



Name of Unit:

Address:



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

It is universal truth that water is very essential for sustaining life and survival of mankind including animal and plants. The water used for potable purpose by mankind should be free from undesirable impurities and contamination. Though the water available on the earth is abundant but fresh water fit for human consumption is hardly 3% of total available water, source of which are river springs, pond, rain water and ground water. The untreated water available from sources like well, bore well and springs is generally not hygienic and unsafe for human consumption. Thus needs treatment and purification to supply hygienic packed water for drinking purpose. As the name implies, the packaged drinking water is the purified water free from contamination, suspended impurities, unwanted colour, diseases causing micro organism and hygienically packed with convenience of use. Water born diseases are cause of concern world over and lot of money spent on the treatment of diseases caused by contaminated water and problem has assumed alarming proportions due to increasing contamination of ground water. This has given boost to demand for hygienically packed purified water and this is growing rapidly.

PRODUCTS AND ITS APPLICATION

Packaged drinking water is the sealed water ,which ensures that the water will be safe , clean and potable for human consumption. Packaged drinking water is from any source and has to be treated and disinfected, a process that could involve filtration, UV or ozone treatment, reverse osmosis before it is fit for human consumption.

Uses of Packaged Drinking Water :

- Tourist Destinations
- Travelling
- Cafes
- Restaurants
- Trains
- Flights
- Buses
- Business Conferences

MARKET POTENTIAL

- In a country where disposable incomes are rising as much as the awareness about clean drinking water, the packaged water industry is growing at nearly 15 per cent every year.
- The industry is growing rapidly as people spend a large part of their time outside homes and prefer to purchase 20-litre bulk packages of water for home use rather than installing water purifiers. They also travel a lot more than before.
- According to the Bureau of Indian Standards (BIS), there are approximately 1,200 bottling plants and 200 brands of packaged drinking water across the country. Out of these 200 brands, 80% of them are local. \
- The growing demand for bottled water speaks volumes of scarcity of clean drinking water and the quality of tap water. It has become an icon of healthy lifestyle emerging in India.
- The market today has grown to Rs 1100 crore. The organised sector – Branded packaged drinking water has only Rs 700 crore of market share. The rest is accounted for unorganised sector. The market is still growing at a rate greater than 80%.
- So there is good scope for establishing the units for processing and bottling plain and mineralised drinking water in the country.

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RAW MATERIAL REQUIREMENTS

Sr no.	RAW MATERIAL
1	Water
2	Plastic/ Glass bottles
3	Bottle caps
4	Labelling material



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MANPOWER REQUIREMENT

Particulars	Number of Employees
Technical Staff	
Administrative Staff	
Marketing Staff	
Labour	
Total	

