

**Demand for Potato Flakes is on the Rise.**

**How to Start Potato Flakes Factory.**

**Profitable Food, Agriculture Manufacturing Business Idea.**

**Potato Processing for Production of Flakes**



# **Introduction**

**Potato flakes are flat chunks of dehydrated mashed potato. Potatoes are cooked and mashed, then crushed by rollers on the surface of a drum. The mashed potato is fast-dried until its humidity reaches the desired level, then the layer of dried, mashed potato is scraped from the drum. This sheet is broken up by a mill sifter, and the resulting flakes are then packed.**



**These flakes are the main ingredient in pre-mashed potato sold in food stores, and are also an important ingredient in other food products. The flakes are very easy to rehydrate: the potato starch retains its considerable absorbency, because the flakes are produced by dehydrating them in one quick phase.**

**They are also used in commercially available products, like instant mashed potatoes, croquettes, pasta and fabricated snacks. As a thickener, they enhance creamy frozen desserts, gravies and chocolate milk. Like other dehydrated potato products, they extend the shelf life of baked goods.**



**India is a very insignificant player in the global trade of dehydrated potato products. The exports of dehydrated products from India are only to neighboring countries in form of dehydrated slices, dehydrated chips, powder, etc. manufactured by small scale units Potato flakes are most often used as an ingredient in manufactured snacks or bakery foods.**

**After wheat, rice and maize, potato is the most important food crop in the world. It contributes to almost 50% of the total tuber and root crop production. Potato has a good food value as compared to other staple food crops as it is rich in carbohydrates and also contain proteins, minerals like calcium and potassium and vitamins like vitamin C.**

**One of the world's major food crops is potato, which produces a high amount of edible energy. Potato is a rich source of vitamin, iron, potassium and dietary fibre. Potato flakes, on the other hand, was derived by dehydrating the potato, so that it can be used in a various application and the nutrients present in a potato can be incorporated in various food products. The potato flakes are light and are very easy to digest. The potato flakes are also used as a replacement for various flour such corn flour, wheat flour etc. In a country such as India, potato flakes are used for various Indian delicacies like aloo bonda, fillings for samosa, dosa, aloo bhujia, aloo paratha, etc. Because of the earthy flavour of potato flakes are also used in baked goods such as bread, cakes, muffins etc.**

**Potato flakes are widely used in the processing and manufacturing of the convenience foods, frozen foods, prepared foods for it flour thickening, oil and water-holding, incremental filling, Shell making and so on. The storage and transportation of the potato flakes are safe, the cost is low, and shelf life is longer. Using the potato flakes to replace the fresh potato will greatly simplify the production process; reduce the cost and increase productivity. The storage and transportation cost of the potato flakes are far lower than the fresh potatoes.**



*Potato flakes have a vast application and through experiments new uses of potato are being developed. The product is generally used for the following end uses:*

- **Instant Mashed Potatoes** - The flakes are mixed with warm milk or water for making instant mashed potatoes which is one of the common items for a continental breakfast.
- **Extruded and other Snacks** - Fabricated snacks (Pringle, Potato sticks), Croquettes, Pasta
- **Bakery Industries** - Used as anti-stalling agent to slow the drying effect and to improve crust colour

- **Meat Processing** - In recipes like minced mutton balls, fish cutlets, meat/chicken nuggets etc. Potato flakes are used as extender and binder
- **As Thickener** - Creamy frozen desserts, gravies and chocolate milk
- **Soups & Premixes** - As a thickener in ready to use soup powders, gravies and other food premixes
- **Formed Products** - Patties, Cutlets etc.
- **Instant Noodles etc.** - For instant noodles, dried powdered mixes for sauces and stews.



**In India potato is used for wide varieties of food which are quite different from other countries. The application of potato flakes has been developed successfully for a number of products and culinary experts are continuing their efforts in developing many more applications.**

**In International market Potato flakes is used as an ingredient in industries like Bakery, Fish, Meat, Snack food, dried instant soup, baby food, etc. and by all chips and french fries producing industries like Baked Lay (Frito Lay, USA), RAS Potato Mash (Rixona B.V., Holland), Pringles (Procter & Gamble) etc.**



**Potato flakes market is segmented on the basis of packaging, end use, distribution channel, nature, and region. On the basis of packaging, the market is segmented into retail packaging and bulk packaging. Bulk packaging is mostly purchased by restaurants and hotels, whereas retail packaging is more purchased by the consumers for their household. The demand for potato flakes is more from the common consumers as potato flakes can be used as a thickening agent, which adds up the volume to soups, stews, sauces, and broths. On the basis of nature, the potato flakes market is segmented into organic and conventional. The demand for organic potato flakes is on the rise, owing to rising number of health-conscious people across the globe.**

