodka is one of the world's most consumed distilled beverages. It is typically a colorless liquid containing ethanol purified by distillation from a fermented substance such as grain.

Vodka is usually not aged and can be made from grains, potatoes, sugars, fruits,

and just about anything else that can be fermented to produce alcohol. This makes vodka an economical spirit that can be made easily in a short amount of time from readily available materials.

Vodka is a very distinct tasting alcohol and one of the best liquors. Vodka is an alcoholic beverage that comprises water and ethanol and contains 35%-40% alcohol by volume. It is distilled from a variety of ingredients, including fermented grains and potatoes, fruits, and molasses, among others. As vodka became popular amongst the younger age profile and more ladies switched to vodka and cocktails.

Businesses in the Vodka Distilleries industry tend to locate close to upstream suppliers and downstream wholesalers to reduce the costs associated with shipping bulk ingredients and delivering the finished product to nearby distributors. The industry is highly competitive and consumers often base their vodka purchases solely on retail price.

Indian alcoholic beverages market is one of the fastest growing industries in the world with several yet to be explored segments. Vodka is the fastest growing IMFL segment in India. Its growth is rapidly increasing due to increase in pubs, hotels, restaurants, evolving nightlife and consumer preferences.

Vodka is produced in India by very few brands; hence this list includes mostly IMFL (Indian Made Foreign Liquor) and imported brands available in the market currently. This list of Top 10 Brands of Vodka in India is compiled on the basis of their prices. The prices may differ from one state to another depending upon the duty structure and the flavour variant. The imported brands, of course, have a higher price tag. As a whole it is a good project for entrepreneurs to invest.

Few Indian Major Players are as under

- Allied Blenders & Distillers Pvt. Ltd.
- Amber Distilleries Ltd.
- Amrut Distilleries Ltd.
- B D A Breweries & Distilleries Ltd.
- B D A Pvt. Ltd.
- Bacardi India Pvt. Ltd.
- Balaji Distilleries Ltd.
- Balbir Distilleries Ltd.
- Baramati Grape Inds. Ltd.
- Beam Global Spirits & Wine (India) Pvt. Ltd.
- Central Distillery & Breweries Ltd.
- Chhattisgarh Distilleries Ltd.
- Empee Distilleries Ltd.

- Hyderabad Distilleries & Wineries Ltd.
- Interlink Exports Ltd.
- Jagatjit Industries Ltd.
- John Distilleries Pvt. Ltd.
- Jubilant Industries Ltd.
- Jubilee Beverages Ltd.
- Kedia Distilleries Ltd.
- Kerala Alcoholic Products Ltd.
- Kerala Distilleries & Allied Products Ltd.
- Kesarval Springs Distillers Pvt. Ltd.
- Khemani Distilleries Pvt. Ltd.
- Khoday India Ltd.
- Mcdowell & Co. Ltd.
- Mehra Beverages Ltd.

- Mohan Breweries & Distilleries Ltd.
- Mohan Rocky Springwater Breweries Ltd.
- Narmada Distilleries Pvt. Ltd.
- Nuway Organic Naturals India Ltd.
- Pearl Distillery Ltd.
- Pernod Ricard India Pvt. Ltd.
- Piccadily Sugar & Allied Inds. Ltd.
- Prag Distillery Pvt. Ltd.
- Punjab Expo Breveries Pvt. Ltd.
- Raj Breweries Ltd.
- Ravikumar Distilleries Ltd.
- Salamander Distillers Ltd.
- Seagram Distilleries Pvt. Ltd.
- Shaw Wallace & Co. Ltd.
- Xylon Loquitur Distillers & Vintners Ltd.

