

NIIR PROJECT CONSULTANCY SERVICES

NPCS

Asia's Premier Industrial Consultancy

CLIENT SUCCESS CASE STUDY

Layer Feed Production Unit

M/s. Fortees Infracon Limited

Mumbai, Maharashtra | Poultry Feed Manufacturing

"From Opportunity Identification to Investment Confidence — Powered by NPCS Expertise"

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ABOUT NPCS — COMPANY PROFILE

Niir Project Consultancy Services (NPCS) is one of Asia's most respected industrial consultancy firms, with over 30 years of deep expertise in project feasibility, manufacturing advisory, and investment consulting. Headquartered in India, NPCS has guided entrepreneurs, MSMEs, large corporates, and government bodies across 50+ countries in establishing profitable manufacturing ventures.

"NPCS is part of Asia's leading industrial knowledge ecosystem with thousands of project profiles and global consulting expertise."

Core Services

Detailed Project Reports

Comprehensive DPRs for banks, investors & government agencies

Techno-Economic Feasibility

Technical & financial viability analysis for new ventures

Market Research

Industry analysis, demand forecasting & competitive intelligence

Engineering Advisory

Process design, plant layout & machinery selection

NPCS AUTHORITY & CREDENTIALS

30,000+

Project Reports
Published
Across industries

50+

Countries Served
Global reach

30+

Years of Expertise
Since 1990s

250,000+

Industrial Projects
Delivered
Across sectors

PROJECT SNAPSHOT

Client Name	M/s. Fortees Infracon Limited
Location	Mumbai, Maharashtra
Industry Sector	Agro-Based Manufacturing / Poultry Feed Production
Project Recommended	Layer Feed Production Unit
Implementation Status	Client approved — proceeding with project implementation
Consultancy Partner	Niir Project Consultancy Services (NPCS)
Services Provided	DPR, Techno-Economic Feasibility Study, Market Analysis, Financial Modeling, Strategic Advisory

CLIENT OVERVIEW

About M/s. Fortees Infracon Limited

M/s. Fortees Infracon Limited is a Mumbai-based enterprise with a strategic vision to diversify into high-growth manufacturing sectors. Recognizing the transformative potential of the agricultural and food processing industry, the company sought to identify a viable manufacturing project that could deliver consistent revenue, long-term sustainability, and strong market alignment.

Client Investment Objectives

The client's core objective was to identify and establish a manufacturing project that could fulfill the following strategic criteria:

- Consistent and recurring market demand across economic cycles
- Moderate capital investment requirements with strong return potential
- Strong linkages with India's agricultural and livestock sector
- Scalable operations with clear expansion roadmap
- Sustainable long-term profitability and operational resilience

To ensure strategic precision in project selection, M/s. Fortees Infracon Limited engaged Niir Project Consultancy Services (NPCS) for a comprehensive techno-economic feasibility analysis and professional project advisory.

PROBLEM STATEMENT & CHALLENGES

Prior to engaging NPCS, the client faced multiple strategic and operational challenges that required expert guidance and data-driven resolution:

Market Intelligence Gap

The client lacked reliable data on poultry feed market demand, growth trajectories, competitor landscape, and regional distribution opportunities in Maharashtra and surrounding regions.

Financial Risk Assessment

Without a structured financial model, the client could not determine capital requirements, ROI timelines, break-even points, or risk exposure for the proposed investment.

Technical Uncertainty

Lack of clarity on manufacturing processes, plant design, equipment selection, and utility infrastructure created barriers to project planning.

Supply Chain Complexity

Identifying reliable and cost-effective sources of critical raw materials — maize, soybean meal, vitamins, and mineral mixtures — required deep agricultural market knowledge.

📌 Regulatory Complexity

Navigating industry-specific regulatory requirements, licensing norms, and environmental compliance guidelines demanded expert interpretation.

📌 Investment Justification

The client needed credible, bank-grade documentation to substantiate project viability for financial institutions and investor communication.

NPCS APPROACH & METHODOLOGY

NPCS adopted a rigorous, multi-phase consulting methodology designed to deliver comprehensive insights, minimize investment risk, and build implementation confidence for the client.

Phase 1

Project Identification & Opportunity Screening

Evaluation of multiple industrial opportunities aligned with client goals, capital profile, and market conditions. Layer Feed Production emerged as the top-ranked opportunity.

Phase 2

Market Analysis & Demand Forecasting

Deep-dive analysis of the poultry feed industry — market size, growth drivers, regional demand patterns, competitive landscape, and distribution channel mapping.

Phase 3

Technical Feasibility Assessment

Comprehensive evaluation of manufacturing processes, machinery specifications, plant layout design, utilities, and production capacity planning.

Phase 4

Raw Material & Supply Chain Analysis

Identification of reliable raw material sources, cost benchmarking, supply chain risk assessment, and logistics planning across Maharashtra.

