



Puffed Rice (Muri) Manufacturing Business.

**Production of Puffed Food
(Kurmura, Murmura, Muri).**

**Rice Processing and Value Added
Products**

Introduction

Muri is to rice as popcorn is to corn. A traditional puffed rice called muri (sometimes spelled mouri) is made by heating rice in a sand-filled oven.

Puffed rice also known as kurmura, murmura, muri in Hindi are very lightweight and crisp. As the same suggest puffed rice are made from rice, where the rice grains are expanded because of high-pressure heating.



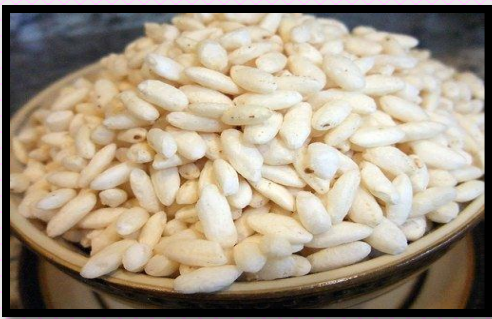
Rice grains are slow roasted with sand in huge iron kadai (wok) with lot of patience keeping the heat very slow so that the rice grains do not burn. Puffed rice has greater volume than regular rice but is less in calories which means that given equal sized servings puffed rice will have fewer calories than rice. Puffed rice is used to make bhelpuri and snacks and for other needs.



Market Outlook

The most common sight today would be Bhel puri - is a savoury snack originating from the Indian subcontinent, and is also a type of chaat. It is made of puffed rice, vegetables and a tangy tamarind sauce.

Puffed rice is a popular low cost breakfast cereal and snack used worldwide because of its ready to eat (RTE), lighter and crispness characteristics. India produces annually 89 million tonnes of rice (second largest producer of rice in the world), but, only 10 percent of it is converted to different value added products such as puffed rice, popped rice or flaked rice.



Puffed rice has got a highest demand both in national and international market. Quality factors such as uniform puffing, contamination free, good colour, crispness etc. are the major concern for export of puffed rice. However, the production of puffed rice in India is only limited to village levels. The puffing method traditionally followed in India is sand-roasting. The whole process of puffing is very tedious, time consuming and involves a large amount of skilled labour working in hot conditions.

The Puffed Rice Market to grow at a substantial Compound Annual Growth Rate during the forecast period 2017-2022. With the increase in demand for muri, farmers are growing more rice to meet the demands.

Puffing of food is done by using high temperature, pressure, or extrusion. In puffing process expansion of seed is carried out and at that period the vapor pressure escapes through the micropores of the grain structure due to high pressure or thermal gradient. There are different methods of puffing viz. dry heat, sand and salt treated, hot air popping, gun puffing, popping in hot oil, and microwave heating. A wide range of cereals and millets used for puffing such as rice, wheat, corn, sorghum, and ragi.



Puffed food

Puffed food has a primary role in human consumption. Consumer demand is increasing for puffed foods due to various health benefits such as weight loss. Therefore increasing the market share of puffed food market. Increasing demand for flavor food products is expected to increase the puffed food market over the forecast period. The growing puffed market attributed to the shift in consumer demand for various flavors and nutritious food.



Increasing demand for healthy snack food in breakfast is fuelling the market for puffed food. The shift is now leading to growing demand for nutritious street food. Thus puffed food are expected to see higher market share related to its various health benefits. Puffed food market is also growing due to its innovations in packaging.

Puffed food segmented by category type, application and region. By category, puffing comes in wheat, rice, corn, sorghum, and ragi. Puffed wheat is prepared by heating wheat grains under pressure and then rapidly releasing pressure when the superheated steam in the grain expands grain is puffed. It is a good source of copper, protein, and iron.



Puffed rice used in breakfast cereal or snack foods served as popular street food. It is made by heating rice kernels under high pressure in the presence of steam. Puffed food is segmented by applications as Bakery Industry and Snacks Industry. In bakery it uses in in making puffed backed pancake, puffed baked potato and others. Puffed food market is further segmented by region such as Latin America, North America, Europe, Middle East and Africa, and Asia Pacific. Latin America and North America possess significant potential, whereas Europe and other developing markets such as Asia-Pacific and MEA possess the growth opportunities for quinoa over the forecast period. There is a high consumption of puffed food in Asia-Pacific regions like India and China as growing young population prefers street food and snacks like cheese doodles.

