

# Entrepreneur India

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## Soft Drinks in Poly Pouches

<b>Capacity:</b>	5000 Pouch/ Day
<b>Plant and machinery cost:</b>	3.00 Lakh
<b>Working Capital:</b>	8.00 Lakh
<b>Rate of return(ROR):</b>	43.22 %
<b>Break Even Point (BEP):</b>	60.34 %
<b>TCI:</b>	19.00 Lakh
<b>Cost of Project:</b>	19.00 Lakh

Cold drinks are very popular among people of all ages. They are available in canteens, restaurants and hotels. Cold drinks in pouches are nowadays very common. These pouches may be available either as an aerated soft drink or juice based soft drink. The juice-based consists of nutritious fruit concentrate, carbonated water and sugar. India exports soft drinks and is the second largest exporter in the world. It has created good international market and also established bottling plants in New York, Kuwait, Oman, UAE, Malaysia, Sharjah etc. The consumption has increased at 17 % per annum and has tremendous prospects for an entrepreneur.

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, directory, 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 bureau, consultants and consultancy firms as one of the input in their research.

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