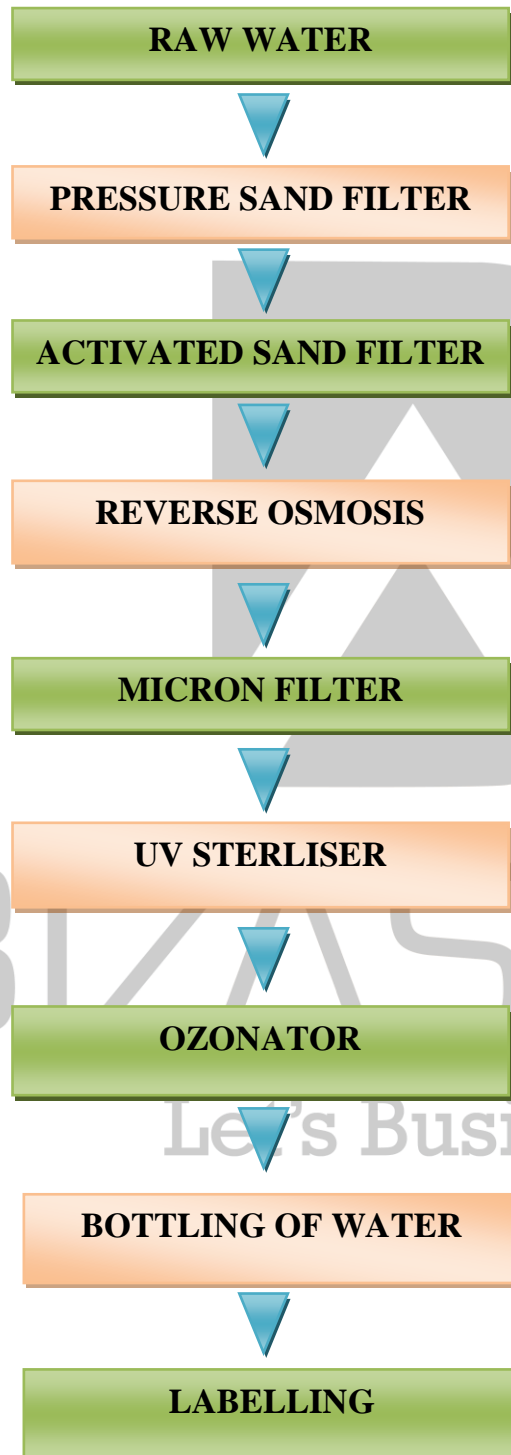


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MANUFACTURING PROCESS

The following is the process used for manufacturing of Packaged drinking water:



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	
	Total	

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	
	Total	

LIST OF EQUIPMENTS REQUIRED

Sr. No	Name of Equipments
1	Water Softening Machine
2	Filter Assembly
3	High Pressure pump
4	Ultraviolet System
5	SS Storage Tank
6	Water Purifier
7	Water Bottling
8	Labelling

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S.W.O.T ANALYSIS

<p style="text-align: center;"><u>STRENGTHS</u></p> <ul style="list-style-type: none">• High quality product• Latest machinery and technologies• Low cost of production• Expanding industry	<p style="text-align: center;"><u>WEAKNESS</u></p> <ul style="list-style-type: none">• Lack of proper advertising• New in the market• Limited distribution network
<p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none">• Rise in Middle Class• Surging tourism• Rising health awareness in Tier II and Tier III cities.	<p style="text-align: center;"><u>THREATS</u></p> <ul style="list-style-type: none">• Natural Resources depletion and degradation.• Competitor rivalry• Water Purifiers• Substitutes

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RISK ANALYSIS AND MITIGATION STRATEGY

BUSINESS RISK	As the project is not very big the risk covered under the same is LOW.
ENVIRONMENTAL RISK	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.
FINANCIAL RISK	The Financial Risk can be classified as MEDIUM since the project is dependent on the finances availed from the bank. But since water is our daily necessity and with increased tourism, the business is likely to generate adequate revenue.

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FUTURE OUTLOOK

Bottled water is growing much faster than carbonated drinks in India, mirroring a global trend as consumers go off sugary beverages, said researcher Euromonitor. Packaged water grew 23-25% in year to March, more than twice the rate at which sodas grew. The market is expected to reach INR ~403.06 Bn by the end of 2023, from its current value of INR ~160 Bn, expanding at a compound annual growth rate (CAGR) of ~20.75% from 2018. Based on volume, the market is likely to reach ~35.53 Bn liters by 2023, expanding at a CAGR of ~18.25% from 2018 to 2023.

India accounts for ~18% of the global population. In addition, the per-capita income of Indians witnessed a growth of ~8.6% in 2017. Moreover, increased awareness among the growing population about the importance of safe drinking water for maintaining good health, along with a sharp rise in per capita income is creating a demand for bottled water in India. Tourists prefer bottled water to normal tap water. The rate of foreign tourists in India is expected to increase at a rate of ~6.7% during 2015-2025. This, in turn, is anticipated to boost the sale of bottled water in India.

BIZIRIA

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