Machinery Photographs



ROASTER MACHINE



PACKING 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	0.00	0.00	Capital	0.00	6.91	6.91
Buildings	0.00	0.00	0.00	Share Premium	0.00	0.00	0.00
				Other Type Share			
Plant & Machineries	0.00	6.40	6.40	Capital	0.00	0.00	0.00
Motor Vehicles	0.00	4.00	4.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	7.00	7.00	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	3.00	3.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	20.72	20.72
Preliminary & Pre-operative Exp	0.00	0.50	0.50	Debentures / Bonds Unsecured	0.00	0.00	0.00
Provision for Contingencies	0.00	0.65	0.65	Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	6.08	6.08				
TOTAL	0.00	27.63	27.63	TOTAL	0.00	27.63	27.63

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	4.03	8.07	14.03	24.00	0.00	100.00	4.03	0.00	4.03	1.00	0.00
2-3	7.93	11.46	21.96	18.00	0.00	100.00	7.93	0.00	7.93	1.00	0.00
3-4	11.70	14.80	33.67	12.00	0.00	100.00	11.70	0.00	11.70	1.00	0.00
4-5	15.19	17.92	48.86	6.00	0.00	100.00	15.19	0.00	15.19	1.00	0.00
5-6	18.35	20.76	67.21	0.00	0.00	100.00	18.35	0.00	18.35	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	1.22	1.22		1.71	1.71	5.49		7.65%	1.38%	1.02%	47.09	17.21%	4.54	1.08
2-3	1.63	1.42		0.82	0.82	3.60		8.37%	2.59%	1.72%	54.94	17.21%	4.73	1.15
3-4	2.12	1.63	2.09	0.36	0.36	2.43		8.85%	3.45%	2.22%	62.78	17.21%	4.70	1.25
4-5	2.66	1.86		0.12	0.12	1.73		9.16%	4.02%	2.56%	70.63	17.21%	4.55	1.37
5-6	3.29	2.09		0.00	0.00	1.29		9.35%	4.39%	2.78%	78.48	17.21%	4.34	1.60

Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	72.35%
Total BEP (% of Installed Capacity)	74.47%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	29.40%
Payback Period of the Project is (In Years)	2 Years 4 Months
Fixed Assets Coverage Ratio (No. of times)	46.443

Major Queries/Questions Answered in the Report?

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

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

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

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

Tags

Puffed Rice, Puffed Rice Making, Manufacturing of Puffed Rice, Puffed Rice Also Known as Kurmura, Murmura, Muri, Making of Murmura, Project Profile on Murmura Manufacturing Unit, Producing Muri (Puffed Rice), Muri Rice, Puffed Rice Manufacturing, Puffed-Rice (Muri) Making, Puffed Rice Manufacture, Production of Puffed Rice, Puffed Rice Making Plant, Muri Making Business, How to Make Puffed Rice, Puffed Rice Processing, Puffed Rice (Muri), Puffed Rice (Muri) Production, Puffed Rice or Murmure Manufacturing Business, Rice Puff Making Business, Puffed Rice Making Business, Puffed Rice Manufacture, Puff Rice Manufacturing Business, Puffed Rice & Murmura Plant, Murmura Manufacturing Unit, Murmura Manufacturing Process, Murmura Factory, Puffed Rice Plant (Murmura Plant), Murmura Manufacturing Plant, Murmura Making Process, Puffed Rice Mill Project Report, Puffed Rice (Murmura) Production, Project Report on Murmura Manufacturing Industry, Detailed Project Report on Puffed Rice Processing Business, Project Report on Puff Rice Manufacturing, Pre-Investment Feasibility Study on Puffed-Rice (Muri) Production,

Techno-Economic feasibility study on Puffed-Rice (Muri) Making Business, Feasibility report on Puff Rice Manufacturing, Free Project Profile on Murmura Manufacturing, Project profile on Murmura Manufacturing, Download free project profile on Puffed-Rice (Muri) Production, Most Profitable Food Processing Business Ideas, Food Processing Industry, Profitable Food Processing Business in India, Starting a Food Processing Business, Small scale food processing industry, How to Start Manufacturing Processing Business, Starting Business in Food Processing Industry, Food Manufacturing Industry, Project Report on food processing & agro based, Food and Beverage Industry Projects, Indian Processed Food Industry, How to Start a Food Production Business, Food Processing Projects, Food Processing & Agro Based Profitable Projects, Most Profitable Food Processing Business Ideas, Food Processing Industry in India, How to Start Food Processing Industry in India, Cereals Food, Rice Based Products, Value-Added Processing of Rice, Rice Processing, Rice Processing and Value Addition in India, Value-added processing of rice, Rice Production and Processing, processed products from rice, By-products of Rice Processing, Processed Food Products from Rice, Rice Processing Plant, Rice Processing Business

Niir Project Consultancy Services (NPCS)
can provide Detailed Project Report on
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Production of Puffed Food
(Kurmura, Murmura, Muri).
Rice Processing and Value Added products

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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](#)



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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



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