

Start Your Own Craft Brewery or Distillery (Startup).



Production of Craft Beer.

**Microbrewery, Pubbrewery, Brew Pub Beer, Beer
Manufacturing Plant.**





Introduction

Craft beer is a type of beer brewed in a traditional manner and usually produced in smaller quantities than that of the conventional beer. The production of craft beer generally takes place in regional craft breweries and microbreweries dedicated intensively for craft beer production. The global craft beer market is primarily dominated by the Americas and Europe, with the US being the largest craft beer country-specific market both in terms of volume and revenue. Craft beers are characterized by various innovative and exotic flavors.

Craft beers and microbreweries are niche concepts in India which have been growing for past few years and are beginning to take shape now. They are mushrooming in many parts of the country. This is an emerging trend that is certainly attracting middle class Indians, particularly in urban areas. The craft beer market in India is pegged at Rs. 280 crore and may grow to Rs. 4,400 crore by 2020.

The big names in the craft beer business including Gateway Brewing Co. (Mumbai), Doolally (Pune/Mumbai), Effingut Brewerkz (Pune), TJ (Pune), The Barking Deer (Mumbai), The White Owl (Mumbai), Irish Village (Pune) and Brewbot (Mumbai)

Craft beer is beer the way it was meant to be, the way it was brewed about a hundred years ago. It is made fresh with all natural ingredients and zero chemical or preservative additions. The Indian craft beer industry greatly benefits from the frequent foreign travel that is a part of our IT sector.



Craft beer is a beer that is brewed by a small, independent, and traditional brewer. Craft beer is getting more popular in different parts of the world with local and international brewers expanding their network and offering exciting new flavors and tastes. The rising consumer preference for low alcohol by volume (ABV) beer is the main reason for the significant growth of the global craft beer market. As consumers are positively responding and appreciating new styles of flavors of craft beer, the industry will grow rapidly with more players entering the market rapidly. With the use of premium quality raw materials and advanced brewing techniques, brewers have been successful in attracting consumers towards craft beer from mainstream beer.

Beer

Demand : Past and Future

Year	(In '000 Kilolitre)
1990-91	201
2000-01	528
2001-02	565
2002-03	632
2003-04	676
2004-05	723
2005-06	780
2006-07	1150
2007-08	1300
2008-09	1500
2009-10	1688
2010-11	1851
2011-12	1950
2012-13	1990
2013-14	2048
2014-15	2150
2015-16	2268
2016-17	2393
2017-18	2527
2018-19	2665
2019-20	2812
2024-25	3760

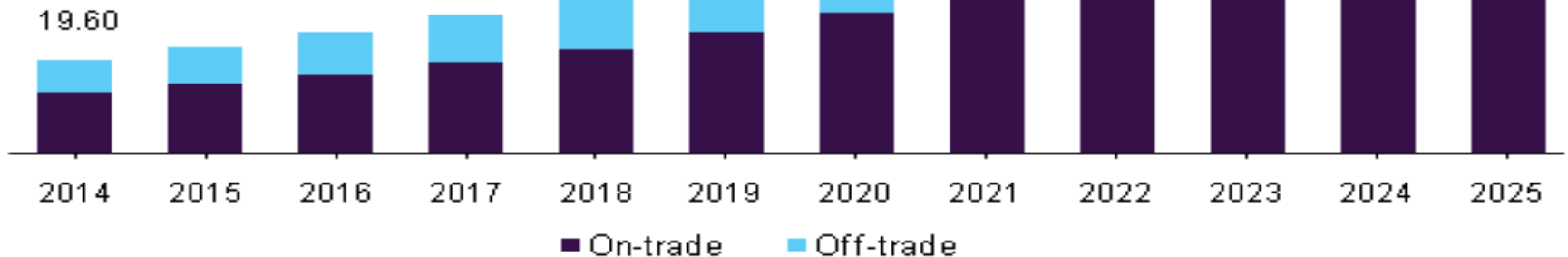


The global craft beer market to grow at a CAGR of 11.04% during the period 2017-2021. The latest trend gaining momentum in the market is increasing exports of craft beer. In the past few years, the American craft beers were not likely to find a place in the beer markets of Europe and Asia. Current scenario, the American craft beers are one of the major reasons behind the increase in demand for craft beers in Asia and Europe. Craft beers are also able to compete successfully with other alcoholic products in the European countries. The demand for exotic, rare, and innovative flavors of craft beers has increased.