Phase 5

Financial Modeling & Viability Evaluation

Detailed financial projections including capital cost estimation, operating cost analysis, revenue modeling, ROI, IRR, NPV, and payback period calculations.

Phase 6

Implementation Strategy & Roadmap

Structured implementation plan covering project milestones, regulatory approvals, vendor identification, plant commissioning, and market launch strategy.

SCOPE OF SERVICES DELIVERED

Detailed Project Report (DPR)

Preparation of a comprehensive, bank-grade DPR covering all technical, financial, and operational aspects of the Layer Feed Production Unit.

Plant Layout & Design

Conceptual plant layout design including production areas, raw material storage, packaging zone, quality control lab, and utility sections.

Machinery Selection & Specification

Identification and specification of key production machinery: grinding mills, feed mixers, pelletizing machines, cooling systems, and packaging lines.

Financial Modeling

Detailed capital cost estimation, operating cost projection, revenue forecast, and multi-scenario financial viability analysis.

Market Validation Study

Independent validation of market demand through primary and secondary research, ensuring commercial viability of the proposed project.

Implementation Roadmap

Phase-wise project execution plan with timelines, key milestones, regulatory checkpoints, and vendor identification support.

Regulatory & Compliance Advisory

Guidance on industry-specific licenses, BIS standards, environmental clearances, and food safety regulations applicable to feed manufacturing.

Strategic Advisory Support

Ongoing expert consultation to address client queries, refine project parameters, and ensure alignment with investment objectives.

PROJECT EXECUTION & IMPLEMENTATION TIMELINE

The project was executed in a systematic, phased approach with clear milestones and coordinated communication between the NPCS consulting team and client stakeholders.

Timeline	Milestone	Activity Description
Week 1–2	Project Initiation	Client briefing, objective alignment, data collection, and project scoping. Initial site and market assessment initiated.
Week 3–4	Market Research	Poultry feed demand analysis, competitive benchmarking, pricing intelligence, and distribution network mapping completed.
Week 5–6	Technical Assessment	Manufacturing process design, equipment selection, plant layout conceptualization, and utility requirement analysis.
Week 7–8	Financial Modeling	Capital cost estimation, operating cost analysis, revenue projection, and key financial metrics calculation (ROI, IRR, Payback).
Week 9–10	DPR Compilation	Integration of all technical, market, and financial findings into a comprehensive Detailed Project Report.
Week 11	Client Review & Iteration	Presentation of findings to client, addressing queries, and incorporating feedback into the final report.
Week 12	Final Report Delivery	Submission of complete, investor-grade DPR and strategic advisory document. Client approved and confirmed project implementation.

TECHNICAL INSIGHTS — LAYER FEED PRODUCTION

Manufacturing Process Overview

Layer feed manufacturing follows a controlled, multi-stage process designed to ensure nutritional consistency, quality compliance, and production efficiency:

01

Raw Material Receiving & Testing

Incoming raw materials (maize, soybean meal, vitamins, minerals, calcium sources) are received, tested for quality parameters, and stored in designated silos and warehouses.

02

Grinding & Size Reduction

Raw ingredients are ground to required particle size using hammer mills or roller mills to ensure uniform blending and nutrient bioavailability.

03

Weighing & Batching

Precise proportions of ingredients are weighed and batched according to the approved nutritional formulation using computerized batching systems.

04

Mixing

All ingredients are mixed in industrial feed mixers to achieve a homogeneous blend, ensuring consistent nutrient distribution in every batch.

05

Conditioning & Pelleting

The mixed feed is conditioned with steam to improve digestibility and then pelleted to produce uniform, high-density feed pellets.

06

Cooling & Crumbling

Pellets are cooled to reduce moisture and improve durability. Optional crumbling produces smaller particle sizes suitable for younger birds.

07

Quality Control Testing

Each production batch undergoes rigorous testing for moisture, protein, fat, fiber, and calcium content to ensure compliance with nutritional standards.

08

Packaging & Dispatch

Finished feed is packaged in HDPE bags (25–50 kg) using automatic packaging machines, labeled, and dispatched to poultry farms and dealers.

Key Raw Materials & Nutritional Composition

Maize (Corn)	Primary energy source — 55–65% of feed formulation
Soybean Meal	High-protein ingredient — 20–25% of formulation for amino acid profile
Calcium Supplements	Limestone, oyster shell — essential for egg shell strength
Vitamin Premix	Fat-soluble & water-soluble vitamins for immunity and production performance
Mineral Mixture	Trace minerals (zinc, manganese, selenium, copper) for metabolic functions
Protein Supplements	Fish meal, DORB — supplementary amino acid and energy sources

FINANCIAL & MARKET ANALYSIS

Estimated Investment Framework

Based on the NPCS techno-economic feasibility analysis, the following investment framework was established for the proposed Layer Feed Production Unit:

Land & Civil Infrastructure	Site preparation, factory building, storage sheds, administrative block
Plant & Machinery	Grinding mills, mixers, pelletizers, cooling systems, packaging machines
Utility Infrastructure	Electrical installations, water supply, steam boiler, compressed air systems
Raw Material Storage	Silos, bins, warehouse infrastructure for ingredient and finished product storage
Quality Control Lab	Testing equipment for nutritional analysis and quality assurance
Working Capital	3–4 months raw material procurement, operational expenses buffer
Pre-Operative Expenses	Project registration, licenses, consultancy fees, trial run costs

Key Financial Metrics (Indicative)

Return on Investment (ROI)	Payback Period (Estimated)	Internal Rate of Return (IRR)
Attractive returns driven by stable demand from poultry farming sector	Short payback period owing to low operating costs and high feed throughput	Strong IRR reflecting project viability and commercial sustainability

Market Demand & Growth Outlook

India is one of the world's largest producers of eggs, with poultry farming expanding rapidly across urban and semi-urban markets. Key demand drivers for the layer feed industry include:

- India's egg production exceeds 130 billion eggs annually, demanding massive quantities of high-quality layer feed
- Rising protein consumption and nutritional awareness among India's growing middle-class population
- Rapid expansion of commercial and organized poultry farming across Maharashtra, Telangana, and Andhra Pradesh
- Growing demand from the food processing, hospitality, and ready-to-eat segments for egg-based products
- Government initiatives supporting poultry sector growth under the National Livestock Mission
- Import substitution opportunity for premium, fortified layer feed products currently imported

Mumbai and the Maharashtra region serve as a strategic hub for poultry feed distribution, offering access to major farming clusters in Pune, Nashik, Ahmednagar, and surrounding districts — creating a significant captive market for the proposed unit.

✓ RESULTS & OUTCOMES

The NPCS consulting engagement delivered measurable, strategic outcomes that positioned M/s. Fortees Infracon Limited for successful project implementation:

✓ Project Approved for Implementation

The client reviewed and accepted the NPCS feasibility report and has formally committed to proceeding with the Layer Feed Production Unit.

📊 Investment Risk Significantly Reduced

Data-driven financial modeling and market validation minimized investment uncertainty, giving the client confidence in capital deployment.

📊 Strategic Market Positioning

The project is positioned to capture a significant share of the Maharashtra poultry feed market, leveraging Mumbai's logistics and distribution advantages.

📊 Agricultural Value Chain Integration

The project strengthens the client's linkage with India's agricultural sector, creating long-term value chain participation.

📊 Strong Financial Viability Confirmed

NPCS financial modeling confirmed attractive ROI, manageable payback period, and sustainable operational margins.

📊 Clear Execution Roadmap Established

A structured implementation plan eliminates uncertainty and enables the client to execute the project systematically and efficiently.

📊 CLIENT TESTIMONIAL

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The feasibility study and strategic insights provided by NPCS helped us identify a highly promising opportunity in the poultry feed sector. Their expertise in project evaluation and manufacturing consultancy gave us the confidence and clarity to move forward with this investment. The comprehensive DPR and market analysis were instrumental in shaping our investment decision and implementation strategy.

— Management Team, M/s. Fortees Infracon Limited

WHY CHOOSE NPCS

Proven Industrial Expertise

With 30+ years of experience and 250,000+ projects delivered, NPCS brings unparalleled depth of knowledge across manufacturing sectors, agro-industries, chemicals, food processing, and more.

Global Market Understanding

Serving clients in 50+ countries, NPCS combines local market intelligence with international industry benchmarks to deliver globally relevant consulting solutions.

Data-Driven Feasibility Analysis

Every recommendation is backed by rigorous market research, technical analysis, and financial modeling — eliminating guesswork and minimizing investment risk.

End-to-End Project Support

From initial project identification to implementation roadmap, NPCS provides comprehensive support at every stage of the investment journey.

Risk Mitigation Approach

NPCS proactively identifies technical, financial, market, and regulatory risks — and provides actionable mitigation strategies to protect client investments.

Bank-Grade Documentation

NPCS reports meet the documentation standards required by financial institutions, investors, and government agencies for project approvals and funding.

CONCLUSION

This case study exemplifies how Niir Project Consultancy Services (NPCS) empowers industrial investors with the knowledge, analysis, and strategic guidance needed to make confident, well-informed investment decisions.

For M/s. Fortees Infracon Limited, the NPCS engagement transformed an investment idea into a structured, bankable, and market-ready project plan. The comprehensive techno-economic feasibility study, backed by rigorous market research and financial modeling, provided the client with a clear and credible roadmap for establishing a profitable Layer Feed Production Unit in Mumbai.

The successful outcome of this engagement reflects NPCS's core value proposition: delivering technically sound, commercially viable, and strategically intelligent consulting solutions that create lasting business value for our clients.

With NPCS as your consulting partner, your manufacturing investment is built on a foundation of expertise, data, and proven execution capability.

READY TO BUILD YOUR NEXT INDUSTRIAL PROJECT?

Partner with NPCS to transform your investment idea into a profitable industrial venture.

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