

**Mahua Alcoholic Beverage
Production.**

**Country Liquor Processing
Business.**

Introduction

Mahua longifolia is an Indian tropical tree found largely in the central and north Indian plains and forests. It is commonly known as mahua, mahwa or Iluppai.

Mahua is a common tree in deciduous forests of India, quite prominent in states of Andhra Pardesh, Bihar, Gujarat, Karnataka, Madhya Pradesh., Orissa, Rajasthan, Uttar Pradesh and West Bengal. Mahua flowers are in dense fascicles near end of the branches having 1.5 cm long fleshy cream coloured corolla tube and are scented. Flowering period of Mahua is from the month of March to May.

It is cultivated in warm and humid regions for its oleaginous seeds (producing between 20 and 200 kg of seeds annually per tree, depending on maturity), flowers and wood. The fat (solid at ambient temperature) is used for the care of the skin, to manufacture soap or detergents, and as a vegetable butter. It can also be used as a fuel oil. The seed cakes obtained after extraction of oil constitute very good fertilizer. The flowers are used to produce an alcoholic drink in tropical India. This drink is also known to affect the animals. Several parts of the tree, including the bark, are used for their medicinal properties. It is considered holy by many tribal communities because of its usefulness

As for liquor, mahua is a sacred drink for adivasis, and one of the world's best when distilled properly. Mahua flowers are rich in sugar (68-72%), in addition to a number of minerals and one of the most important raw materials for alcohol fermentation. The present investigation was for the development of a non-distilled alcoholic beverage from Mahua flowers.

Mahua (*Madhuca indica* J. F. Mel syn *Madhuca latifolia* Macb.) is a common tree in deciduous forests of India, quite prominent in states of Andhra Pradesh, Bihar, Gujarat, Karnataka, Madhya Pradesh., Orissa, Rajasthan, Uttar Pradesh and West Bengal. Mahua flowers are in dense fascicles near end of the branches having 1.5 cm long fleshy cream coloured corolla tube and are scented. Flowering period of Mahua is from the month of March to May.



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Mahua (*Madhuca indica*) has been used for liquor production, for centuries, by the tribals.

However, wine from mahua flower is not common. Fermentation conditions were standardized for mahua wine preparation. Wine made from different mahua germplasm showed no significant difference in terms of biochemical and sensory quality.

The liquor produced from the flowers is largely colourless, with a whitish tinge and not very strong. The taste is reminiscent of sake with a distinctive smell of mahua flowers. It is inexpensive and the production is largely done in home stills.

Uses of Mahua

The Mahua tree is a very important source of food for the Gonds and other tribes in Central and Western India. They are also used for making alcohol, vinegar, syrups and jams. Mahua oil is largely used in the manufacture of soaps, besides cooking. Mahua flowers and seeds have healing Power and Curative Properties, used in Bronchitis, Rheumatism, Diabetes, Piles, Arthritis, Problem of Breast Milk Secretion, Bleeding Gums, Tonsillitis, Eczema, and Skin Disorders. Mahua flowers are also considered good for cooling, and are used as a tonic and demulcent.

However an estimated 90 per cent of the production goes into brewing beverages. In traditional medicine, the flowers are used for a variety of purposes. An extract of the flowers is used for heart disease and to treat excessive vaginal discharge. This is also believed to be good for the eyes, TB, asthma, blood diseases, thirst and burning sensations. The flowers are also believed to be aphrodisiacs and to increase the quantity (but not necessarily the quality) of sperm.

Project at a Glance

Capacity : 1200000 Nos. Bottles/ Annum
(750 ml each Bottle)

Plant & Machinery : 29 Lakhs

Cost of Project : 134 Lakhs

Rate of Return : 40 %

Break Even Point : 67 %

Major Queries/Questions Answered in the Report?

- 1. What is Liquor From Mahua Flowers industry ?**
- 2. How has the Liquor From Mahua Flowers industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of a Liquor From Mahua Flowers Plant ?**
- 4. What are the requirements of Working Capital for setting up a Liquor From Mahua Flowers plant ?**

- 5. What is the structure of the Liquor From Mahua Flowers Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Liquor From Mahua Flowers plant ?**
- 7. What are the operating costs for setting up a Liquor From Mahua Flowers plant ?**
- 8. What are the machinery and equipment requirements for setting up a Liquor From Mahua Flowers plant ?**

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Liquor From Mahua Flowers plant ?**
- 10. What are the requirements of raw material for setting up a Liquor From Mahua Flowers plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up a Liquor From Mahua Flowers plant ?**
- 12. What is the Manufacturing Process and Formulations of a Liquor From Mahua Flowers plant ?**

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- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Liquor From Mahua Flowers” provides an insight into the Liquor From Mahua Flowers market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Liquor From Mahua Flowers project. The report assesses the market sizing and growth of the Indian Liquor From Mahua Flowers Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Liquor From Mahua Flowers sector in India along with its business prospects. Through this report we have identified Liquor From Mahua Flowers project as a lucrative investment avenue.

Tags

Mahua Flowers Liquor, Alcoholic Drink Mahuwa, Mahua Alcoholic Beverage Preparation, Mahua Country liquor, How to prepare Mahua liquor, production of liquor from mahua flower, fermentation process for alcoholic beverage production from mahua, Beverage Production, Alcoholic Beverage Production, Alcoholic Beverage Manufacturing, Mahua Alcoholic Beverage, Project Report on Alcohol from Mahua Flower, Process for Production of Alcoholic Beverage from Mahua Flower, Project Report on Mahua Flowers Liquor, Liquor from Mahua Flowers, Mahua Flower Wine, Mahua Fermentation, Mahua Beer, Liquor from Mahua Flower Manufacturing Plant, Fermentation Process for Production of Alcoholic Beverage from Mahua, Production of Alcohol, Alcoholic Drink Mahuwa, Country Liquor Manufacturing Plant, Country Liquor Project Report, Country Liquor in India, Alcoholic Beverage, Project Report on Country Liquor, Liquor Bottling Plant, Country Liquor Manufacturing Process, Making Desi Daru, How to Make Mahua Liquor, Mahua Liquor Process, Madhuca Longifolia, Mahwa or Lluppai, Alcoholic Beverage Production From Mahua, Beverage Production, Mahua Flower Alcohol, Project Report on Wine from Mahua Flowers, Central Indian Liquor Made of Flowers, Mahua Alcoholic Beverage Processing Project Ideas, Projects on Small Scale Industries, Small Scale Industries Projects Ideas, Secret to Making Money by Starting Small Business, Small Business Ideas with Small Capital,

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We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)



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Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Contact us

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