Rice Flakes from Broken Rice (Used in Beer Industry)

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<table>
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<td><strong>Capacity:</strong></td>
<td>3000 MT/annum</td>
</tr>
<tr>
<td><strong>Plant and machinery cost:</strong></td>
<td>72.00 Lakh</td>
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<tr>
<td><strong>Working Capital:</strong></td>
<td>0.00 Lakh</td>
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<tr>
<td><strong>Rate of return (ROR):</strong></td>
<td>26.00 %</td>
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<td><strong>Break Even Point (BEP):</strong></td>
<td>49.00 %</td>
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<td><strong>TCI:</strong></td>
<td>297.00 Lakh</td>
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<tr>
<td><strong>Cost of Project:</strong></td>
<td>297.00 Lakh</td>
</tr>
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Rice flakes are tasty flakes that are created using rice grains. The process for creating rice flakes involves parboiling the rice, then flattening the grains to produce a solid flake. There are a number of rice flake recipes used in Asian cuisine. Often in western countries, rice flakes are used to create cereals and different types of snacks. The creation of rice flakes begins with parboiled rice. This helps to soften the grain and prepare it for processing. Once the rice is tender, the cooked grains are rolled, and then flattened. The thickness of the flattened rice will depend on the amount of pressure that is applied which is then allowed to dry completely. The dried sheets are then run through another rolling process to create simple flakes. At this point in the process, the rice flakes may be packaged for use as a dry cereal, or used as an ingredient in recipes for a side dish, or used to create desserts or even snack foods. Rice flakes are known by several names such as flaked Rice, Beaten rice, Aval, Avalakki, Poha and Chiwda. Rice flake is one of the many traditional products in India. With this background, the CFTRI developed a process for improved Rice flaking. The improved process has the advantage of increase in yield and better quality products, besides economic utilization of by-products. Rice Flakes are produced from medium-grain rice and are widely used in brewing industry for clean and crisp beers. Rice Flakes can be used up to 40% of the total grist. Uses Rice Flakes are used as breakfast food. In India, rice flakes are famous by the names like poha/chiwda when cooked as breakfast meal. Rice flakes are mixed with milk when consumed as cereal. Wide application of Rice Flakes is in the application of beer industry to produce beer. One common use of rice flakes is to create a simple dessert that is somewhat similar to the rice pudding commonly served in Western countries. This approach involves adding milk and sugar to the rice flakes and allowing them to steep in the mixture for a short time. The consistency of the finished dish is somewhat like that of cooked oatmeal. Rice flakes can also be mixed with other dried grain flakes to create a tasty breakfast cereal. When combined with nuts and dried fruit, the rice flakes can also serve as a healthy snack alternative. A traditional dish using rice flakes is known as banhcom in Vietnam. Rice is harvested directly from the fields. Rather than parboiling, the rice is roasted and then flattened by hand using a mortar and pestle. This helps to remove the husk or hull of the rice grain. A range of spices is added to the flakes and the mixture is cooked long enough to allow the flavors to mingle. While rice flakes have traditionally been associated with food preparation in eastern countries, the flakes have become more readily available in the West in recent years. It is possible to purchase packaged rice flakes in most grocery stores and supermarkets that carry Asian foods. In addition, many health food stores carry rice flakes as both a cereal and a healthy ingredient for various types of vegetarian dishes. Market Survey Rice flakes from broken rice used in beer industries, which is cheap convenient and is an innovated concept. The product is used in beer industry which finds a prominent place in alcoholic beverages. It has an excellent domestic demand. In India about 32 beer units are registered with DGTD with a total installed capacity of the order of 132,200 Kilo Litres per year. The capacity utilization during the last few years has been around 156 percent. So, it has to be assessed that in the coming years the new unit may come up to production considering the 60% of the total licenses. Similarly demand is increasing day by day to meet the requirement of indigenous as well as export market. Formulations of beer manufacturing are done with the view of availability of the raw materials in that particular part of the World where the brewery is proposed to be established. In most of the parts of the world, barley is universal source of beer extraction. But, beers are manufactured from Chamomile flowers and powdered gingers etc. as well. The manufacturing processes and quality control measure can make the beer nutritious, energy packed and refreshing. Among all the alcoholic drinks beer has become so common. The Indian beer industry seems to be in upswing mode as 2006 seems to be the best year as far as the growth is considered. Last year there was a growth of 20% while in the last five years the industry registered a growth of 7 to 8% year on year basis. Industry analysts say tax and levies on beer are anticipated to fall over the next 2 to 3 years, driving down retail prices by 25 to 50%. The per capita
consumption of beer in India is very low as compared to other countries in Europe and America. At present
the per capita consumption is 0.7 litre per annum, but industry experts predict that this may rise to around
20 litres in the next 10 years. Considering the expected increase in consumption and the current growth
trends, the future of Indian beer market looks bright and seems set for continuous double digit growth in the
coming years. The demand and consumption pattern is entirely related to the scope of beer industry in
India. The market for flaked rice will predominantly consist of buyers from group especially of urban and
semi-urban areas. Even the people of low-income group can also buy as the products are directly
consumed along with jaggery and from coconut pieces by rural folk. BEER Presently, some 36 units are
manufacturing beer in India with an estimated output of 670 mn litres. In consumption, India holds the 29th
position with the annual consumption growing by 8% per year. Per capita consumption of beer is as low as
half-a-litre as against 128 litres in Germany, 129 litres in New Zealand and 116 litres in Denmark. Even
China has a per capita consumption of 20 litres. The Indian beer industry has shifted towards the strong
beer segment. The ratio in mild-strong beer has shifted from 66:34 in 1993-94 to 45:55. In the mild beer,
segment, Kingfisher, Golden Eagle and Royal Challenge are the main brands. In the strong beer segments
Haywards 5000, Haywards 2000, Knockout, Khajuraho are dominant. In the standard segment of over 55
mn cases, United Breweries has the lion's share. Few Major Players are as under:- Arlem Breweries Ltd.
[Erstwhile] East Coast Breweries & Distilleries Ltd. [Merged] Fosterâ€™s India Ltd. Haryana Breweries Ltd.
Ltd. Impala Distillery & Brewery Ltd. India Tourism Devp. Corp. Ltd. Indo Lowenbrau Breweries Ltd.
Breweries Ltd. Lilasons Industries Ltd. Malabar Breweries Ltd. [Merged] Mangalore Breweries & Distilleries
Distilleries Ltd. Mohan Meakin Ltd. Mohan Rocky Springwater Breweries Ltd. Mount Shivalik Breweries Ltd.
Alcobrew Ltd. United Breweries Ltd. Vinedale Distilleries Ltd. Winsome Breweries Ltd.

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