The growing awareness among the consumers with respect to the wide range of flavors and styles of the craft beer coupled with low alcohol by volume (ABV) percentage is expected to drive demand over the forecast period. Furthermore, the growing number of craft beer enthusiasts in the U.S., Germany, Belgium, UK and Japan is expected to have a positive impact on the market.



U.S. Craft Beer Market Revenue, By Distribution, 2014 - 2025 (USD Billion)



The U.S. market experienced sluggish growth post-introduction period of the product, owing to the consumer preference for mainstream beer over craft beer. However, advancement in the brewing process and the use of premium quality raw materials has improved the overall characteristics of the product, which has intrigued the attention of the consumers.



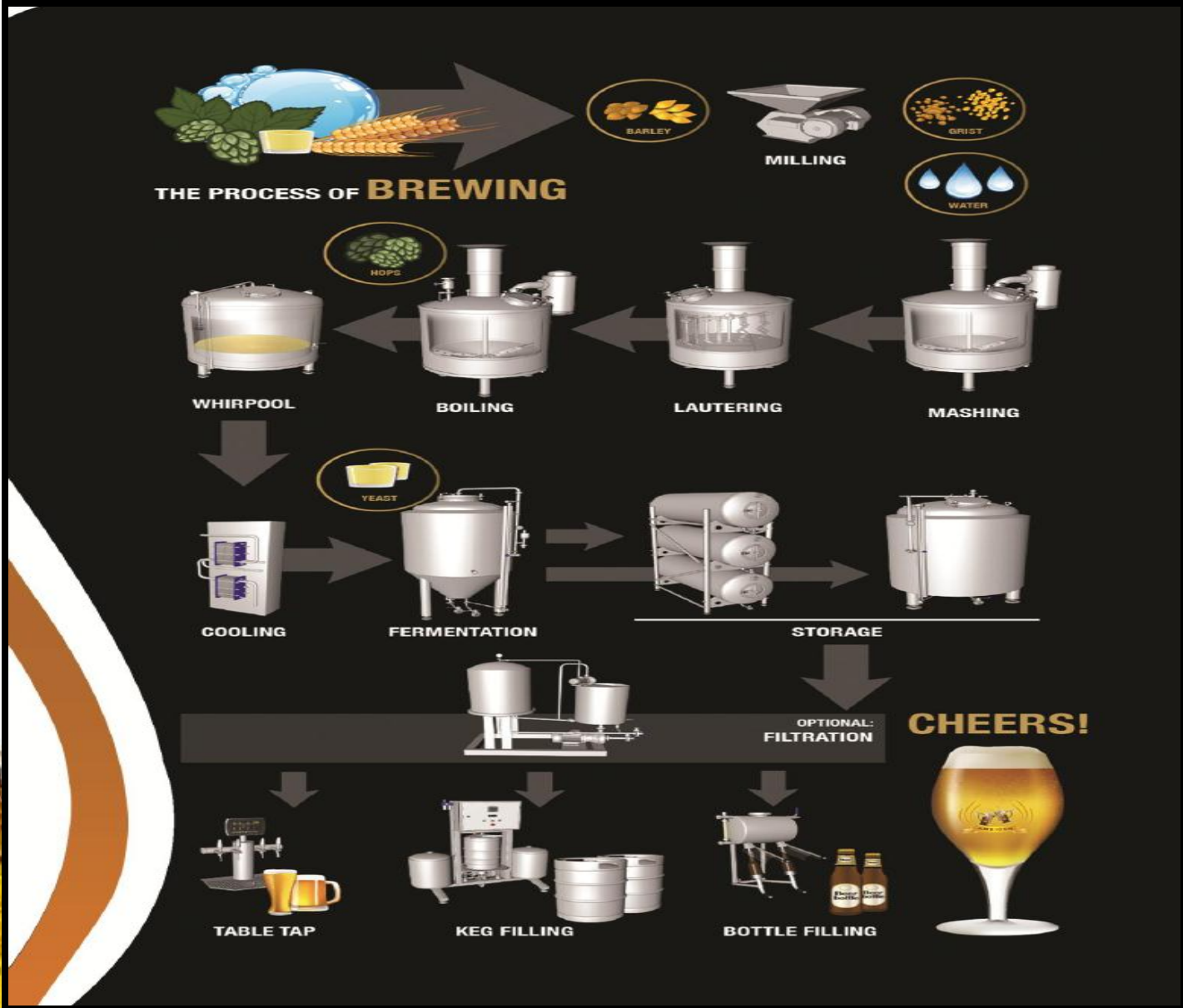
New varieties and product development have attracted more consumers towards the craft beer and its sale surged globally. For instance, coffee flavored beer and blended beer are found to have high popularity in the Europe. In addition, since the blending tend to lower the shelf-life of the product, they are manufactured and retailed under the craft beer varieties. U.S., U.K., Germany and France are amongst the major developed countries holding a major share in the craft beer market. Branding and promotion of flavored variety of craft beer is supporting its sale on a global level.



