

# **Small Business Ideas & Project Opportunities in Manufacturing of Pan Masala, Tobacco, Zarda and Kimam.**

**Profitable Small Business Ideas in**



# **Introduction**

**Pan Masala** is a balanced mixture of areca nuts (also known as supari), catechu, cardamom, lime, flavouring agents and some natural perfuming materials. It is widely used to remove the bad odour of the mouth by providing a fresh breath and comes in attractive user-friendly packets and containers. Despite its growing demand in rural areas, pan masala is gaining prominence in urban areas of India. It is prepared with precise measurements so as to maintain a balance of all ingredients while keeping in mind its taste and human health.



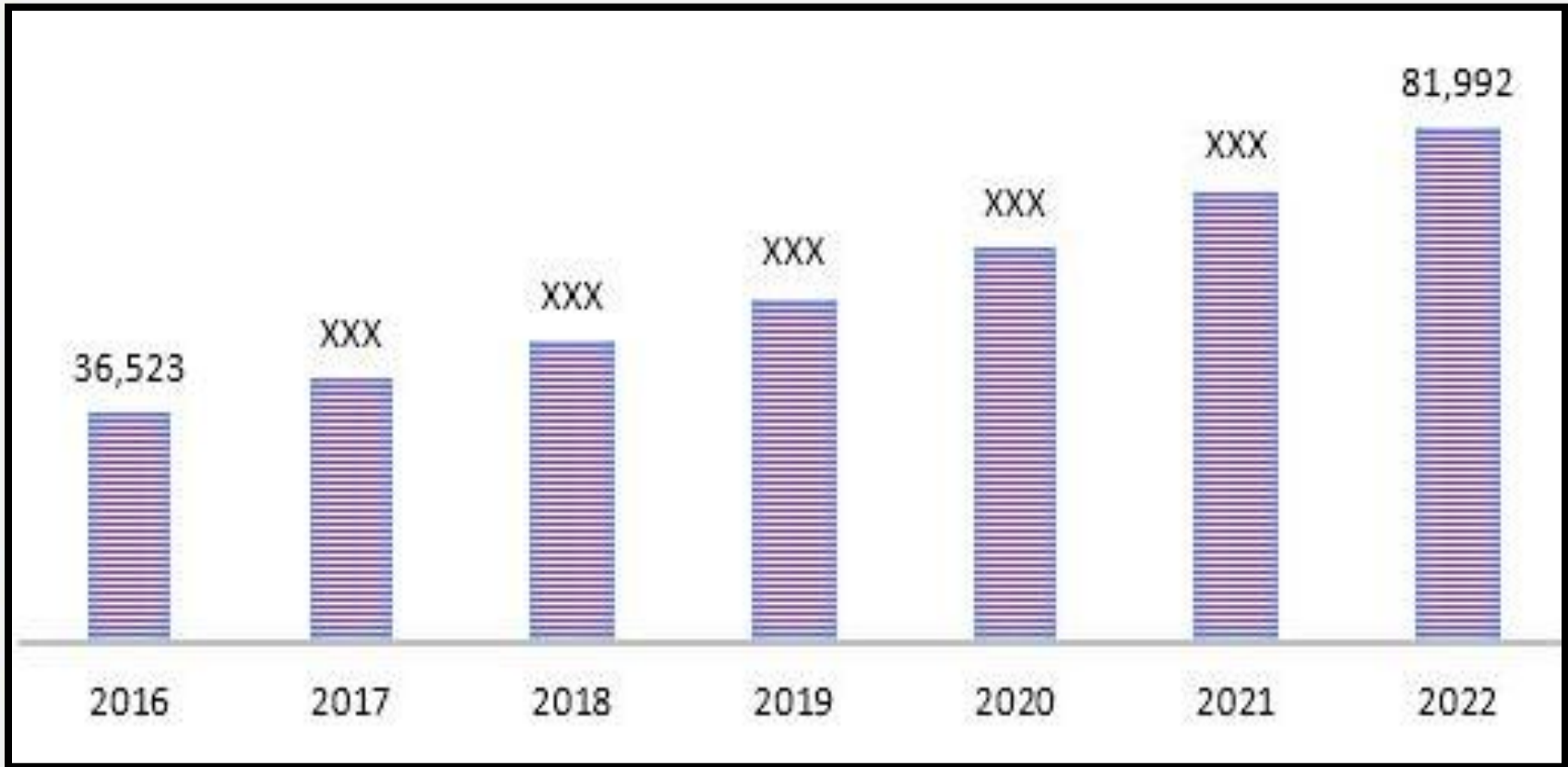
**Pan Masala acts as a mouth freshener and unlike other Western synthetic pan masala which are made with chemical and petroleum ingredients, the Indian pan masala is considered safer. It is available in hygienic and attractive foil packets (sachets) and tins which are easy to store and carry.**

