

Production of Pulpy Fruit Drinks.

**Fruit Juice with Fruit Pulp
Manufacturing Business.**

**Fruit Beverages & Drinks
Processing Project.**



Introduction

The Indian juice industry was pegged at US\$3.5 billion in 2012 and is estimated to reach US\$21.14 billion by 2018. The per capita consumption of fruit juice-based beverage is 45 litre in Germany, 42.5 litre in Switzerland and 39 litre in the US. In India, the per capita consumption is just 20 ml, which is negligible compared to other countries. Hence, there exists huge untapped potential in this segment. Shift in consumer preference towards non-carbonated fruit beverages, raising concern over obesity and other health issues, a change in lifestyle, affordability and availability of packaged juices are some of the reasons behind the rise of the packaged fruit juice market.

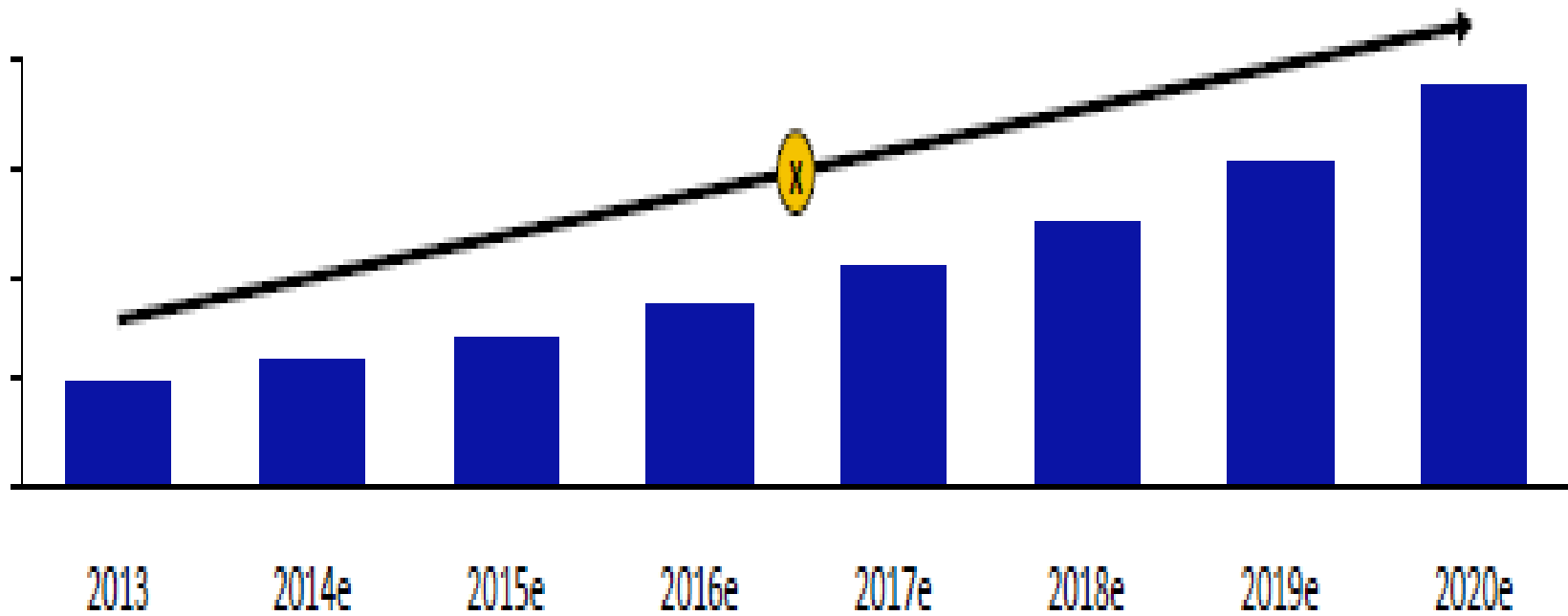
The packaged fruit juices market can be divided into three sub-categories: fruit drinks, juices, and nectar drinks. Fruit drinks, which have a maximum of 30 per cent fruit content, are the highest-selling category, with a 60 per cent share of the market.