The trend of consumption of craft beer began in western world and spread to other regions rapidly. The increasing purchasing power of consumers, trends of healthy consumption leading to changes in consumption basket of consumers are likely to remain significant. The increasing consumption of craft beer is driven by this desire to socialize and spend some quality time with family and friends. The craft beer is considered fresh and is preferred by mass consumer especially in developed countries and the trend is spreading across the globe.

Craft beer has gained its popularity as consumers want to keep experimenting with the various available flavors of beer. Unique flavor and processing method of craft beer is attracting consumer towards its consumption, thus raising its sale.

The Process of Brewing



Major Queries/Questions Answered in the Report?

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

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

9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Craft Beer Manufacturing plant ?

10. What are the requirements of raw material for setting up Craft Beer Manufacturing plant ?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Craft Beer Manufacturing Business?

12. What is the Manufacturing Process of Craft Beer?



- 13. What is the total size of land required for setting up Craft Beer Manufacturing plant ?**
- 14. What will be the income and expenditures for Craft Beer Manufacturing Business?**
- 15. What are the Projected Balance Sheets of Craft Beer Manufacturing plant ?**
- 16. What are the requirement of utilities and overheads for setting up Craft Beer Manufacturing plant?**
- 17. What is the Built up Area Requirement and cost for setting up Craft Beer Manufacturing Business?**

18. What are the Personnel (Manpower) Requirements for setting up Craft Beer Manufacturing Business?

19. What are Statistics of Import & Export for Craft Beer?

20. What is the time required to break-even of Craft Beer Manufacturing Business?

21. What is the Break-Even Analysis of Craft Beer Manufacturing plant?

22. What are the Project financials of Craft Beer Manufacturing Business?

- 23. What are the Profitability Ratios of Craft Beer Manufacturing Project?**
- 24. What is the Sensitivity Analysis-Price/Volume of Craft Beer Manufacturing plant?**
- 25. What are the Projected Pay-Back Period and IRR of Craft Beer Manufacturing plant?**
- 26. What is the Process Flow Sheet Diagram of Craft Beer Manufacturing project?**



- 27. What are the Market Opportunities for setting up Craft Beer Manufacturing plant?**
- 28. What is the Market Study and Assessment for setting up Craft Beer Manufacturing Business?**
- 29. What is the Plant Layout for setting up Craft Beer Manufacturing Business?**



Table of Contents of the Project Report



Our Detailed Project Report contains

- **Introduction**
- **Properties**
- **Uses & Applications**
- **List of Plant & Machineries**
- **Miscellaneous Items and Accessories**
- **Instruments, Laboratory Equipments and Accessories**
- **Electrification, Electric Load and Water**
- **Maintenance, Suppliers/Manufacturers of Plant and Machineries**

- **Process of Manufacture**
- **Flow Sheet Diagram**
- **List of Raw Materials**
- **Availability of Raw Materials**
- **Requirement of Staff & Labour**
- **Skilled & Unskilled Labour**
- **Requirement of Land Area**
- **Built up Area**
- **Plant Layout.**

Project Financials

• Project at a Glance	Annexure
• Assumptions for Profitability workings	1
• Plant Economics.....	2
• Production Schedule.....	3
• Land & Building.....	4
Factory Land & Building	
Site Development Expenses	



- **Plant & Machinery.....5**
 - Indigenous Machineries**
 - Other Machineries (Miscellaneous, Laboratory etc.)**

- **Other Fixed Assets.....6**
 - Furniture & Fixtures**
 - Pre-operative and Preliminary Expenses**
 - Technical Knowhow**
 - Provision of Contingencies**