**Factors like its immense popularity, constantly increasing disposable incomes, convenient packaging, aggressive advertising campaigns by manufacturers and the large-scale switching of consumers from tobacco products to pan masala are currently encouraging the growth of pan masala market.**



**The Indian pan masala market reached a value of INR 36,523 Crores in 2016 and is further expected to reach nearly INR 81,992 Crores by 2022. The strong growth of the market can be attributed to a number of factors. As pan masala has been traditionally popular in India, it is consumed by all age groups and social classes in the region. Large population along with rising disposable incomes also provide a huge consumer base for pan masala products. Moreover, convenient packaging, easy availability, competitive marketing by manufacturers as well as the shift from tobacco to tobacco-free products have further fuelled the demand for pan masala globally. Although it has gained prominence in urban households of India, especially among adolescents, its demand is growing faster in rural households.**

## *India Pan Masala Market: Sales Value Forecast 2016-2022 (In INR Crores)*





**Among the various types of pan masala available in the Indian market, pan masala containing tobacco represents the dominating type accounting for more than 50% of the entire market. Pan Masala containing tobacco is followed by plain pan masala and flavoured pan masala. The Indian exports of pan masala are dominated by UAE accounting for around one-third of the total export values. UAE is followed by USA, Singapore, Afghanistan, South Africa, Saudi Arabia and Malaysia.**



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**Tobacco** is a plant grown for its leaves, which are dried and fermented before being put in tobacco products. Tobacco contains nicotine; an ingredient that can lead to addiction. Tobacco contains the alkaloid nicotine, which is a stimulant, and harmala alkaloids.



**Tobacco is one of the most economically significant agricultural crops in the world. It is a drought tolerant, hardy and short duration crop which can be grown on soils where other crops cannot be cultivated profitably. In India, Tobacco crop is grown in an area of 0.45 M ha (0.27% of the net cultivated area) producing ~ 750 M kg of tobacco leaf.**

**A large proportion of Indian economy is agro based in which Tobacco is one of the principal cash crops. The tobacco production and its allied products' sales in the country have played a prominent role in the development of nation's economy. India is the ~ largest tobacco market in the world in terms of tobacco consumption.**





**The smokeless tobacco has historically been served as a tradition in India for many decades. Presently, the smokeless tobacco is the largest tobacco product category in India. On account of the fact the majority of the Indian tobacco consuming population consumes beedis, snuff and smokeless tobacco, including gutka, khaini and zarda, the tobacco market is majorly held by chewing and beedi tobacco products. Unlike other countries such as the US, UK and others where the production of cigarettes accounted for more than ~% of total production of tobacco related products, in India, the tobacco market is majorly controlled by the production of snuffs, guthka and others.**



**Tobacco and tobacco products generate around US\$ 3.1 billion in revenues to the national exchequer by way of excise duty, and around US\$ 768.69million by way of foreign exchange every year.**

