Readymade Khaini (Geeli)
Manufacturing Industry.

Production of Chewing
Tobacco.





Introduction

Smokeless tobacco is also called spit tobacco, chewing tobacco, chew, chaw, dip, plug, and probably a few other things. It comes in two forms: snuff and chewing tobacco.

Khaini is a form of chewing tobacco used in India, containing slaked lime.





The most commonly used tobacco product in India is khaini, a tobacco, lime mixture, that is used by every ninth adult (11.2%). The next most commonly used tobacco product is beedi, smoked by 7.7% of adult Indians. Gutkha, a tobacco, lime, areca nut mixture, ranks third (6.8%) and betel quid with tobacco ranks fourth (5.8%). The prevalence of tobacco use among men is 42.4%, while among women it is 14.2%

India, home to the world's second highest number of tobacco users (around 275 million), last year had set a target of reducing tobacco use by 20% by 2020 and 30% by 2025.





There is a huge demand for products like khaini and gutkha in India, The tobacco demand and consumption is very high in India, which will continue to be the key driver of growth in the market. This will be followed by demand from countries outside of India.

A large portion of the Indian economy depends on agriculture, and tobacco is the principal cash crop across many states. Bidi (Traditional cigarettes), snuffs and smokeless tobacco, including gutka, khaini and zarda, are the most popular tobacco-based products. Bidi dominates the tobacco market in India, followed by chewing tobacco and cigarettes.





Indian tobacco is exported to around 100 countries. India exports unmanufactured tobacco primarily to Western Europe, South & Southeast Asia, East Europe and Africa. Exports of manufactured tobacco recorded a 25% growth from US\$ 222.3 million in 2013-14 to a record US\$ 278.6 million in 2014-15, while unmanufactured tobacco recorded a dip of 13.82% from US\$ 789.04 million in 2013-14 to a US\$ 680.01 million in 2014-15 respectively.

The tobacco market is expected to grow at a CAGR of 6.3% over the period FY 2016 to FY 2020. A large portion of Indian economy is agricultural based where tobacco is the principal cash crop that is grown in many states. India is the 2nd largest producer and 3rd largest exporter of the tobacco in the world. Bidi dominates the tobacco market in India, followed by chewing tobacco and cigarettes. Indians consume bidis, snuffs and smokeless tobacco, including gutka, khaini and zarda.

The global smokeless tobacco industry is projected to grow at the significant growth rate in the near future owing to increasing consumption of chewing tobacco in developing economies. Key players are shifting their focus from cigarette to the smokeless tobacco products due to growing demand.

On the basis of type, it is segmented into chewing tobacco, dipping tobacco, dissolvable tobacco. Among all the types, chewing tobacco segment is dominating the market and the segment is expected to reach USD 9.96 billion by the end of 2023 with registering a CAGR of 4.30% during the forecast period. However, chewing tobacco segment is further categorized into loose leaf, plug, twist, chew bags and others. Dipping tobacco is further categorized into moist snuff, dry snuff and snus.



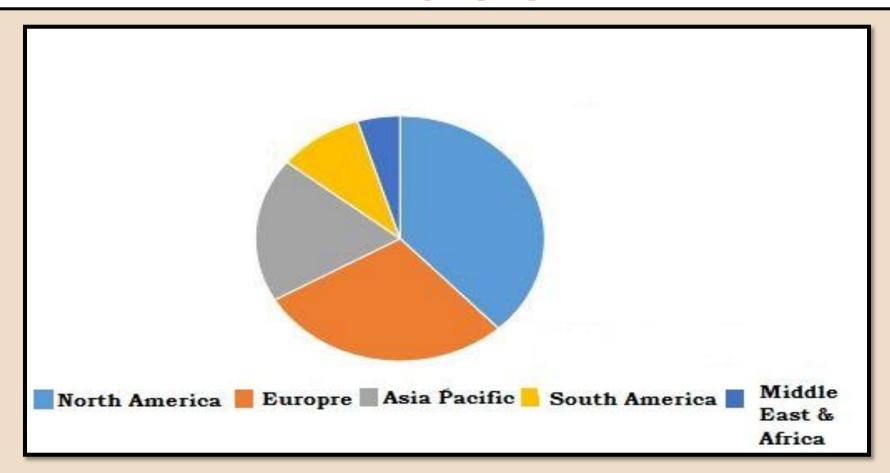
Growing demand of chewing tobacco, majorly among the low-income community of consumers is also influencing the market growth. Popularity of consumption of smokeless tobacco among the daily wage workers, is projected to be high due to the low cost and high production capacity of tobacco in the developing country.

