

Entrepreneur India

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Packaged Drinking Water

Capacity:	30,000 Thousand Nos./Annum or 1,00,000 Bottles /day
Plant and machinery cost:	105.00 Lakh
Working Capital:	0.00 Lakh
Rate of return(ROR):	44.00 %
Break Even Point (BEP):	63.00 %
TCI:	282.00 Lakh
Cost of Project:	282.00 Lakh

Bisleri, which pioneered the packaged drinking water business in India, catering to consumers need to have hygienic drinking water while on the move or even at home, is literally changing its colours and going for a makeover. The brand that was till now marketed as packaged drinking water will now be available in a natural avatar. The natural water segment, which accounts for about 5% of the total bottled water segment, is expected to grow by leaps and bounds as health awareness and disposable incomes rise. The bottled water industry is worth Rs. 1,000 crore in India and is growing at 40% per annum. It is projected to reach Rs. 5,000 crore by 2010. At present Himalaya leads the segment with a 50% market share. Any entrepreneur may go into this field, will be successful.

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