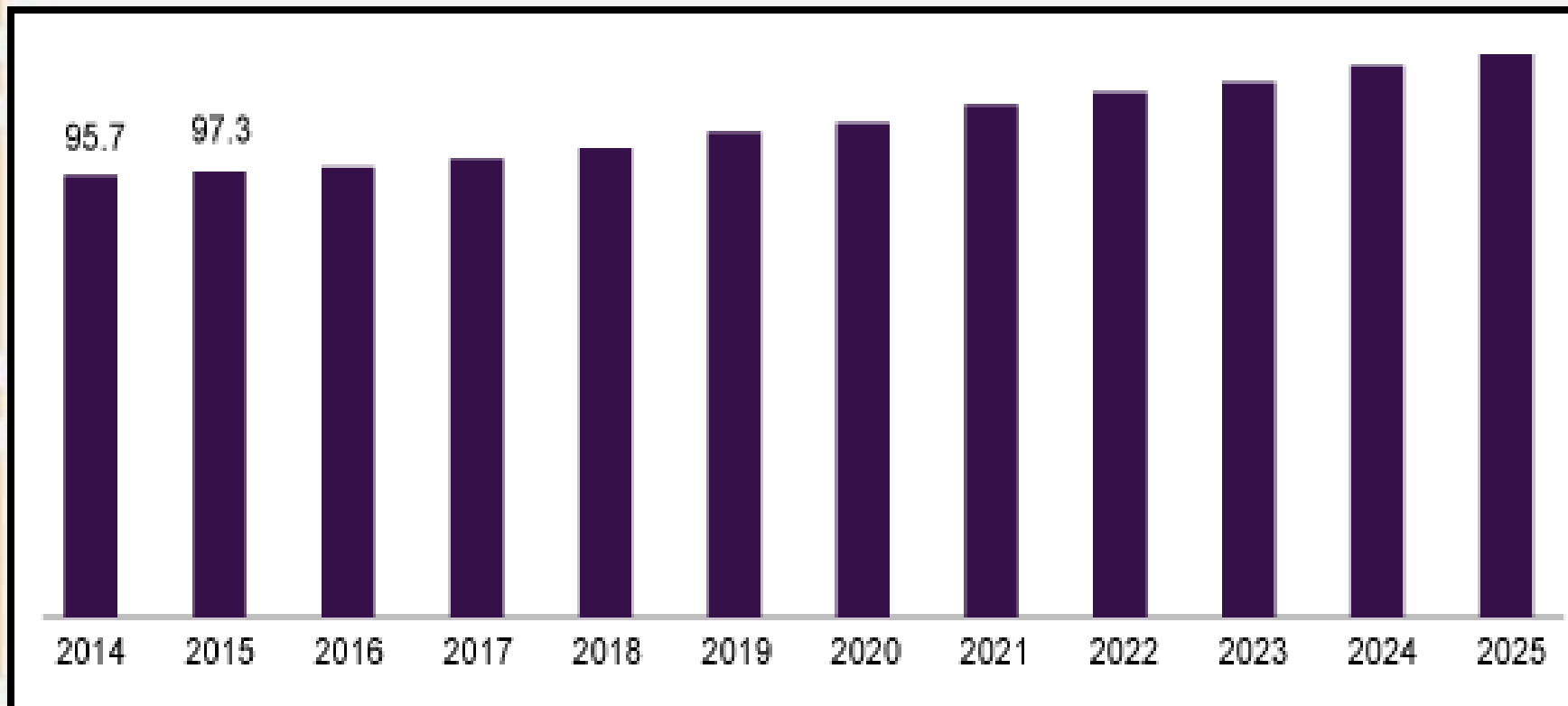
**Indian tobacco is exported to about 100 countries. India exports unmanufactured tobacco primarily to Western Europe, South and Southeast Asia, East Europe and Africa. Western Europe is the key market for Indian tobacco exports.**



**The tobacco market is expected to witness growth, with a range of tobacco products such as cigarettes, cigars, kreteks, dissolvable tobacco, pipe, hookah-cigarettes etc. Presently, the drivers to this market are increase in consumer disposable income, improved new product development and innovation, and availability of premium products.**

