

**Name of Unit:**

**Address:**

**BIZASTRA**

**Prepared by:**

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### ABOUT THE PROJECT:

Name of the company:	
Registered Address:	
Constitution:	
GST Registration Number	
Names of the Proprietor / Directors:	
Date of Commencement:	
Products:	
Existing Banker:	

### ABOUT THE PROMOTER:

Name of the promoter	
Address of the promoter	
Designation	

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## INTRODUCTION

Autoclave Aerated Concrete (AAC) Blocks are unique and excellent type of building materials due to their superb heat , fire and sound resistance. AAC Block is lightweight, precast building material that simultaneously provides structure, insulation, fire and mould resistance and offers ultimate workability, flexibility and durability.

The unit is proposed to manufacture AAC blocks by consuming the Fly-ash as one of the prime raw material with 70% proportion in AAC blocks, an indispensable by-product of Thermal power plants .

## PRODUCT AND BENEFITS

Autoclaved Aerated Concrete (AAC) is an ultra-light concrete masonry product. It can weigh as little as 1/5<sup>th</sup> that of ordinary concrete due to its distinct cellular structure featuring millions of tiny pockets of trapped air.

### BENEFITS:

- Fire Resistant
- Lightweight
- Pest Resistant
- Earthquake Resistant
- Long Lasting
- Cost Saving
- Versatile
- Moisture Resistant

## MARKET POTENTIAL

- AAC block and concrete block industry forms the backbone of the booming Indian construction sector.
- India's rising population, increase in per capita income, improved economic growth, industrialization and rapid urbanization has augmented the growth prospects of blocks and bricks industry.
- AAC market has a great scope in the future as it is benefitted by various factors, such as cost-effectiveness, natural calamity resistance, and easy availability in the market.
- Due to rapid urbanization and industrialization and growing concern for environment, the demand for AAC is rising.
- The **autoclaved aerated concrete market** generated revenue of \$4,005.9 mil in 2017 and is projected to reach \$5,721.4 mil by 2023, advancing at a 6.2% CAGR during the forecast period (2018–2023).
- The factors driving the growth of the market are increasing industrialization and urbanization, developments in infrastructure, and surging focus on green and soundproof buildings.

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## RAW MATERIAL REQUIREMENTS

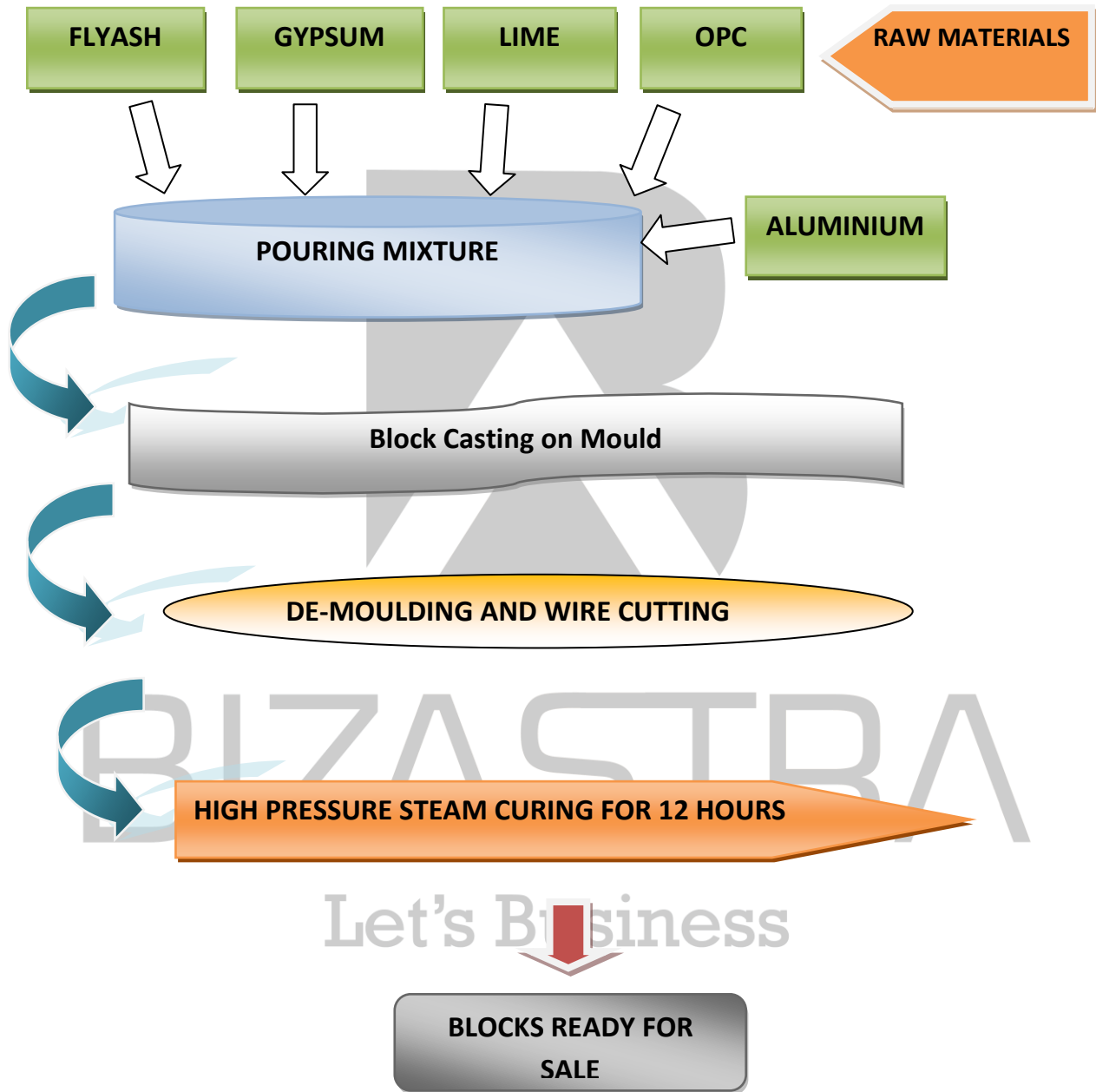
Sr. No.	Raw Material
1	Fly ash
2	Lime
3	Gypsum
4	Cement
5	Aluminium Powder



