

Entrepreneur India

106-E, Kamla Nagar, New Delhi-110007, India.

Tel: 91-11-23843955, 23845654, 23845886, +918800733955,

Mobile: +91-9811043595.

Email: npcs.ei@gmail.com ,info@entrepreneurindia.co

Website: www.entrepreneurIndia.co

Herbal Cosmetics (Shampoo, Conditioner, Face Wash, Body Wash, Massage Oil, Hair Oil, Face Cream, Massage Cream, Lip Balm)

Capacity:	Herbal Shampoo 250 ml Size Pack:2,400,000 Packs per annum Herbal Conditioner 250 ml Size Pack:
Plant and machinery cost:	52.00 Lakh
Working Capital:	0.00 Lakh
Rate of return(ROR):	35.00 %
Break Even Point (BEP):	33.00 %
TCI:	0.00 Lakh
Cost of Project:	5327.00 Lakh

Herbal Cosmetics, referred as Products, are formulated, using various permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to provide defined cosmetic benefits only, shall be called as “Herbal Cosmetics”. Herbal cosmetics are formulated, using different cosmetic ingredients to form the base in which one or more herbal ingredients are used to cure various skin ailments. The name itself suggests that herbal cosmetics are natural and free from all the harmful synthetic chemicals which otherwise may prove to be toxic to the skin.

The most common reasons for using traditional cosmetics are that it is more affordable, more closely corresponds to the patient’s ideology, allays concerns about the adverse effects of chemical (synthetic) chemicals, satisfies a desire for more personalized health care, and allows greater public access to health information. The major use of herbal cosmetics is for health promotion and therapy for chronic, as opposed to life-threatening, conditions. Furthermore, traditional cosmetics are widely perceived as natural and safe, that is, not toxic. This is not necessarily true, especially when herbs are taken with prescription drugs, over-the-counter medications, or other herbs, as is very common.

Indian consumers are increasingly transitioning towards herbal and natural offerings, especially in analgesics, cold, cough and allergy (hay fever) remedies and dermatologicals. More consumers are becoming health and hygiene conscious due to the prevailing health and wellness trend in the country. This is likely to hamper the herbal cosmetics market during the forecast period. Presently, herbal cosmetics are used for the treatment of skin and hair problems. These cosmetics have less side effects and are cost-efficient. Increase in trend of using herbal cosmetics with natural ingredients is projected to create opportunities in the herbal cosmetics market during the forecast period.

The Herbal Cosmetic industry in India has been developing in a faster pace. It is observing influx of many national and international brands. The demand for herbal cosmetic products is provoked by changing lifestyles of the consumers, growing awareness among them regarding the harm caused to their bodies after usage of chemical-based cosmetics products, and increasing concern among the population to look good. Further, it is anticipated that the Indian Herbal Cosmetic industry is expected to reach INR 316 Billion by 2022, growing at a CAGR of 19% over the forecasted period of 2017-2022. Entrepreneurs who invest in this project will be successful.

Few Indian major players are as under:

- Abdos Oils Pvt. Ltd.
- Absolute Aromatics Ltd.
- Anchor Health & Beauty Care Pvt. Ltd.
- Associated Industries Consumer Products Pvt. Ltd.
- Avon Beauty Products India Pvt. Ltd.
- Ayur Herbals Pvt. Ltd. (Transferred From Nct Of Delhi Andharyana)
- Bajaj Consumer Care Ltd.
- Cholayil Pvt. Ltd.
- Dabur India Ltd.
- Dey'S Medical Stores Pvt. Ltd.
- Gayatri Herbals Pvt. Ltd.
- J G Spices Ltd.

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