- **Working Capital Requirement Per Month.....7**
 - Raw Material**
 - Packing Material**
 - Lab & ETP Chemical Cost**
 - Consumable Store**

- **Overheads Required Per Month and Per Annum.....8**
 - Utilities & Overheads (Power, Water and Fuel Expenses etc.)**
 - Royalty and Other Charges**
 - Selling and Distribution Expenses**

- **Salary and Wages9**

- **Turnover Per Annum10**

- **Share Capital.....11**
 - Equity Capital**
 - Preference Share Capital**



- **Annexure 1 :: Cost of Project and Means of Finance**
- **Annexure 2 :: Profitability and Net Cash Accruals**
 - **Revenue/Income/Realisation**
 - **Expenses/Cost of Products/Services/Items**
 - **Gross Profit**
 - **Financial Charges**
 - **Total Cost of Sales**
 - **Net Profit After Taxes**
 - **Net Cash Accruals**

• **Annexure 3 :: Assessment of Working Capital requirements**

- **Current Assets**
- **Gross Working Capital**
- **Current Liabilities**
- **Net Working Capital**
- **Working Note for Calculation of Work-in-process**

• **Annexure 4 :: Sources and Disposition of Funds**



- **Annexure 5 :: Projected Balance Sheets**

- **ROI (Average of Fixed Assets)**
- **RONW (Average of Share Capital)**
- **ROI (Average of Total Assets)**

- **Annexure 6 :: Profitability Ratios**

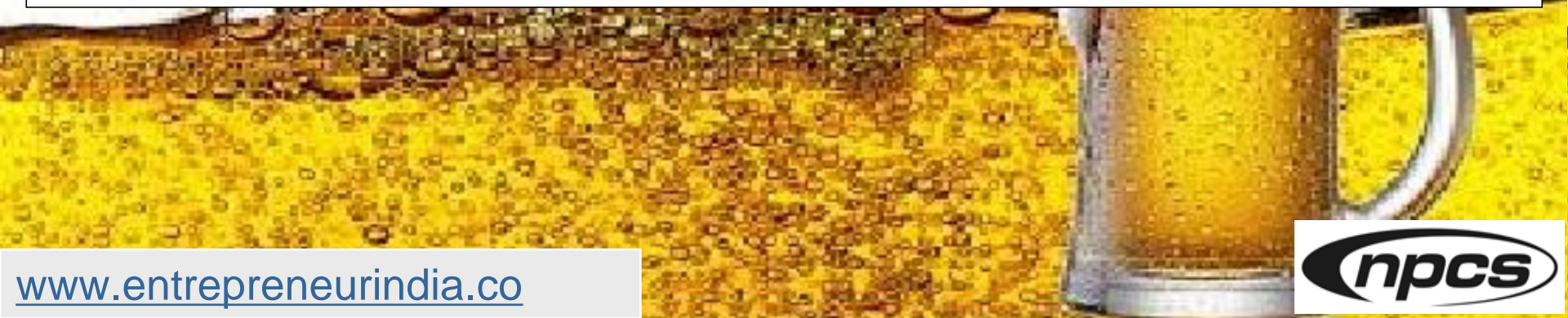
- **D.S.C.R**
- **Earnings Per Share (EPS)**
- **Debt Equity Ratio**

• **Annexure 7 :: Break-Even Analysis**

- **Variable Cost & Expenses**
- **Semi-Variable/Semi-Fixed Expenses**
- **Profit Volume Ratio (PVR)**
- **Fixed Expenses / Cost**
- **B.E.P**

- **Annexure 8 to 11 :: Sensitivity Analysis-Price/Volume**

- **Resultant N.P.B.T**
- **Resultant D.S.C.R**
- **Resultant PV Ratio**
- **Resultant DER**
- **Resultant ROI**
- **Resultant BEP**



