

Rice Flakes

*Poha, Flattened Rice,
Beaten Rice, Snack Food*

Manufacturing Plant, Detailed Project Report, Profile,
Business Plan, Industry Trends, Market Research, Survey,
Manufacturing Process, Machinery, Raw Materials, Feasibility
Feasibility Study, Investment Opportunities, Cost and
Revenue, Plant Economics, Production Schedule, Working
Capital Requirement, Plant layout, process flow sheet, Cost of
of Project, Projected Balance Sheets,
Profitability Ratios, Break Even Analysis



Introduction

Product Profile

Rice flake is the husked rice which is flattened into flat light dry flakes. These flakes of rice swell when added to liquid, whether hot or cold, as they absorb water, milk or any other liquids. The thicknesses of these flakes vary between almost translucently thin (the more expensive varieties) to nearly four times thicker than a normal rice grain. These are also known as POHA. Poha industry comprises an important segment of Industrial activity in food processing industry in the country. It provides nutrition breakfast and food to a large number of households in cities, towns and even villages of India. Poha industry has also an important role in popularizing wheat in traditionally non wheat consuming regions of the country. Poha consumed by people of all ages and all times.

With tea and coffee, Poha make a tasty and nutrition snack. There is a definite need for the poha industry to make inroads in the rural areas.

Applications

It is a vegetable food. All the men and women eat poha in the breakfast and children like it. It has light in weight so it cannot be harmful in any stage. The urgency for the development of nutritionally balanced protein foods, which would be within the reach of a substantial portion of the population in a country like India, can hardly be over emphasized.

The dietary deficiencies of protein, particularly among pre school children and also during the prenatal period, can lead to both physical and mental impairment.

Global demand

A typical, average middle class Indian family did not have a standard breakfast on a regular basis like its Western counterpart. Those who did have breakfast consumed milk, snacks, bread, butter, jam or local food preparations like daliaidlies, parathas and the like as convenient. As a result of the organized efforts of domestic and global players, the breakfast items have come now to include cereals, energy bars, fresh dairy products and fruit juices.

Because of these forays, the breakfast cereal category almost doubled between 2003 and 2006. Estimated at a modest Rs 2.5 billion, the market includes cornflakes, muesli, pancakes, oatmeal and porridge. It is growing fast not only because of macro factors, such as acceptance of packaged food and rising household incomes but also because companies have become innovative. The market is estimated to be growing annually up to 30%, and with modern retail providing new recipes of the contemporary products, Indian and Western, a strong wave of growth is anticipated. The demand of Rice flake in the market is immense and therefore its market position is splendid. Hence it is an excellent field to venture.

Capacity:	4MT /day
Plant and Machinery:	26 Lakhs
Total capital investment:	146 Lakhs
Rate of return:	43%
BEP:	44%

Major Queries/Questions Answered in the Report?

- 1. What is Rice Flake (Poha) industry?**
- 2. How has the Rice Flake (Poha) industry performed so far and how will it perform in the coming years?**
- 3. What is the Project Feasibility of a Rice Flake (Poha) Plant?**
- 4. What are the requirements of Working Capital for setting up a Rice Flake (Poha) project?**
- 5. What is the structure of the Rice Flake (Poha) Business and who are the key/major players?**

- 6. What is the total project cost for setting up a Rice Flake (Poha) plant?**
- 7. What are the operating costs for setting up a Rice Flake (Poha) Industry?**
- 8. What are the machinery and equipment requirements for setting up a Rice Flake (Poha) Project?**
- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Rice Flake (Poha) plant?**
- 10. What are the requirements of raw material for setting up a Rice Flake (Poha) plant?**

- I 1. Who are the Suppliers and Manufacturers of Raw materials for setting up a Rice Flake (Poha) plant?**
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Rice Flakes (*Poha*)

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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 Cont...

- *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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