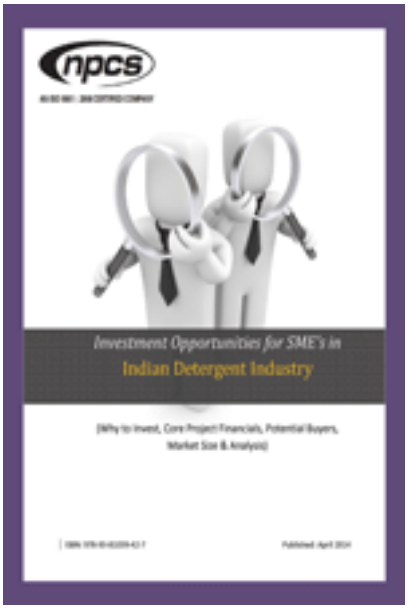
Entrepreneur India

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 for SMEs in Indian Detergent Industry (Why to Invest, Core Project Financials, Potential Buyers, Market Size & Analysis)

Code	NI270
Format	paperback
Indian Price	₹29500
US Price	$500

Pages	34
ISBN	9789381039427
Publisher	NIIR PROJECT CONSULTANCY SERVICES

Description

The research report titled Investment Opportunities for SME's in Indian Detergent Industry (Why to Invest, 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 detergent 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 detergent project, in the laundry care segment, which satisfies all the above mentioned requirements and has high growth potential in the Indian markets. And through this report we aim to help you make sound and informed business decision.

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

• Why I should invest in detergent 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 first focuses on enhancing the basic knowledge of the entrepreneur about the main product detergent, by elucidating details like product definition, its uses and applications, detergent segmentation as well as an overall overview of the detergent sector in India. The report then helps an entrepreneur identify the target customer group of its product. It includes customer group information together with forecasts of key customer data. It further helps in making sound investment decision by listing and then elaborating on factors that will contribute to the growth of detergent consumption in India and also talks about the foreign trade of detergent along with the list of top importing and top exporting countries. Report includes graphical representation and

forecasts of key data discussed in the above mentioned segment. It further explicates the growth potential of the product by analyzing the past market size of the detergent sector as well as forecasting it till 2017.
The report includes other market data like key players in the detergent segment along with their contact information and recent developments & announcements in the Indian fabric wash segment. It also includes key information on excise and custom duty norms prevalent in the detergent segment together with BIS standards for the product. In the next segment, the report provides glimpse of key project details for both detergent powder plant and liquid detergent plant. It includes crucial information like raw material requirements, list of machinery and manufacturing process for both the above mentioned plants. Core project financials like plant capacity, costs involved in setting up of project, working capital requirements, projected revenue and profit are further listed in the report. Players like HUL, Nirma Ltd and RSPL dominate the household detergent category.

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 Uses & Applications
1.3 History of Detergents
2. POTENTIAL BUYERS
3. REASONS FOR INVESTING IN THE SECTOR
3.1 Growth in washing machine ownership
3.2 Low Per Capita Detergent Consumption
3.3 Rising Purchasing Power
3.4 Urbanization
4. GOVERNMENT POLICIES & TAXATION
4.1 Customs Duty
4.2 Excise Duty
4.3 BIS Specifications
5. IMPORT-EXPORT MARKETS
6. DEVELOPMENTS & ANNOUNCEMENTS
7. PRESENT PLAYERS
8. OUTLOOK
9. PROJECT DETAILS
9.1 Raw Materials Required
9.1.1 Raw Materials for Detergent Powder
9.1.2 Raw Materials for Liquid Detergent
9.2 Manufacturing Process
9.2.1 Manufacturing Process of Detergent Powder
9.2.2 Manufacturing Process of Liquid Detergent
9.3 List of Machinery
9.4 Project Financials
9.4.1 Financials for Detergent Powder Plant
9.4.2 Financials for Liquid Detergent Plant
10. ABOUT NPCS
11. DISCLAIMER

LIST OF FIGURES & TABLES

Figure 1 Detergent Sector in India- Classification
Figure 2 Detergent Sector in India- Consumption by Region
Figure 3 Population of India (2008-17, In Millions)
Figure 4 Population of Married Women In India (As a % of total female population, 2001-11)
Figure 5 Washing Machines Sold in India (2008-17, In Million Units)

Figure 6 Washing Machine Penetration in India
Figure 7 Per Capita Consumption of Detergent in Selected Countries (In INR)
Figure 8 India's Annual Per Capita Income (2008-13, In INR)
Figure 9 Indian Middle Class Population (Current-2026)
Figure 10 Indian Population Distribution Over Various Census Periods
Figure 11 Indian Detergent Sector- Market Size (2003-17, In INR Billions)

Table 1 BIS Standards for Detergents Sector
Table 2 Top Export Destinations of Detergent
Table 3 Top Import Countries of Detergent
Table 4 Contact Information of Present Players in Detergent Segment
Table 5 Machinery for Detergent Powder
Table 6 Machinery for Liquid Detergent
Table 7 Detergent Powder- Plant Capacity
Table 8 Detergent Powder Plant- Fixed Capital Requirements
Table 9 Detergent Powder Plant- Monthly Working Capital Requirements
Table 10 Detergent Powder Plant- Total Capital Investment
Table 11 Detergent Powder Plant- 5Year Profit Analysis (INR)
Table 12 Liquid Detergent- Plant Capacity
Table 13 Liquid Detergent Plant- Fixed Capital Requirements
Table 14 Liquid Detergent Plant- Monthly Working Capital Requirements
Table 15 Liquid Detergent Plant- Total Capital Investment
Table 16 Liquid Detergent Plant- 5Year Profit Analysis (INR)

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.