- Shaw Wallace Distilleries Ltd. (Maharashtra)
- Shiva Distilleries Ltd.
- Silver Oak (India) Ltd.
- Southern Agrifurane Inds. Ltd.
- Southern Agrifurane Inds. Pvt. Ltd.
- Surya Organic Chemicals Pvt. Ltd.
- Swarup Vegetable Products Inds. Ltd.
- Tilaknagar Distilleries & Inds. Ltd.
- Tilaknagar Industries Ltd.
- Travancore Sugars & Chemicals Ltd.
- Unitech Country Club Ltd.
- Utkal Distilleries Ltd.
- V R V Breweries & Bottling Inds. Ltd.
- Vahni Distilleries Pvt. Ltd.
- Vinayak Distilleries 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	175.00	175.00	Capital	0.00	1260.54	1260.54
Buildings	0.00	880.20	880.20	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	2830.00	2830.00	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	20.00	20.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	411.00	411.00	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	200.00	200.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	3781.61	3781.61
Preliminary& Pre-operative Exp	0.00	5.00	5.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	283.00	283.00	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	237.94	237.94				
TOTAL	0.00	5042.14	5042.14	TOTAL	0.00	5042.14	5042.14

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	5.05	9.93	15.05	24.00	0.00	100.00	5.05	0.00	5.05	1.00	0.00
2-3	7.43	11.66	22.48	18.00	0.00	100.00	7.43	0.00	7.43	1.00	0.00
3-4	9.86	13.52	32.34	12.00	0.00	100.00	9.86	0.00	9.86	1.00	0.00
4-5	12.27	15.45	44.61	6.00	0.00	100.00	12.27	0.00	12.27	1.00	0.00
5-6	14.64	17.41	59.25	0.00	0.00	100.00	14.64	0.00	14.64	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / - Deposits Debt	Equity as- Equity	Total Net Worth	Retur n on Net Worth	Profitability Ratio					Assets Turnov er Ratio	Curre nt Ratio
	Individ ual	Cumulat ive	Overa ll					GPM	PBT	PAT	Net Contri bution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%		%		
Initial				3.00	3.00									
1-2	1.42	1.42		1.59	1.59	2.39		11.68%	6.67%	5.13%	3030.72	24.40 %	1.99	0.99
2-3	1.66	1.53		0.80	0.80	1.41		13.37%	9.49%	6.47%	3531.28	24.37 %	2.17	1.28
3-4	1.95	1.66	1.96	0.37	0.37	0.86		14.52%	11.52%	7.50%	4035.64	24.37 %	2.23	1.60
4-5	2.32	1.80		0.13	0.13	0.53		15.32%	12.99%	8.30%	4540.00	24.37 %	2.20	1.95
5-6	2.77	1.96		0.00	0.00	0.33		15.88%	14.09%	8.92%	5044.36	24.37 %	2.10	3.04

Project at a Glance

BEP	
BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	35.26%
Total BEP (% of Installed Capacity)	42.17%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	26.03%
Payback Period of the Project is (In Years)	2 Years 3 Months
Fixed Assets Coverage Ratio (No. of times)	8.248

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<https://goo.gl/OsoVRp>

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Major Queries/Questions Answered in the Report?

- 1. What is Vodka from Potato industry ?**
- 2. How has the Vodka from Potato industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of a Vodka from Potato Plant ?**
- 4. What are the requirements of Working Capital for setting up a Vodka from Potato plant ?**

- 5. What is the structure of the Vodka from Potato Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Vodka from Potato plant ?**
- 7. What are the operating costs for setting up a Vodka from Potato plant ?**
- 8. What are the machinery and equipment requirements for setting up a Vodka from Potato plant ?**

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Vodka from Potato plant ?**
- 10. What are the requirements of raw material for setting up a Vodka from Potato plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up a Vodka from Potato plant ?**
- 12. What is the Manufacturing Process and Formulations of a Vodka from Potato plant ?**

- 13. What is the total size of land required for setting up a Vodka from Potato plant ?**
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20. What is the time required to break-even?

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Reasons for buying our 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 project**
- **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 “Market Survey cum Detailed Techno Economic Feasibility Report on Vodka from Potato” provides an insight into the Vodka from Potato market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Vodka from Potato project. The report assesses the market sizing and growth of the Indian Vodka from Potato 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 Vodka from Potato sector in India along with its business prospects. Through this report we have identified Vodka from Potato project as a lucrative investment avenue.

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- *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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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*
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- *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*
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- *Organic Farming, Neem Products Etc.*

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- *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 *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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