**Consumer's increasing demand for ready-to-eat snack foods which is easy to digest is playing a key role to drive the potato flakes market in the forecast period. Increasing opportunities in hotels and restaurant is also a key factor which is driving the global potato flakes market. Potato flake-based food products have a rich amount of fibre content which helps in the reduction of body fat. Potato flakes are very popular among old age people as it is very easy to digest, this factor is boosting the growth of potato flakes to a great extent. The potato flakes have an increased shelf life which does not affect the quality of the final product, which is also another key driving factor for the growth of potato flakes market. As potato flakes is a rich source of vitamin c, it helps to boost the immunity of the body. Furthermore, it contains flavonoid which keeps the level of bad cholesterol low, these factors are also going to drive the potato flakes market to a significant extent in the forecast period.**

**Dehydrate potato product market is segmented by form as dehydrated potato dices, dehydrated potato flakes, dehydrated potato shreds, dehydrate funeral potato, dehydrated potato gems, and gratin. Dehydrated potatoes have long shelf life and are available in the global market. People love to eat ready-to-eat dehydrate potato products as snacks. Dehydrate potato products have a very good taste and take less to time to cook.**



**Dehydrate potato product market is segmented by type of dehydrate potato as Fries, low-fat fries, low-salt fries, red skin potato, baked dehydrate potatoes. Dehydrate potato fries are the most preferred type of dehydrate potato product and most consumed type of dehydrate potato product followed by baked potato, red skin potato, and other types. Dehydrate potato product market is growing at a good pace and is likely to hit good number in the future.**



# Machinery Photographs



**DOUBLE SCREW EXTRUDER**

**HIGH HOISTER**





**BLANCHING TANK**



**POTATO PEELING MACHINE**

# 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        | 60.00         | 60.00         | Capital                      | 0.00        | 109.02        | 109.02        |
| Buildings                       | 0.00        | 93.40         | 93.40         | Share Premium                | 0.00        | 0.00          | 0.00          |
| Plant & Machineries             | 0.00        | 147.38        | 147.38        | Other Type Share Capital     | 0.00        | 0.00          | 0.00          |
| Motor Vehicles                  | 0.00        | 8.00          | 8.00          | Reserves & Surplus           | 0.00        | 0.00          | 0.00          |
| Office Automation Equipments    | 0.00        | 43.75         | 43.75         | Cash Subsidy                 | 0.00        | 0.00          | 0.00          |
| Technical Knowhow Fees & Exp.   | 0.00        | 25.00         | 25.00         | Internal Cash Accruals       | 0.00        | 0.00          | 0.00          |
| Franchise & Other Deposits      | 0.00        | 0.00          | 0.00          | Long/Medium Term Borrowings  | 0.00        | 327.06        | 327.06        |
| Preliminary & Pre-operative Exp | 0.00        | 3.00          | 3.00          | Debentures / Bonds Unsecured | 0.00        | 0.00          | 0.00          |
| Provision for Contingencies     | 0.00        | 14.00         | 14.00         | Loans/Deposits               | 0.00        | 0.00          | 0.00          |
| Margin Money - Working Capital  | 0.00        | 41.55         | 41.55         |                              |             |               |               |
| <b>TOTAL</b>                    | <b>0.00</b> | <b>436.08</b> | <b>436.08</b> | <b>TOTAL</b>                 | <b>0.00</b> | <b>436.08</b> | <b>436.08</b> |



# 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  | 5.44       | 9.24  | 15.44      | 24.00 | 0.00      | 100.00            | 5.44  | 0.00   | 5.44                  | 1.00        | 0.00                   |
| 2-3  | 8.63       | 11.96 | 24.07      | 18.00 | 0.00      | 100.00            | 8.63  | 0.00   | 8.63                  | 1.00        | 0.00                   |
| 3-4  | 11.77      | 14.69 | 35.84      | 12.00 | 0.00      | 100.00            | 11.77 | 0.00   | 11.77                 | 1.00        | 0.00                   |
| 4-5  | 14.80      | 17.37 | 50.65      | 6.00  | 0.00      | 100.00            | 14.80 | 0.00   | 14.80                 | 1.00        | 0.00                   |
| 5-6  | 17.69      | 19.95 | 68.34      | 0.00  | 0.00      | 100.00            | 17.69 | 0.00   | 17.69                 | 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     | 1.35              | 1.35       |         | 1.55                          | 1.55             | 2.83            | 9.73%               | 4.88%               | 3.43% | 479.23 | 27.73%           | 2.77      | 1.04                  |               |
| 2-3     | 1.69              | 1.51       |         | 0.75                          | 0.75             | 1.69            | 11.18%              | 7.10%               | 4.67% | 558.15 | 27.69%           | 2.93      | 1.24                  |               |
| 3-4     | 2.10              | 1.69       | 2.10    | 0.33                          | 0.33             | 1.06            | 12.16%              | 8.68%               | 5.57% | 637.87 | 27.69%           | 2.93      | 1.49                  |               |
| 4-5     | 2.59              | 1.89       |         | 0.12                          | 0.12             | 0.69            | 12.82%              | 9.79%               | 6.23% | 717.58 | 27.68%           | 2.82      | 1.77                  |               |
| 5-6     | 3.16              | 2.10       |         | 0.00                          | 0.00             | 0.47            | 13.26%              | 10.58%              | 6.70% | 797.29 | 27.68%           | 2.66      | 2.46                  |               |

