

ZARDA

**Smokeless Chewing Tobacco, Zarda Tobacco,
Flavoured Chewing Tobacco, Zafrani Patti**

**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

Zarda is a mixture of tobacco, lime, spices, and occasionally, silver flakes is also added to pan and chewed. The tobacco industry is one of the most profitable industries in the world. Tobacco companies use their enormous wealth and influence both locally and globally to market their deadly products.

Even as advocacy groups and policy makers work to combat the tobacco industry's influence,

new and manipulative tactics are used by tobacco companies and their allies to circumvent tobacco control efforts. It is important for tobacco control advocates to know which companies are present in their country, how and where they operate, the types and quantity of products sold, and marketing tactics used to sell tobacco products. By being informed about all aspects of the tobacco industry within a country, advocates are better equipped to fight for effective tobacco control policies.

Smokeless tobacco is consumed without burning the product, and can be used orally or nasally. Oral smokeless tobacco products are placed in the mouth, cheek or lip and sucked (dipped) or chewed. Tobacco pastes or powders are used in a similar manner and applied to the gums or teeth. Fine tobacco mixtures are usually inhaled and absorbed in the nasal passages. As a whole it is a good project for entrepreneurs to invest.

Few Indian Major Players are as under

- **Dharampal Premchand Ltd.**
- **Prabhat Zarda Factory 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	53.00	53.00	Capital	0.00	49.54	49.54
Buildings	0.00	48.80	48.80	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	17.10	17.10	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	5.00	5.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	16.25	16.25	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	5.00	5.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	148.62	148.62
Preliminary & Pre-operative Exp	0.00	1.00	1.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	1.50	1.50	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	50.51	50.51				
TOTAL	0.00	198.16	198.16	TOTAL	0.00	198.16	198.16

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	7.12	9.25	17.12	24.00	0.00	100.00	7.12	0.00	7.12	1.00	0.00
2-3	10.25	12.14	27.37	18.00	0.00	100.00	10.25	0.00	10.25	1.00	0.00
3-4	13.30	14.98	40.67	12.00	0.00	100.00	13.30	0.00	13.30	1.00	0.00
4-5	16.24	17.73	56.91	6.00	0.00	100.00	16.24	0.00	16.24	1.00	0.00
5-6	19.04	20.37	75.95	0.00	0.00	100.00	19.04	0.00	19.04	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
	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	1.35	1.35		1.40	1.40	3.06		21.88%	8.65%	5.60%	314.12	49.86%	1.86	1.22
2-3	1.71	1.52		0.66	0.66	1.86		22.76%	10.82%	6.91%	260.24	35.41%	1.92	1.35
3-4	2.14	1.71	2.13	0.30	0.30	1.22		23.35%	12.36%	7.85%	294.89	35.11%	1.90	1.52
4-5	2.64	1.91		0.11	0.11	0.85		23.75%	13.44%	8.51%	329.54	34.87%	1.83	1.71
5-6	3.23	2.13		0.00	0.00	0.62		24.01%	14.20%	8.98%	364.19	34.68%	1.73	2.17

Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	52.39%
Total BEP (% of Installed Capacity)	54.20%

IRR, PAYBACK and FACR

Internal Rate of Return .. (In %age)	31.19%
Payback Period of the Project is (In Years)	2 Years 3 Months
Fixed Assets Coverage Ratio (No. of times)	9.912

Major Queries/Questions Answered in the Report?

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

6. What is the total project cost for setting up a Zarda plant?
7. What are the operating costs for setting up a Zarda project?
8. What are the machinery and equipment requirements for setting up a Zarda Industry?
9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Zarda plant?
10. What are the requirements of raw material for setting up a Zarda plant?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up a Zarda plant?
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- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
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What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
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- *Laboratory Testing Services*
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- *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*

- *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*

- *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.*

- *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*
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- *Water Industry(Packaged Drinking Water & Mineral Water)*
- *Wire & Cable*

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