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## MANUFACTURING PROCESS

The following is the process used for manufacturing of AAC Blocks:



## MANPOWER REQUIREMENT

<b>Particulars</b>	<b>Number of Employees</b>
Technical Staff	
Administration Staff	
Marketing Staff	
Labour	
<b>Total</b>	



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## PROJECT COST AND MEANS OF FINANCE

### Project cost

Sr. no	Costing heads	Amount (Rs. In lakhs)
1	Land & Development	
2	Factory Building	
3	Plant and Machinery	
4	Furniture & fixtures	
5	Electrical Installation	
6	Computer , IP assets & Software	
7	Tools & equipment	
	<b>Total</b>	

### Means of Finance

Sr. no	Particulars	Amount (Rs. In lakhs)
1	Own capital	
2	Working capital loan	
3	Term Loan from Bank	
4	Internal accrual & reserves	
5	Unsecured loans	
	<b>Total</b>	

## LIST OF EQUIPMENTS REQUIRED

Sr. No	Name of Equipment	Amount (Rs. In lakhs)
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		



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## S.W.O.T ANALYSIS

<p style="text-align: center;"><b><u>STRENGTHS</u></b></p> <ul style="list-style-type: none"><li>• Quality and Economy</li><li>• Seismic Resistance</li><li>• Quality of Product</li><li>• Lightweight</li></ul>	<p style="text-align: center;"><b><u>WEAKNESS</u></b></p> <ul style="list-style-type: none"><li>• Lack of awareness and acceptability.</li><li>• Resistance to change.</li></ul>
<p style="text-align: center;"><b><u>OPPORTUNITIES</u></b></p> <ul style="list-style-type: none"><li>• Rapid growth in the field of infrastructure.</li><li>• People are opting for more stable structures and intensive use of cement.</li><li>• Heavy investment by government in infrastructure projects.</li><li>• Large Size projects</li></ul>	<p style="text-align: center;"><b><u>THREATS</u></b></p> <ul style="list-style-type: none"><li>• Changing Government Policies.</li><li>• Large number of players in the market.</li><li>• Emergence of small players in the market may increase the competition.</li><li>• Increase in Raw Material price.</li><li>• Fluctuating Demands</li></ul>

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## RISK ANALYSIS AND MITIGATION STRATEGY

<b>BUSINESS RISK</b>	As the project is not very big the risk covered under the same is LOW.
<b>ENVIRONMENTAL RISK</b>	The environmental risk can be classified as LOW as the unit is taking proper precautions and following all the regulations and remains compliant with all environment related laws.
<b>FINANCIAL RISK</b>	The Financial Risk can be classified as MEDIUM since the project is dependent on the finances availed from the bank.



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## FUTURE OUTLOOK

India's ambitious initiative of "Housing for All by 2022" is expected to be one of the major growth drivers for the blocks industry of the country. The recent announcement of granting an "infrastructure" status to the "Affordable Housing" is expected to result in increased participation from private players to meet the existing deficit of 20 million housing units. With several construction projects in pipeline, the market is expected to overcome the short-term effects of demonetization and grow at a stupendous pace post FY'2018 ending March.

The use of AAC can bring down the construction cost by up to 20 per cent, increase speed up walling by up to three times and it could be deployed to bridge the demand-supply gap in the affordable housing segment and other infrastructure projects. AAC blocks have proved their worth by saving a lot of construction time in Europe and the Middle East. The best part of this is that it not only speeds up the construction work, but also enhances the quality of output. Also, it helps in creating additional carpet area up to 3 per cent, reducing requirement of unskilled labour by almost 10 times and improving safety norms.

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