**The U.S. tobacco market size was USD 100.3 billion in 2016 and is expected to grow further over the forecast period. Increasing consumer disposable income and the availability of superior products such as customized e-cigarettes and pipes are driving the market growth. Additionally, increasing consumption of tobacco products by the youth and female population has further elevated the demand for these products.**

## *U.S. Tobacco Market Size, 2014-2025 (USD Billion)*



**Zarda** - a moist or dry chewing tobacco mixed with a variety of colourings, spice essences, and perfumes. Zarda is prepared by cutting tobacco leaves into small pieces and boiling them in water with slaked lime and spices until the water evaporates. It is then dried, and colouring and flavouring agents are added. Zarda may be chewed by itself, with areca nut or in betel quid quid. It is available in small packets or tins. In India it is used in two forms pilapatti and kalipatti.



**Kimam' or 'Qiwam'** as it is said is a liquid tobacco mixture consumed with 'Paan'. Kimam (Qiwam) is made after adding tobacco with a lot of spices and some imported essences. Only experts can make it and there are only a few in India who know to make it. It is for taste and its smell is quite strong.

Kimam is a thick tobacco paste, it is also available as granules or pellets. To prepare kimam, the midribs and veins of tobacco leaves are removed, and the remaining matter is boiled in water. Powdered spices (saffron, cardamom, aniseed and musk) are added, and the mixture is stirred and allowed to macerate until it becomes a paste, from which granules and pellets are made. It is used in India, Bangladesh and Nepal.



**Smokeless tobaccos are a group of tobaccos that are formally meant for consumption purposes apart from smoking. Several types of tobacco are used to sniff, chew, held in the mouth, or even applied on the skin. Research shows that quitting smokeless tobacco can be as difficult as quitting smoking tobacco. While less consumed than smoking tobacco, it is still a very widely used and sold commodity in the world. Both are known to be interrelated among consumers, as those who smoke cigarettes are more likely to take up smokeless tobacco and vice versa. Statistics also point to males consuming more smokeless tobacco than females.**

**The smokeless tobacco market is anticipated to grow due to growing smoking bans and awareness associated with cigarette consumption. The product choices are expected to evolve based on ease of use, cost and regulatory sights. Therefore, the smokeless tobacco market estimation and forecast has been initiated with an exhaustive set of assumptions, following which market size information for both key geographical areas and key products has been provided.**



# 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	0.00	0.00	Capital	0.00	13.33	13.33
Buildings	0.00	0.00	0.00	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	13.50	13.50	Other Type Share	0.00	0.00	0.00
Motor Vehicles	0.00	4.00	4.00	Capital	0.00	0.00	0.00
Office Automation Equipments	0.00	7.50	7.50	Reserves & Surplus	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	5.00	5.00	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	0.50	0.50	Long/Medium Term Borrowings	0.00	39.98	39.98
Provision for Contingencies	0.00	1.25	1.25	Debentures / Bonds	0.00	0.00	0.00
Margin Money - Working Capital	0.00	21.56	21.56	Unsecured Loans/Deposits	0.00	0.00	0.00
<b>TOTAL</b>	<b>0.00</b>	<b>53.31</b>	<b>53.31</b>	<b>TOTAL</b>	<b>0.00</b>	<b>53.31</b>	<b>53.31</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	4.49	7.66	14.49	24.00	0.00	100.00	4.49	0.00	4.49	1.00	0.00
2-3	8.89	11.65	23.38	18.00	0.00	100.00	8.89	0.00	8.89	1.00	0.00
3-4	13.08	15.50	36.46	12.00	0.00	100.00	13.08	0.00	13.08	1.00	0.00
4-5	16.90	19.02	53.36	6.00	0.00	100.00	16.90	0.00	16.90	1.00	0.00
5-6	20.26	22.14	73.62	0.00	0.00	100.00	20.26	0.00	20.26	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	1.18	1.18		1.66	1.66	6.60	5.86%	1.37%	0.98%	134.23	22.00%	4.29	1.15	
2-3	1.66	1.41		0.77	0.77	4.31	6.68%	2.54%	1.66%	135.92	19.09%	4.41	1.20	
3-4	2.20	1.65	2.17	0.33	0.33	2.92	7.21%	3.35%	2.14%	154.84	19.03%	4.35	1.27	
4-5	2.82	1.90		0.11	0.11	2.10	7.54%	3.87%	2.46%	173.77	18.98%	4.21	1.36	
5-6	3.50	2.17		0.00	0.00	1.60	7.72%	4.20%	2.66%	192.69	18.95%	4.03	1.53	