- **Annexure 12 :: Shareholding Pattern and Stake Status**

- **Equity Capital**
- **Preference Share Capital**

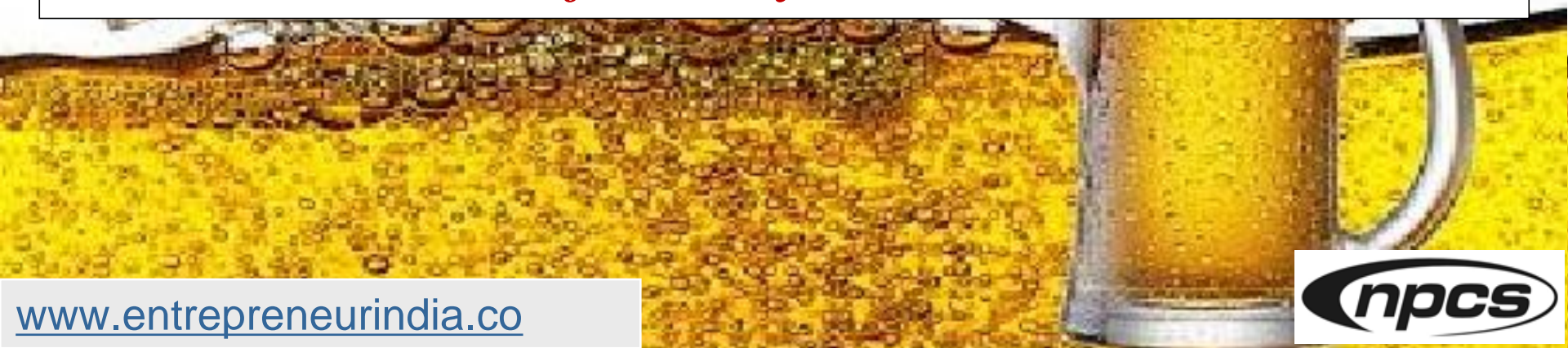
- **Annexure 13 :: Quantitative Details-Output/Sales/Stocks**

- **Determined Capacity P.A of Products/Services**
- **Achievable Efficiency/Yield % of Products/Services/Items**
- **Net Usable Load/Capacity of Products/Services/Items**
- **Expected Sales/ Revenue/ Income of Products/ Services/ Items**

- **Annexure 14** :: **Product wise Domestic Sales Realisation**
- **Annexure 15** :: **Total Raw Material Cost**
- **Annexure 16** :: **Raw Material Cost per unit**
- **Annexure 17** :: **Total Lab & ETP Chemical Cost**
- **Annexure 18** :: **Consumables, Store etc.**
- **Annexure 19** :: **Packing Material Cost**
- **Annexure 20** :: **Packing Material Cost Per Unit**

- **Annexure 21** :: **Employees Expenses**
- **Annexure 22** :: **Fuel Expenses**
- **Annexure 23** :: **Power/Electricity Expenses**
- **Annexure 24** :: **Royalty & Other Charges**
- **Annexure 25** :: **Repairs & Maintenance Expenses**
- **Annexure 26** :: **Other Manufacturing Expenses**
- **Annexure 27** :: **Administration Expenses**
- **Annexure 28** :: **Selling Expenses**

- **Annexure 29 :: Depreciation Charges – as per Books (Total)**
- **Annexure 30 :: Depreciation Charges – as per Books (P & M)**
- **Annexure 31 :: Depreciation Charges - as per IT Act WDV (Total)**
- **Annexure 32 :: Depreciation Charges - as per IT Act WDV (P & M)**
- **Annexure 33 :: Interest and Repayment - Term Loans**
- **Annexure 34 :: Tax on Profits**
- **Annexure 35 :: Projected Pay-Back Period and IRR**



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

Tags

Craft Beer Industry, Craft Beer Production, Brewery Production, Craft Brewing Business, Craft Beer Manufacturing, Beer Manufacturing, How Beer is Made? Craft Brewing Industry, Brewing Industry, Production of Craft Beer, Craft Beer Production Plant, Craft Brewery, Craft Brewing Sector, How to Start Your Own Craft Brewery, Want to Start a Craft Brewery, Starting Your Own Microbrewery, How to Start a Craft Brewery, How to Start a Brewery, How to Start a Successful Craft Beer Brewery, Starting a Craft Brewery, Craft Brewery Startup, Microbrewery Business Plan, How to Open a Brewpub or Microbrewery Business in India, Business Plan for Small Brewery, Business Plan for Starting a Craft Brewery, Start Your Own Craft Brewery or Distillery (Startup), Starting a Brewery Business, Making of Craft Beer, Process of Craft Brewing, Process of Craft Beer Production, Beer Brewing Process, Production Process of Craft Beer, Craft Beer Manufacturing Plant, How to Start Craft Beer Manufacturing Business, Craft Beer Production Plant, Manufacture of Craft Beer, Craft Beer Manufacturing Unit, Craft Beer Manufacturing project ideas, Projects on Small Scale Industries, Small scale industries projects ideas, Craft Beer Manufacturing Based Small Scale Industries Projects,

