

# **Instant Tea Manufacturing Business.**

**Production of Black  
Instant Tea and Green  
Instant Tea.**

**Business Opportunities in  
Instant Beverage Industry**



# Introduction

**Black tea is a type of tea that is more oxidized than oolong, green, and white teas. Black tea is generally stronger in flavour than the less oxidized teas. All four types are made from leaves of the shrub (or small tree) *Camellia sinensis*.**

**Instant teas are produced from black tea by extracting the liquor from processed leaves, tea wastes, or undried fermented leaves, concentrating the extract under low pressure, and drying the concentrate to a powder by freeze-drying, spray-drying, or vacuum-drying.**



**Low temperatures are used to minimize loss of flavour and aroma. Instant green teas are produced by similar methods, but hot water is used to extract liquor from powdered leaves. Because all instant teas absorb moisture, they are stored in airtight containers or bottles.**

**Instant teas are once put into liquid form and the amount of nutrients is said to be the same as the brewed green tea. On the other hand, green tea powder is simply fine powder of loose leaf teas that you can take in the nutrients of the whole leaf.**



**Instant tea is a soluble type of tea powder that is either roasted or grounded in form. It has recently gained popularity over the traditional style of consuming tea as it is easier and quicker to prepare. The grounded crushed leaves of tea are extracted along with hot water to derive the desired tea flavor and aroma. Furthermore, these tea extract is then dried either by spray drying or freeze drying to prepare and pack the tea powder in glass jars or sachets. Individuals worldwide are found accepting instant tea rather than the traditional one as it is helping them to save time and resources in preparing the originally brewed tea.**



## **Market Outlook**

**Global instant tea market is expected to grow on account of changing eating habits and lifestyle. Increasing preference for ready-made food & beverages due to its time conservation nature is expected to drive global instant tea market. Growing ready-made food & beverage market is expected to remain a key driving factor for global market growth. Shift in trend towards instant tea in emerging economies is expected to further augment market growth. Increasing demand for instant green & herbal tea products due to rising health awareness is anticipated to foster the global instant tea market growth.**



**Green tea has abundant health benefits such as antioxidants, reducing cancer cells, headaches and helps in fat reduction. This in turn is expected to fuel the global instant tea market. Changing customer taste and preference to drinks such as ice tea and black tea is projected to uplift the instant tea market. Presence of wide variety of flavors such as lemon, vanilla, aloe vera, jasmine and basil is projected to impact global market growth positively. Technological advancements in food & beverage packaging have resulted in increased food shelf life. This is expected to have a positive impact on the global market.**



**Rising ready-to-eat beverages market is projected to endure a major driving factor for this market growth. Change in tendency about premix instant tea in developing economies is projected to boost the instant tea market growth. Increasing demand for herbal and instant tea products due to growing health consciousness is expected to substitute the instant tea market progress. Green tea has rich health welfares such as fat reduction, headaches, antioxidants, and others. Shifting consumer taste and preferences to beverages such as black tea and ice tea is expected to raise the global instant tea market.**



**Nowadays, due to busy schedules and hectic lifestyle, many people have started to trust on ready-made food products, increasing the popularity of instant tea market in upcoming years. With added health benefits of instant tea such as fat reduction, antioxidants, and headache and various components such as cardamom, ginger, basil, and aloe vera are proven to be fit for health. This key factor is anticipated to increase the growth of instant tea premix market in forecast period. Increasing trade values in emerging economies is also projected to increase the growth of instant tea premix market in upcoming years.**



**Companies in the food & beverage industry are continuously aligning themselves to consumer preferences and recent food consuming trends to emerge as key players in local markets as well as international markets. Growth in imports and exports of Instant Tea along with increasing support sectors are further fuelling the market growth.**

**The leading players in the market are Starbucks Corp., Keurig Green Mountain Inc., PepsiCo Inc., Ito En Ltd., The Coca-Cola Company, Suntory Beverage & Food Ltd., Monster Beverage Company, The Republic of Tea Inc., Dunkin Brands Group Inc., Others The major players in the market are profiled in detail in view of qualities, for example, company portfolio, business strategies, financial overview, recent developments, and share of the overall industry.**

# Green Tea Market

**The global green tea market reached a value of US\$ 17.4 Billion in 2018. Green tea, made from the unoxidized leaves of *Camellia sinensis*, is a pale green beverage with a slightly bitter taste. It was traditionally employed as a medicine in China and India for easing digestion, regulating body temperature, improving heart and mental health, controlling bleeding, and healing wounds. On account of altering lifestyles of consumers, increasing prevalence of chronic diseases and rising awareness about the health benefits of green tea, it is becoming one of the preferred beverages across the globe. In addition to this, green tea is widely used as a raw material in the production of beverages, dietary supplements, dental care items and cosmetic products.**

**The green tea market is gaining immense popularity across the globe and is anticipated to witness robust growth throughout the forecast period. In addition, convenient and attractive packaging is expected to drive the demand and encourage the growth of the market. The increasing number of players entering the global green tea market is expected to strengthen the competitive scenario throughout the forecast period.**