In addition to the 45.7 million people who directly depend on tobacco Industry, there are millions who indirectly earn their livelihood from the Tobacco Industry such as people engaged in packaging, warehousing, flavour & fragrance, paper, jute, mentha, areca nut, transporters etc.





Smokeless Tobacco Market Share (%), By Geography





Machinery Photographs



Autoclave Dryer



Tobacco Crusher







Pouch Filling & Sealing Machine

Air Compressor



Project at a Glance

COST OF PROJECT			MEANS	MEANS OF FINANCE			
		Propose		Propose			
Particulars	Existing		Total	Particulars	Existing	d	Total
Land & Site							
Development Exp.	0.00	26.50	26.50	Capital	0.00	30.75	30.75
Buildings	0.00	52.50	52.50	Share Premium	0.00	0.00	0.00
				Other Type Share			
Plant & Machineries	0.00	13.75	13.75	Capital	0.00	0.00	0.00
Motor Vehicles	0.00	6.00	6.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation							
Equipments	0.00	7.25	7.25	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow				Internal Cash			
Fees & Exp.	0.00	3.00	3.00	Accruals	0.00	0.00	0.00
Franchise & Other				Long/Medium Term			
Deposits	0.00	0.00	0.00	Borrowings	0.00	92.24	92.24
Preliminary& Pre-							ĺ
operative Exp	0.00	1.00	1.00	Debentures / Bonds	0.00	0.00	0.00
Provision for				Unsecured			1
Contingencies	0.00	1.00	1.00	Loans/Deposits	0.00	0.00	0.00
Margin Money -							
Working Capital	0.00	11.98	11.98	3			
TOTAL	0.00	122.98	122.98	TOTAL	0.00	122.98	122.98
						nr	700
www entrepreneu	rindia co						JUS



Pr	oject at a	a G	lanc	e	
Yea r	Annualised	Boo k Valu	Debt		Retained Earnings

е

14.4

3

22.9

1

35.1

7

50.9

69.7

4

Per

0.00

0.00

0.00

0.00

0.00

Per Share Share

24.00

18.00

12.00

6.00

0.00

EPS

4.43

8.48

12.27

5-6 18.84 20.74

4-5 15.73

1-

2

2-

3

3-

4

CEPS

7.49

11.19

14.68

17.88

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Earnings

4.43

8.48

12.27 0.00

15.73 0.00

18.84 0.00

Per Share

%

100.

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100.

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ble Marke t Price

4.43

8.48

12.27

15.73

18.84

Payo Proba

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%

0.00

0.00

P/E

Ratio

No.of

Time

S

1.00

1.00

1.00

1.00

1.00

Yield

Price/

Book

Value

%

0.00

0.00

0.00

0.00

0.00

Pr	oject at a	Gla	nce		
Yea	D. S. C. R.	Debt /	Equity	Total	Retur
r		-	as-	Net	n on
		Depo	Equity	Wort	Net

all

Profitability Ratio

PAT

%

5.66% 3.78%

9.65% 6.21%

12.35% 7.86%

14.13% 8.96%

15.26% 9.65%

Wort

h

%

GPM

%

18.80

21.33

%

22.98

%

24.02

%

24.61

%

PBT

%

h

%

2.52

1.41

0.80

0.47

0.28

(Number of

times)

3.00

1.66

0.79

0.34

0.12

0.00

3.00

1.66

0.79

0.34

0.12

0.00

Asset Curre

Turno Ratio

nt

0.97

1.23

1.60

2.05

3.31

S

ver

Ratio

2.34

2.51

2.50

2.37

2.19

P/V

%

%

%

%

%

%

Net

bution

Contri Ratio

201.0 55.85

234.5 55.85

268.0 55.85

301.5 55.85

335.1 55.85

8

0

'ea	D. S. C. R.	Debt /
r		-
		Depo
		sits
		Debt

Individ Cumula Over

(Number of times)