The current market size for the fresh fruit juice business in India is around 3200 crore. The market is estimated to grow at the rate of 25%-30%, owing to factors like urbanization, increasing disposable income and entry of organized players into the market.



Market Size and Growth – Packaged Juice

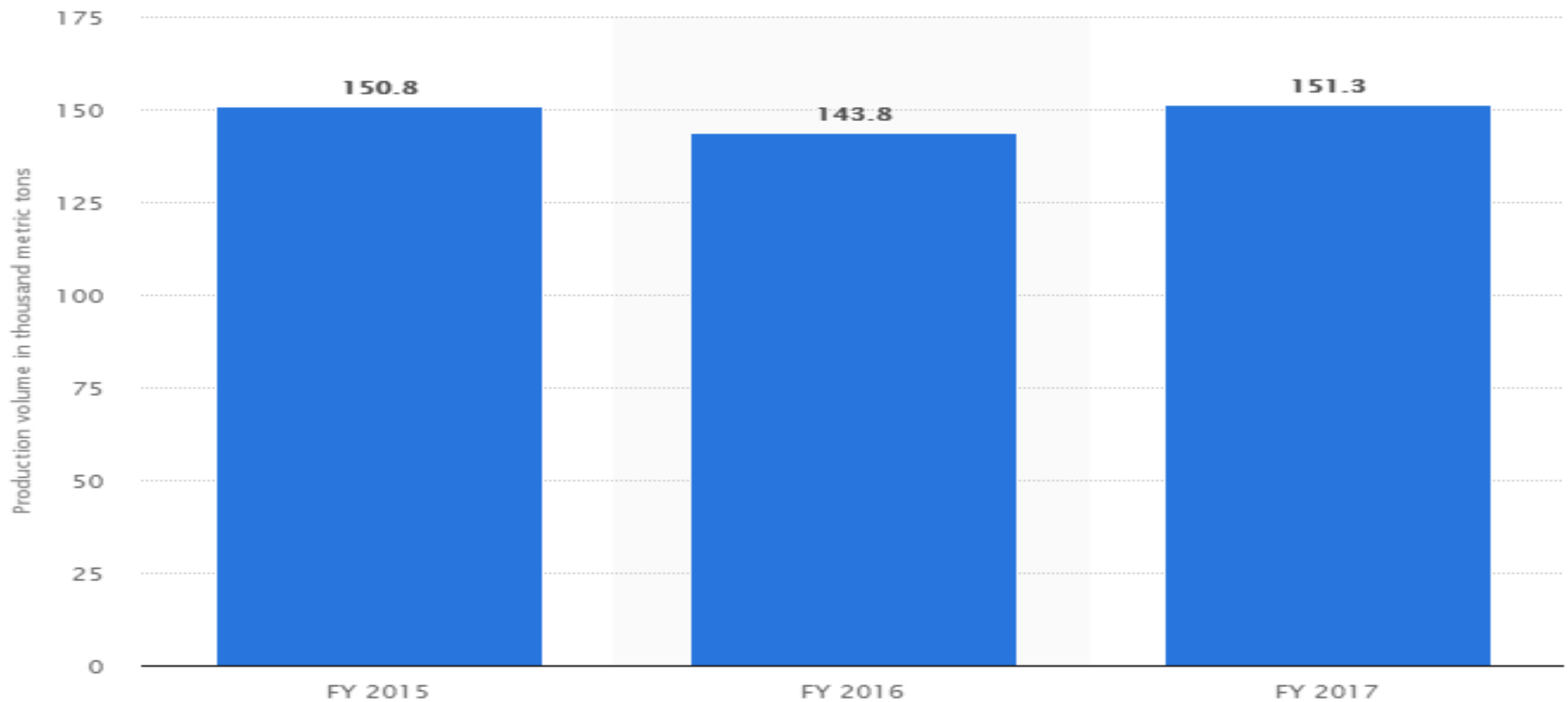
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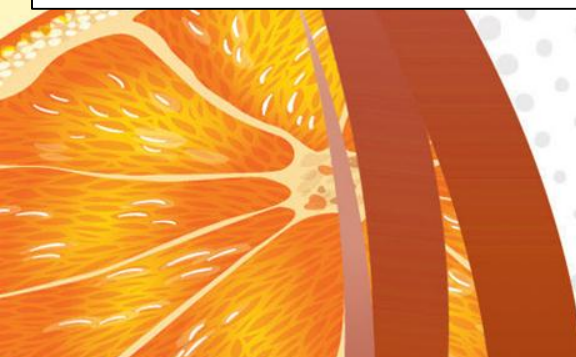
The pulp and fruit juice production volume amounted to 151.3 thousand metric tons in the country during fiscal year 2017, up from 143.8 thousand metric tons in fiscal year 2016.