**The global green tea market is witnessing an impressive growth over the last few years. This is attributed by the rising health conscious people both in developed and developing economies. Also, increasing disposable income of the consumer is anticipated to be the significant reason of the growth of green tea during the forecast period.**

**Increasing cardiovascular diseases and obesity cases are anticipated to fuel the sales of green tea during the forecast period. Apart from that, presence of catechin in green tea hinder the growth, motility, and incursion of cancer cells which in turn escalates the death of such malignant cells.**

**Moreover, Green tea acts as a natural detoxification agent and helps in healing scars, managing weight, and improve the quality of the skin. The growing popularity of convenience options has driven the rise in the consumer preferences for green tea, all while keeping the product offerings fresh and unique to grab more consumers.**



**Also, increasing health cognizant consumers in developed economies is anticipated to boost the sales of green tea during the forecast period. Also, the enhancement of livelihood among the consumers in developing economies is also significant factor for the growth of Green Tea over the forecast period.**

**On the other hand, the higher price of green tea in comparison with black tea and the lack of awareness, especially in developing economies are anticipated to restrict the growth of the global green tea market in the next few years. Nevertheless, the expansion of the product portfolio and the increasing marketing activities and advertising are projected to offer promising opportunities for the key players in the global green tea market.**

**Companies such as Tetley GB Ltd., Tata Global Beverage, Nestle S.A., DSM Nutritional Products, Associated British Foods LLC, Unilever Group, Oregon Chai Inc, Northern tea Merchants Ltd., AMORE Pacific Corp, and Numi Organic Tea, AriZona Beverage Company LLC, Amorepacific Corporation are the key players in manufacturing green tea globally.**

**Black tea production in India, the world's second largest producer, is projected to rise to 1.61 million tonnes in the next decade from 1.26 million tonnes in 2017.**



**Black tea is the most exported tea product from India to the global market. India exports of black tea stood at 80.46% of the total tea exports which is followed by regular tea and recorded 15.66% value. Green tea, herbal tea, masala tea, and lemon tea are other types of tea exported majorly. With the growing awareness about the health concerns, the shift of consumer from normal tea to free/limited pesticides tea is on the rise. However, the price for such tea is high than ordinary tea. The value addition to tea, a flavored version of green tea has a great scope as this has become popular among all age groups even youngsters.**



**Various part of India is famous for tea production; East and North East part of India (Assam, Tripura, Manipur, Darjeeling, Terai part of West Bengal), The North part of India (Kangra valley in Himachal Pradesh, Dehradun etc) and South (Part of Kerela and Karnataka).**



# Machinery Photographs



**BELT CONVEYER**



**CENTRIFUGE**



**DEIONIZED WATER PLANT**



**SPRAY DRYER**

# 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     | 265.00   | 265.00 | Capital                     | 0.00     | 200.10   | 200.10 |
| Buildings                      | 0.00     | 212.75   | 212.75 | Share Premium               | 0.00     | 0.00     | 0.00   |
|                                |          |          |        | Other Type Share            |          |          |        |
| Plant & Machineries            | 0.00     | 165.50   | 165.50 | Capital                     | 0.00     | 0.00     | 0.00   |
| Motor Vehicles                 | 0.00     | 6.00     | 6.00   | Reserves & Surplus          | 0.00     | 0.00     | 0.00   |
| Office Automation Equipments   | 0.00     | 34.00    | 34.00  | Cash Subsidy                | 0.00     | 0.00     | 0.00   |
| Technical Knowhow Fees & Exp.  | 0.00     | 15.00    | 15.00  | Internal Cash Accruals      | 0.00     | 0.00     | 0.00   |
| Franchise & Other Deposits     | 0.00     | 0.00     | 0.00   | Long/Medium Term Borrowings | 0.00     | 600.31   | 600.31 |
| Preliminary& Pre-operative Exp | 0.00     | 5.00     | 5.00   | Debentures / Bonds          | 0.00     | 0.00     | 0.00   |
| Provision for Contingencies    | 0.00     | 16.50    | 16.50  | Unsecured Loans/Deposits    | 0.00     | 0.00     | 0.00   |
| Margin Money - Working Capital | 0.00     | 80.66    | 80.66  |                             |          |          |        |
| TOTAL                          | 0.00     | 800.41   | 800.41 | TOTAL                       | 0.00     | 800.41   | 800.41 |