Project profile on small scale industries, How to Start Craft Beer Manufacturing Industry in India, Craft Beer Manufacturing Projects, New project profile on Craft Beer Manufacturing industries, Project Report on Craft Beer Manufacturing Industry, Detailed Project Report on Craft Beer Manufacturing, Project Report on Craft Beer Manufacturing, Pre-Investment Feasibility Study on Craft Beer Production, Techno-Economic feasibility study on Craft Beer Production, Feasibility report on Craft Beer Production, Free Project Profile on Craft Beer Production, Project profile on Craft Beer Production, Download free project profile on Craft Beer Production, Industrial Project Report, Project consultant, Project consultancy, Startup Project for Craft Beer Production, Brewery Startup Consultant, Brewery Consultants in India, Micro Brewery Setup Cost India, Microbrewery Manufacturer, Consultant for Beer Plant, Micro Brewery Equipments and Beer Brewing Equipments, How to Start a Craft Brewery Business. Production of Craft Beer, Craft Beer Manufacturing Plant, Setting up Microbrewery in India, Microbrewery, Pubbrewery, Brew Pub Beer, Beer Manufacturing

**Niir Project Consultancy Services (NPCS)
can provide Detailed Project Report on
Start Your Own Craft Brewery or Distillery
(Startup).**

Production of Craft Beer.

**Microbrewery, Pubbrewery, Brew Pub Beer, Beer
Manufacturing Plant.**

See more

<https://goo.gl/tyRcpz>

<https://goo.gl/gHWc9x>

<https://goo.gl/rXJApd>



Visit us at

www.entrepreneurindia.co



www.entrepreneurindia.co

**Take a look at
Niir Project Consultancy Services
on #Street View**

<https://goo.gl/VstWkd>

*Locate us on
Google Maps*

<https://goo.gl/maps/BKkUtq9gevT2>

OUR CLIENTS

Our inexhaustible Client list includes public-sector companies, Corporate Houses, Government undertaking, individual entrepreneurs, NRI, Foreign investors, non-profit organizations and educational institutions from all parts of the World. The list is just a glimpse of our esteemed & satisfied Clients.

Click here to take a look
<https://goo.gl/G3ICjV>



Free Instant Online Project

Identification and Selection Service

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](#)



Download Complete List of Project

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

NIIR PROJECT CONSULTANCY SERVICES

106-E, Kamla Nagar, Opp. Spark Mall,

New Delhi-110007, India.

Email: npcs.ei@gmail.com , info@entrepreneurindia.co

Tel: +91-11-23843955, 23845654, 23845886, 8800733955

Mobile: +91-9811043595

Fax: +91-11-23845886

Website : www.entrepreneurindia.co , www.niir.org

Take a look at NIIR PROJECT CONSULTANCY SERVICES on #StreetView

<https://goo.gl/VstWkd>



Niir PROJECT CONSULTANCY SERVICES

An ISO 9001:2015 Company



www.entrepreneurindia.co

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

NIIR PROJECT CONSULTANCY SERVICES

106-E, Kamla Nagar, Opp. Spark Mall,
New Delhi-110007, India.

Email: npcs.ei@gmail.com , info@entrepreneurindia.co

Tel: +91-11-23843955, 23845654, 23845886, 8800733955

Mobile: +91-9811043595

Fax: +91-11-23845886

Website : www.entrepreneurindia.co , www.niir.org

Take a look at NIIR PROJECT CONSULTANCY SERVICES on #StreetView

<https://goo.gl/VstWkd>



Follow us



➤ <https://www.linkedin.com/company/niir-project-consultancy-services>



➤ <https://www.facebook.com/NIIR.ORG>



➤ <https://www.youtube.com/user/NIIRproject>



➤ <https://plus.google.com/+EntrepreneurIndiaNewDelhi>



➤ https://twitter.com/npcs_in



➤ <https://www.pinterest.com/npcsindia/>





For more information, visit us at:

www.niir.org

www.entrepreneurindia.co



www.entrepreneurindia.co