**Production Volume of Pulp and Fruit Juice across
from FY 2015 to FY 2017 (in 1, 000 metric tons)**



Global Fruit Juice Market

Fruit juices have today become an essential part of human diet and are preferred by all the age groups as they are a good source of instant energy and vital nutrients. Fruit juices can be easily obtained by extracting the pulp of fruits and are generally consumed as a beverage or may be used for flavouring in foods. The global market for fruit juice and nectars was worth 44 Billion Litres in 2015 and is further expected to reach a volume of 50 Billion Litres by 2021.



Fruit juice market represents one of the fastest growing sectors and is currently evolving at a fast pace. The global fruit juice market is gaining impetus due to a number of factors. Rising dietary and health concerns among consumers is one the key factors giving a push to the global fruit juice market. Owing to the high nutritional content and refreshing attributes of fruit juices, there has been a major shift in consumer preferences from carbonated drinks to the non-carbonates and natural beverages like fruit juices. Several other factors like population growth, rising disposable incomes, product innovations, premiumisation and growing demand from emerging markets are also inducing the growth of the global market for fruit juices.

Fruit Juices and Concentrates

Demand : Past and Future

Year	(Rs. in Billion)
1990-91	0.22
2000-01	5.75
2001-02	6.25
2002-03	7.75
2003-04	9.10
2004-05	10.70
2005-06	12.75
2006-07	15.25
2007-08	18.00
2008-09	20.75
2009-10	24.00
2010-11	27.45
2011-12	31.10
2012-13	35.00
2013-14	37.50
2014-15	43.00
2015-16	46.87
2016-17	51.09
2017-18	55.69
2018-19	60.70
2019-20	66.16
2024-25	99.48

The global demand for tropical fruit juices has been increasing for the past few years. Sweet aromatic taste of mango is the major factor driving the growth of mango fruit juice market. Rising health concerns and amount of nutrition in fruit juices successfully influenced the growth of mango juice market. Europe is the major consumer of fruit juices which comprises more than 20% consumption of mango juice in Europe of which more than 50% consumed in United Kingdom. Countries in Asia, South America and Africa are the major producer of mango and major exporters to North America and Europe.

Major producers are responsible for more than 90% domestic consumption. Mango beverages are one of the fastest growing fruit juice categories, which are outpacing the carbonated drinks in terms of volume growth. Mango Fruit juices are majorly known for its taste and acquire largest market in Asian countries such as China, India and Indonesia.