# 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                    | s           | %                      |
| 1-2  | 6.71       | 9.39  | 16.71      | 24.00 | 0.00      | 100.00            | 6.71  | 0.00   | 6.71                  | 1.00        | 0.00                   |
| 2-3  | 9.28       | 11.63 | 25.99      | 18.00 | 0.00      | 100.00            | 9.28  | 0.00   | 9.28                  | 1.00        | 0.00                   |
| 3-4  | 11.89      | 13.95 | 37.88      | 12.00 | 0.00      | 100.00            | 11.89 | 0.00   | 11.89                 | 1.00        | 0.00                   |
| 4-5  | 14.44      | 16.26 | 52.32      | 6.00  | 0.00      | 100.00            | 14.44 | 0.00   | 14.44                 | 1.00        | 0.00                   |
| 5-6  | 16.94      | 18.54 | 69.26      | 0.00  | 0.00      | 100.00            | 16.94 | 0.00   | 16.94                 | 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 |
|---------|-------------------|------------|---------|------------------------|------------------|-----------------|---------------------|---------------------|-------|-------|------------------|-----------|-----------------------|---------------|
|         | Individual        | Cumulative | Overall |                        |                  |                 |                     | GPM                 | PBT   | PAT   | Net Contribution | P/V Ratio |                       |               |
|         | (Number of times) |            |         | (Number of times)      |                  | %               | %                   | %                   | %     | %     |                  | %         |                       |               |
| Initial |                   |            |         | 3.00                   | 3.00             |                 |                     |                     |       |       |                  |           |                       |               |
| 1-2     | 1.36              | 1.36       |         | 1.44                   | 1.44             | 3.18            |                     | 7.64%               | 4.65% | 3.09% | 567.95           | 13.08%    | 3.14                  | 1.04          |
| 2-3     | 1.65              | 1.50       |         | 0.69                   | 0.69             | 1.98            |                     | 8.18%               | 5.68% | 3.67% | 662.56           | 13.08%    | 3.29                  | 1.18          |
| 3-4     | 2.01              | 1.66       | 2.01    | 0.32                   | 0.32             | 1.33            |                     | 8.54%               | 6.44% | 4.11% | 757.21           | 13.08%    | 3.30                  | 1.34          |
| 4-5     | 2.43              | 1.83       |         | 0.11                   | 0.11             | 0.94            |                     | 8.78%               | 6.99% | 4.44% | 851.86           | 13.08%    | 3.23                  | 1.51          |
| 5-6     | 2.94              | 2.01       |         | 0.00                   | 0.00             | 0.69            |                     | 8.95%               | 7.40% | 4.68% | 946.51           | 13.08%    | 3.10                  | 1.92          |

# Project at a Glance

## BEP

|                                               |                  |
|-----------------------------------------------|------------------|
| BEP - Maximum Utilisation Year                | 5                |
| Cash BEP (% of Installed Capacity)            | 40.00%           |
| Total BEP (% of Installed Capacity)           | 43.38%           |
| IRR, PAYBACK and FACR                         |                  |
| Internal Rate of Return .. ( In %age )        | 27.28%           |
| Payback Period of the Project is ( In Years ) | 2 Years 3 Months |
| Fixed Assets Coverage Ratio ( No. of times )  | 13.989           |

# **Major Queries/Questions Answered in the Report?**

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

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

**9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Instant Tea Manufacturing plant ?**

**10. What are the requirements of raw material for setting up Instant Tea Manufacturing plant ?**

**11. Who are the Suppliers and Manufacturers of Raw materials for setting up Instant Tea Manufacturing Business?**

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**18. What are the Personnel (Manpower) Requirements for setting up Instant Tea Manufacturing Business?**

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# Tags

#Instant\_Tea, #Manufacturing\_of\_Instant\_Tea, #Manufacturing\_Process\_of\_Instant\_Tea, Production of Instant Tea Powder, Instant Tea Processing, Manufacturing of Instant Green Tea, Instant Tea Manufacturing Process Pdf, Process for Preparation of an Instant Tea Powder, Tea Manufacturing Process, Instant Tea Plant, Instant Tea Production, #Instant\_Tea\_Production\_Process, Instant Tea Manufacturing, Instant Tea Unit, Green Tea Manufacturing Process, How Green Tea is Made? #Green\_Tea\_Production, Green Tea Manufacturing, Green Tea Processing, Manufacturing and Production, Green Tea Processing, Green Tea Making Process, Production of Green Tea, How to Process Green Tea, Tea Production Plant, Production Process of Green Tea Extract, Manufacturing of Instant Green Tea, Tea Manufacturing Process, #Tea\_Powder\_Making\_Process, Instant Green Tea Preparation, #Black\_Tea\_Production, Black Tea, Tea Processing, Black Tea Processing, Black Tea Processing Pdf, Tea Manufacturing Process, Tea Manufacturing Process Flow Chart, Green Tea Processing, Tea Production, Process of Making Tea in Factory, Tea Manufacturing Process PPT, Black Tea Manufacturing Process, Black Tea Manufacture, Manufacture of Black Tea, Instant Tea Manufacturing Plant, #Plan\_for\_Setting\_up\_Instant\_Tea\_Manufacturing\_Business, How to Start Instant Tea Processing Business in India, #Detailed\_Project\_Report\_on\_Instant\_Tea\_Production, Project Report on Instant Tea Production, Pre-Investment Feasibility Study on Black Tea Manufacture, Techno-Economic feasibility study on Green Tea Production, #Feasibility\_report\_on\_Instant\_Tea\_Production, Free Project Profile on Green Tea Production, Project profile on Green Tea Production, Download free project profile on Instant Tea Production

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**Business Opportunities in Instant**  
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