# Project at a Glance

## BEP

|   |                  |
|---|------------------|
| BEP - Maximum Utilisation Year                | 5                |
| Cash BEP (% of Installed Capacity)            | 58.65%           |
| Total BEP (% of Installed Capacity)           | 61.75%           |
| IRR, PAYBACK and FACR                         |                  |
| Internal Rate of Return .. ( In %age )        | 28.64%           |
| Payback Period of the Project is ( In Years ) | 2 Years 3 Months |
| Fixed Assets Coverage Ratio ( No. of times )  | 12.468           |

# Major Queries/Questions Answered in the Report?

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

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

**9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Potato Flakes Manufacturing plant ?**

**10. What are the requirements of raw material for setting up Potato Flakes Manufacturing plant ?**

**11. Who are the Suppliers and Manufacturers of Raw materials for setting up Potato Flakes Manufacturing Business?**

**12. What is the Manufacturing Process of Potato Flakes ?**

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

**18. What are the Personnel (Manpower) Requirements for setting up Potato Flakes Manufacturing Business?**

**19. What are Statistics of Import & Export for Potato Flakes ?**

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**22. What are the Project financials of Potato Flakes Manufacturing Business?**



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

# Tags

Potato Flakes Processing, Potato Flakes Making Plant, Potato Processing, How to Manufacture Potato Flakes, Potato Flakes Manufacturing Plant, Potato Flakes Manufacturing Plant, Process for Making Dehydrated Potato Flakes, Potato Processing for Flakes, Potato Flakes Production, Production of Food Potato Flakes, Potato Flakes Industry in India, Process for Producing Dehydrated Potato Flakes, Pre-Feasibility Study for Potato Flakes, Dehydrated Potatoes, Production of Potato Flakes, How to make Dehydrated Potato Flakes? Pre-Feasibility Study Potato Powder and Flakes Manufacturing Unit, Potato Processing Industry, Production of Dried Potato Flakes, Potato Flakes Production, Potato Processing and Uses, Potato Flakes Manufacture, Potato Flakes Food Industry, Potato Processing, Potato Flakes Making Business, Potato Industry, Potato Flakes Manufacturing Project Report, Most Profitable Food Processing Projects and Agro Based Business, Potato Flakes Processing Unit in India, Flakes

Manufacturing Unit, Flakes Manufacturing Project Report, Potato Flake Production Company, Profitable Potato Processing Business Ideas, Potato Flakes Manufacturing project ideas, Projects on Small Scale Industries, Small scale industries projects ideas, Potato Flakes Manufacturing Based Small Scale Industries Projects, Project profile on small scale industries, How to Start Potato Flakes Manufacturing Industry in India, Potato Flakes Manufacturing Projects, New project profile on Potato Flakes Manufacturing industries, Project Report on Potato Flakes Manufacturing Industry, Detailed Project Report on Potato Flakes Manufacturing, Project Report on Potato Flakes Manufacturing, Pre-Investment Feasibility Study on Potato Processing, Techno-Economic feasibility study on Potato Processing, Feasibility report on Potato Processing, Free Project Profile on Potato Flakes Production, Project profile on Potato Flakes Manufacturing, Download free project profile on Potato Flakes Production, Startup Project for Potato Flakes Manufacturing, Project report for bank loan, Project report for bank finance, Project report format for bank loan in excel, Excel Format of Project Report and CMA Data, Project Report Bank Loan Excel

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**Business Idea.**  
**Potato Processing for Production of Flakes**

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## 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.

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# **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](#)**





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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

## **NIIR PROJECT CONSULTANCY SERVICES**

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

New Delhi-110007, India.

Email: [npcs.ei@gmail.com](mailto:npcs.ei@gmail.com) , [info@entrepreneurindia.co](mailto:info@entrepreneurindia.co)

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

Mobile: +91-9811043595

Fax: +91-11-23845886

Website : [www.entrepreneurindia.co](http://www.entrepreneurindia.co) , [www.niir.org](http://www.niir.org)

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# **Niir PROJECT CONSULTANCY SERVICES**

**An ISO 9001:2015 Company**



[www.entrepreneurindia.co](http://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](mailto:npcs.ei@gmail.com) , [info@entrepreneurindia.co](mailto:info@entrepreneurindia.co)

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

Mobile: +91-9811043595

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