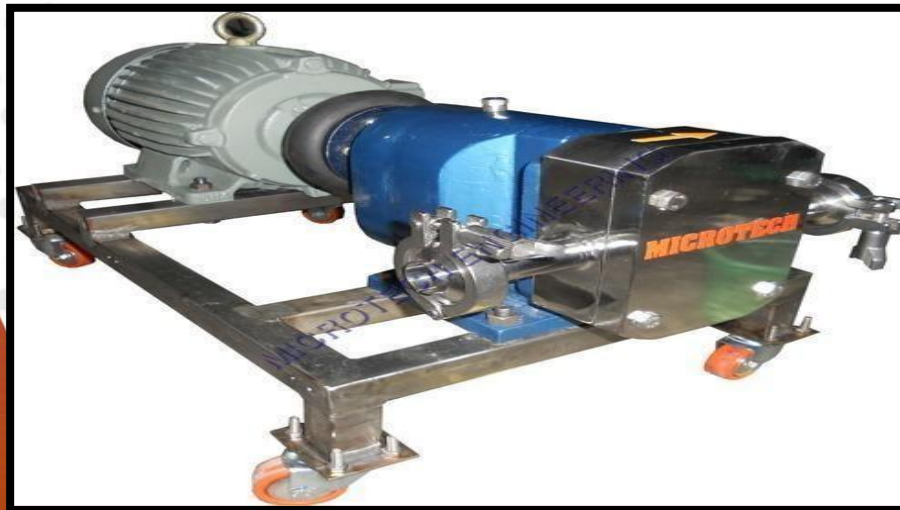
Machinery Photographs



FRUIT WASHING MACHINE



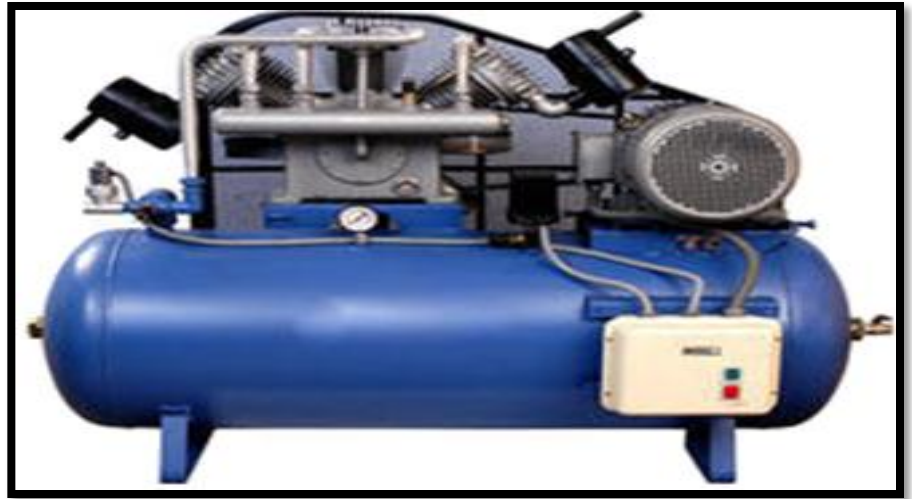
TWIN PULPER



SUGAR SYRUP TRANSFER PUMP



TRANSFER PUMP TO HOMOGINISER



AIR COMPRESSOR



JUICE PASTEURISER



Few Indian Major Players are as under

- **Capricorn Food Products India Ltd.**
- **Dabur Foods Ltd.**
- **Foods & Inns Ltd.**
- **Maa Fruits India Pvt. Ltd.**
- **Surya Fresh Foods Ltd.**
- **Manpasand Beverages Ltd**

Project at a Glance

PROJECT AT A GLANCE

(` in lacs)

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	270.00	270.00	Capital	0.00	261.70	261.70
Buildings	0.00	262.75	262.75	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	310.93	310.93	Other Type Share			
Motor Vehicles	0.00	8.00	8.00	Capital	0.00	0.00	0.00
Office Automation Equipments	0.00	38.00	38.00	Reserves & Surplus	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	15.00	15.00	Cash Subsidy	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Internal Cash Accruals	0.00	0.00	0.00
Preliminary & Pre-operative Exp	0.00	3.00	3.00	Long/Medium Term Borrowings	0.00	785.09	785.09
Provision for Contingencies	0.00	30.00	30.00	Debentures / Bonds Unsecured			
Margin Money - Working Capital	0.00	109.11	109.11	Loans/Deposits	0.00	0.00	0.00
TOTAL	0.00	1046.79	1046.79	TOTAL	0.00	1046.79	1046.79

Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS	Per Share		Per Share	Per Share		%		No.of Times	%
1-2	5.68	8.84	15.68	24.00	0.00	100.00	5.68	0.00	5.68	1.00	0.00
2-3	8.63	11.38	24.30	18.00	0.00	100.00	8.63	0.00	8.63	1.00	0.00
3-4	11.52	13.92	35.83	12.00	0.00	100.00	11.52	0.00	11.52	1.00	0.00
4-5	14.33	16.42	50.15	6.00	0.00	100.00	14.33	0.00	14.33	1.00	0.00
5-6	17.01	18.84	67.17	0.00	0.00	100.00	17.01	0.00	17.01	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / Equity - Deposits Debt	Equity as- Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contribution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.30	1.30		1.53	1.53	2.29		20.26%	10.71%	7.37%	1132.34	56.17%	1.51	1.06
2-3	1.62	1.46		0.74	0.74	1.31		22.64%	14.69%	9.60%	1160.00	49.32%	1.61	1.32
3-4	2.00	1.62	2.00	0.33	0.33	0.77		24.25%	17.51%	11.22%	1321.88	49.18%	1.63	1.66
4-5	2.45	1.80		0.12	0.12	0.47		25.34%	19.52%	12.40%	1483.76	49.07%	1.57	2.05
5-6	2.99	2.00		0.00	0.00	0.29		26.06%	20.95%	13.25%	1645.64	48.98%	1.49	3.23

Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	52.70%
Total BEP (% of Installed Capacity)	55.60%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	26.82%
Payback Period of the Project is (In Years)	2 Years 3 Months
Fixed Assets Coverage Ratio (No. of times)	5.306

Major Queries/Questions Answered in the Report?

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

- 5. What is the structure of the Pulpy Fruit Drinks Manufacturing Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Pulpy Fruit Drinks Manufacturing Business?**
- 7. What are the operating costs for setting up Pulpy Fruit Drinks Manufacturing plant ?**
- 8. What are the machinery and equipment requirements for setting up Pulpy Fruit Drinks Manufacturing plant ?**

9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Pulpy Fruit Drinks Manufacturing plant ?

10. What are the requirements of raw material for setting up Pulpy Fruit Drinks Manufacturing plant ?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Pulpy Fruit Drinks Manufacturing Business?

12. What is the Manufacturing Process of Pulpy Fruit Drinks?

- 13. What is the total size of land required for setting up Pulpy Fruit Drinks Manufacturing plant ?**
- 14. What will be the income and expenditures for Pulpy Fruit Drinks Manufacturing Business?**
- 15. What are the Projected Balance Sheets of Pulpy Fruit Drinks Manufacturing plant ?**
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- 17. What is the Built up Area Requirement and cost for setting up Pulpy Fruit Drinks Manufacturing Business?**

18. What are the Personnel (Manpower) Requirements for setting up Pulpy Fruit Drinks Manufacturing Business?

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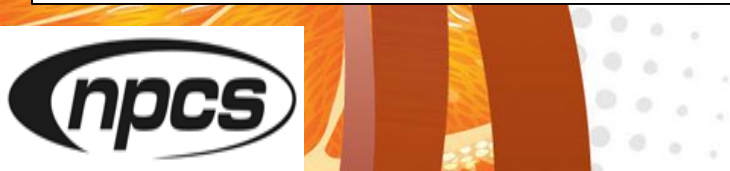
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Reasons for Buying our Report:

- **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 Pulpy Fruit Drinks” provides an insight into Pulpy Fruit Drinks market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Pulpy Fruit Drinks project. The report assesses the market sizing and growth of the Indian Pulpy Fruit Drinks 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 Pulpy Fruit Drinks sector in India along with its business prospects. Through this report we have identified Pulpy Fruit Drinks project as a lucrative investment avenue.

