Entrepreneur India

106-E, Kamla Nagar, New Delhi-110007, India.
Tel: 91-11-23843955, +91 9097075054
Mobile: +91-9097075054
Email: npcs.ei@gmail.com, info@entrepreneurindia.co
Website: www.entrepreneurIndia.co



Investment Opportunities in India: Sanitary Napkin Project (Reasons for Investment, Core Project Financials, Potential Buyers, Market Size & Analysis)

Code	NI269
Format	paperback
Indian Price	₹29500
US Price	$500

Pages	27
ISBN	9789381039410
Publisher	NIIR PROJECT CONSULTANCY SERVICES

Description

The research report titled Investment Opportunities In India: Sanitary Napkin Project (Reasons for Investment, Core Project Financials, Potential Buyers, Market Size & Analysis) released by Niir Project Consultancy Services aims at providing all the critical data required by any entrepreneur vying to venture into sanitary napkin segment in India.

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 identified a project that satisfies all the above mentioned requirements and has high growth potential in the Indian markets. The identified project is ‘Sanitary Napkins’ and through this report we aim to help you make sound and informed business decision.

The report contains all the data which will help him find answers to questions like:

• Why I should invest in sanitary napkin project?
• Who are the customers of the product?
• What will drive the growth of the product?
• What are the costs involved?
• What will be the market potential?

The report begins by providing a detailed overview of the product (Sanitary napkins) along with its classification and characteristics to help enhance the knowledge of the entrepreneur about the product. The report then identifies the target customer of sanitary napkins in India and provides forecasts of key consumer data. It further helps in making sound investment decision by listing and then elaborating on factors that will contribute to the growth of sanitary napkin consumption in India. It also includes graphical representation and forecasts of key data discussed in the above mentioned segment. Additionally, report talks about the foreign trade of sanitary napkins in India along with the list of top importing and top exporting countries. The report highlights

the growth potential of the sector by presenting past market size data coupled with forecasts of the same till 2017. Details of key players in the segment along with recent developments in the sector are listed in the report which form an important part of the business decision.
The report then turns the limelight to areas like current legislation in the sector and taxation which are of prime importance to any business venture. The industry is blessed with high government support and recent reduction in the taxes. In the next segment, the report provides project financials of a model project with specified plant capacity. It enumerates project information like raw materials required for manufacturing sanitary napkins, manufacturing process, list of machinery and basic project financials. Project financials like plant capacity, costs involved in setting up of project, working capital requirements, projected revenue and profit are listed in the report.
Sanitary napkin industry has huge business potential in India mainly on account of appallingly low penetration levels and high government support to the sector.

Reasons for buying the report:
• This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, demand of the product and reasons for investing in the product
• This report provides vital information on the product like its definition, 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 raw materials required, manufacturing process, project costs and snapshot of other project financials
• The report provides a glimpse of important government policies, legislation and taxes applicable on the product
• 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

Content

TABLE OF CONTENTS

1. OVERVIEW
1.1 Product Definition
1.2 Product Classification
1.3 Product Characteristics
2. POTENTIAL BUYERS
3. REASONS FOR INVESTING IN THE SECTOR
3.1 Growing Female Population
3.2 Rising Awareness & Literacy Levels
3.3 Rising trend of Urbanization
3.4 Escalating Disposable Incomes
3.5 Government Support
4. IMPORT- EXPORT MARKETS
5. GOVERNMENT POLICIES & TAXATION
5.1 Current Legislation
5.2 Taxation
6. OUTLOOK & MARKET SIZE
7. PROJECT DETAILS
7.1 Raw Materials Required
7.2 Manufacturing Process
7.3 List of Machinery
7.4 Project Financials
8. PRESENT PLAYERS
9. RECENT DEVELOPMENTS
9.1 Corporate Announcements
9.2 Government Announcements
10. ABOUT NPCS
11. DISCLAIMER

LIST OF FIGURES & TABLES

Figure 1 Classification of Sanitary Napkins
Figure 2 Population of Target Customer Group (2011-17)
Figure 3 Female Population Statistics (2001-11, In Millions)
Figure 4 Female Literacy Rate in India (%)
Figure 5 Male & Female Literacy Rates in India (2001-11, %)
Figure 6 Consumption Pattern of Sanitary Napkins in India
Figure 7 Indian Population Distribution Over Various Census Periods
Figure 8 Urban Population Composition of India (2001-11, %)

Figure 9 India's Annual Per Capita Income (2008-13, In INR)
Figure 10 Indian Middle Class Population (Current-2026)
Figure 11 Indian Sanitary Napkin Industry- Market Size (2009-17, In INR Billions)

Table 1 Top Export Destinations of Sanitary Napkins
Table 2 Top Import Countries of Sanitary Napkin
Table 3 VAT on Sanitary Napkins in Various States
Table 4 List of Machinery
Table 5 Sanitary Napkins- Model Plant Capacity
Table 6 Total Cost of the Project
Table 7 Key Expenses & Overheads
Table 8 Forecasted Project Financials (INR Million)
Table 9 Contact Information of Present Players in the Sanitary Napkin Segment

About Niir

NIIR Project Consultancy Services (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. Its various services are: Pre-feasibility study, New Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Preparation of Project Profiles and Pre-Investment and Pre-Feasibility Studies, Market Surveys and Studies, Preparation of Techno-Economic Feasibility Reports, Identification and Selection of Plant and Machinery, Manufacturing Process and/or Equipment required, General Guidance, Technical and Commercial Counseling for setting up new industrial projects and industry. NPCS also publishes various technology books, directories, databases, detailed project reports, market survey reports on various industries and profit making business. Besides being used by manufacturers, industrialists, and entrepreneurs, our publications are also used by Indian and overseas professionals including project engineers, information services bureaus, consultants and consultancy firms as one of the inputs in their research.