1.16

1.37

1.59

1.83

2.06

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2.06

tive

ual

Initi

al

1-

1.16

2-3 1.60

3-4 2.10

5-6 3.29

2.66

4-5

Project at a Glance

RFP

BEP -	Maximum	Utilisation	Year

Cash BEP (% of Installed Capacity)

Total BEP (% of Installed Capacity)

IRR, PAYBACK and FACR

Internal Rate of Return .. (In %age)

Payback Period of the Project is (In Years)

Fixed Assets Coverage Ratio (No. of times)





70.93%

72.68%



Major Queries/Questions Answered in the Report?

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



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



- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Readymade Khaini (Geeli) Manufacturing plant?
- 10. What are the requirements of raw material for setting up Readymade Khaini (Geeli) Manufacturing plant?
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up Readymade Khaini (Geeli) Manufacturing Business?
- 12. What is the Manufacturing Process of Readymade Khaini (Geeli)?



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



- 18. What are the Personnel (Manpower) Requirements for setting up Readymade Khaini (Geeli) Manufacturing Business?
- 19. What are Statistics of Import & Export for Readymade Khaini (Geeli)?
- 20. What is the time required to break-even of Readymade Khaini (Geeli) Manufacturing Business?
- 21. What is the Break-Even Analysis of Readymade Khaini (Geeli) Manufacturing plant?
- 22. What are the Project financials of Readymade Khaini (Geeli) Manufacturing Business?



- 23. What are the Profitability Ratios of Readymade Khaini (Geeli) Manufacturing Project?
- 24. What is the Sensitivity Analysis-Price/Volume of Readymade Khaini (Geeli) Manufacturing plant?
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- This report provides vital information on the product like it's characteristics and segmentation
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- This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials
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- The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions



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



Tags

Khaini Manufacturing Process, Tobacco and Pan Masala Formulations, Khaini Manufacturing Process, Cost of Khaini Manufacturing, How to Make Khaini, Khaini Ingredients, Tobacco Based Products, Manufacture of Pan Masala, Tobacco and Tobacco Products, Khaini, Production of Khaini, Khaini Tobacco, Smokeless Tobacco, Tobacco Manufacture, Khaini Production, Indian Tobacco Industry, Tobacco Industry in India, Tobacco Industry, Chewing Tobacco, Tobacco Cultivation, Khaini Tobacco Manufacture, Manufacture of Pan Masala, Khaini Manufacture, Khaini Manufacturing Unit, Manufacturing of Smokeless Tobacco, Starting Tobacco Product Manufacturing Company, Smokeless Chewing Tobacco, Smokeless Tobacco, Small Business Ideas in Manufacturing of Tobacco Industry, How to Start Pan Masala Business, Project Report on Khaini Manufacturing Industry, Detailed Project Report on Tobacco Product Manufacturing, Project Report on Khaini Production, Pre-Investment Feasibility Study on Chewing Tobacco Manufacturing, Techno-Economic feasibility study on Khaini Production, Feasibility report on Smokeless Tobacco Production, Free Project Profile on Chewing Tobacco Manufacturing, Project profile on Khaini Production, Download free project profile on Tobacco Product Manufacturing, How to Make Chewing Tobacco, Smokeless Tobacco Composition, Tobacco and Tobacco Products, Chewing Tobacco Composition and Process for Producing, Production of Smokeless Tobacco, Khaini and Tobacco Manufacturing



Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on Readymade Khaini (Geeli) Manufacturing Industry.

Production of Chewing Tobacco.

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- Export-Import Market Potential
- Raw Material & Manpower Availability
- Project Costs and Payback Period

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NIIR PROJECT CONSULTANCY SERVICES

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

New Delhi-110007, India.

Email: <u>npcs.ei@gmail.com</u>, <u>info@entrepreneurindia.co</u>

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

Mobile: +91-9811043595

Fax: +91-11-23845886

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Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation



Contact us

NIIR PROJECT CONSULTANCY SERVICES

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

New Delhi-110007, India.

Email: <u>npcs.ei@gmail.com</u>, <u>info@entrepreneurindia.co</u>

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

Mobile: +91-9811043595

Fax: +91-11-23845886

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