Tags

Processing of Pulpy Fruit Juice, Pulpy Fruit Juice, Fruit Juice Plant, Juice Making Plant, Fruit Juice Industry, Fruit Juice Processing Plant, Extraction of Mango Juice, Fruit Processing, Fruit Juice Processing Unit, Juice Processing Plant, Fruit Juice Processing, How to Start Fruit Juice Production Business, Fruit Juice Production, Business Idea in Beverages Industry, Juice Production, Fruit Juice Manufacture, Commercial Fruit Juice Production Plant, Juice Processing Plant, Production and Packaging of Fruit Juice, Fruit Juice Production Plant, Pulpy Fruit Juice Production Industry, Production of Fruit Juice, How to Start Fruit Juice Manufacturing Business, Production of Pulpy Fruit Drinks, Production of Pulpy Juice, Manufacturing Business of Pulpy Fruit Juice, How to Start Production of Pulpy Juices, Pulpy Fruit Juice Manufacture, How to Start Pulpy Fruit Juice Production Factory, Production of Fruit Juice with Pulp, Juice Manufacturing Plant, How to Start Juice Factory, Fruit Juice Industry, Pulpy Fruit Drinks, Pulpy Fruit Juice, Commercial Pulpy Fruit Juice Processing, Processing of Fruit Beverages, Fruit Juice Production Process, How to Start Pulp Juice Production,

Fruit Pulp Processing Plant, Beverages Processing Plant, Pulp Processing Plant, Starting a Fruit Juice Business, Fruit Juice Manufacturing Unit, Pulp and Juice Production, Juice Making Plant, Fruit Juice Production project ideas, Projects on Small Scale Industries, Small Scale Industries Projects Ideas, Production of Pulpy Fruit Juice with Packaging, Manufacturing Business of Fruit Juice Packaging, How to Start Fruit Juice Packaging Business, How To Start a Fruit Juice Manufacturing and Packaging Industry, How to Start Fruit Juice Business, Starting Fruit Juice Production and Packaging Business, How to Start and Successful Juicing Business, Pulpy Fruit Juice Making Business, Fruit Juice Business Ideas, Pulpy Fruit Juice Processing Based Small Scale Industries Projects, Project profile on small scale industries,

How to Start Fruit Juice Production Industry in India, Fruit Juice Production Projects, New project profile on Fruit Juice Production industries, Project Report on Pulpy Fruit Juice Processing Industry, Detailed Project Report on Pulpy Fruit Juice Processing, Project Report on Fruit Juice Production, Pre-Investment Feasibility Study on Fruit Juice Production, Techno-Economic feasibility study on Fruit Juice Production, Feasibility report on Pulpy Fruit Juice Processing, Free Project Profile on Pulpy Fruit Juice Processing, Project profile on Pulpy Fruit Juice Processing, Download free project profile on Fruit Juice Production, Ready to Serve Fruit Beverages, What is RTS Beverages?, Production and Packaging of Non-Carbonated Fruit Juices, Beverage Technology, RTS Fruit Juice & Beverages

**Niir Project Consultancy Services (NPCS)
can provide Detailed Project Report on
Production of Pulpy Fruit Drinks.**

**Fruit Juice with Fruit Pulp Manufacturing
Business.**

**Fruit Beverages & Drinks Processing
Project.**

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Our Team has simplified the process for you by providing a "Free Instant Online Project Identification & Selection" search facility to identify projects based on multiple search parameters related to project costs namely: Plant & Machinery Cost, Total Capital Investment, Cost of the project, Rate of Return% (ROR) and Break Even Point % (BEP). You can sort the projects on the basis of mentioned pointers and identify a suitable project matching your investment requisites.....[Read more](#)

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Reports:

▪ Detailed Project Reports

NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the 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**

The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,

Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

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](#)



Contact us

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Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.



We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.



What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*

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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