# Project at a Glance

## BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	74.76%
Total BEP (% of Installed Capacity)	76.06%
IRR, PAYBACK and FACR	
Internal Rate of Return .. ( In %age )	32.43%
Payback Period of the Project is ( In Years )	2 Years 4 Months
Fixed Assets Coverage Ratio ( No. of times )	73.722



## Major Queries/Questions Answered in the Report?

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

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

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Pan Masala, Tobacco, Zarda and Kimam Manufacturing plant ?**
- 10. What are the requirements of raw material for setting up Pan Masala, Tobacco, Zarda and Kimam Manufacturing plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up Pan Masala, Tobacco, Zarda and Kimam Manufacturing Business?**
- 12. What is the Manufacturing Process of Pan Masala, Tobacco, Zarda and Kimam ?**

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

- 18. What are the Personnel (Manpower) Requirements for setting up Pan Masala, Tobacco, Zarda and Kimam 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 Pan Masala, Tobacco, Zarda and Kimam.” provides an insight into Pan Masala, Tobacco, Zarda and Kimam market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Pan Masala, Tobacco, Zarda and Kimam project. The report assesses the market sizing and growth of the Indian Pan Masala, Tobacco, Zarda and Kimam 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 Pan Masala, Tobacco, Zarda and Kimam sector in India along with its business prospects. Through this report we have identified Pan Masala, Tobacco, Zarda and Kimam project as a lucrative investment avenue.**

# Tags

Pan Masala Manufacturing Plant, Pan Masala Manufacture, Pan Masala Manufacturing Plant Project Report, Tobacco and Pan Masala Formulations, Manufacturing of Pan Masala, Pan Masala Market, Pan Masala Factory Cost, Pan Masala Project Report Pdf, Pan Masala Manufacturing, How to Start a Pan Masala Factory, Pan Masala Making, Pan Masala Industry, Pan Masala Business, Manufacturing of Tobacco, Pan Masala, Zarda, Tobacco and Pan Masala Industry, Pan Masala Industrial Plant, Pan Masala Industry, Starting Tobacco Product Manufacturing Company, Pan Masala Plant, Tobacco Industry, How to Start Pan Masala Business in India, How to Start a Pan Masala Company in India, Cultivation of Tobacco, Tobacco Production, Tobacco Crop Production, Tobacco Producing/Growing States in India, Growing Tobacco, Tobacco Farming, Tobacco Products Processing Detailed Study, Tobacco Growing and Manufacturing Industries, Smokeless Tobacco Products, Kimam Manufacturing, Qiwan (Kimam), Tobacco Kimam Manufacture,

Pan Masala, Tobacco, Zarda & Kimam Manufacturing Plant, Tobacco Kimam Products Manufacture, Sada Kimam, Hara Kimam, Flavoured Kimam, Kimam Manufacture, Manufacturing of Kimam, Detailed Project Report on Tobacco Production, Project Report on Pan Masala Manufacturing, Pre-Investment Feasibility Study on Pan Masala Manufacturing, Techno-Economic feasibility study on Kimam Manufacturing, Feasibility report on Tobacco Production, Free Project Profile on Pan Masala Manufacturing, Project profile on Pan Masala Manufacturing, Download free project profile on Tobacco Production, Startup Project for Tobacco Production, 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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**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.**



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- **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**



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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**

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

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