



Name of Unit:

Address:

BIZA STRA

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

India is a spice-rich country. Various varieties of spices are available in different parts of the country. A spice is a seed, fruit, root, bark, or other plant substance primarily used for flavouring, colouring or preserving food. Spices are distinguished from herbs, which are the leaves, flowers, or stems of plants used for flavouring or as a garnish. Spices have varied uses. They are sometimes used in medicine, religious rituals, cosmetics or perfume production. **Spices in India** are not only used in food, but also are used to cure ailments too. They flatter our sense; smell with delicious fragrance, tongue with unique taste and eyes with vibrant colours. At present time, India is one of the largest exporters of spice all over the globe. The environment of India is perfect; heavy humidity, high rainfall, dries and hot weather favours the conditions for growth of different spices. Due to such a huge range of spices like turmeric, cinnamon, black pepper, clove, coriander and red chilli, the taste of Indian food never changed. Spices are sometimes used in medicine, religious

PRODUCTS AND ITS APPLICATION

Indian food and its taste are famous all over the world; the delicious aroma, great taste, unique colour and finger-licking flavour. All these together make a perfect blend and are found in Indian foods only. The secret of the delicious flavour of Indian food is its rich spices that have been used for thousands of years and over the time have been spreading all over the world. Indian and Egyptian spices are known as world's best spices in taste, their appealing aroma adds tang to foodstuff.

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MARKET POTENTIAL

- Demand for processed spices is directly linked with its consumption in food processing industry and this is set to grow in India in coming years with growth of population and fast changing food habits as well as increase in purchasing power of the middle and upper class households in India.
- India is the world's largest producer, consumer and exporter of spices; the country produces about 75 of the 109 varieties listed by the International Organization for Standardization (ISO) and accounts for half of the global trading in spices.
- The demand for Indian spices used all over the world has not only increased the demand for vegetarian and non-vegetarian recipes to be filled with tasteful and medicinal qualities, but their use in the cosmetics industry has increased in record quantities this year.
- As per the latest news and research, there is a high demand of spices around the globe and the country is predicted to export powdered and other spices like oils, seasoning, oleoresins, and extracts.
- The Indian spices market is pegged at Rs. 40,000 crore annually, of which the branded segment makes up 15 per cent.



RAW MATERIAL REQUIREMENTS

| Sr no. | RAW MATERIAL |
|--------|---------------------------|
| 1 | Red Chillies |
| 2 | Turmeric |
| 3 | All types of Whole Spices |
| 4 | |



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MANPOWER REQUIREMENT

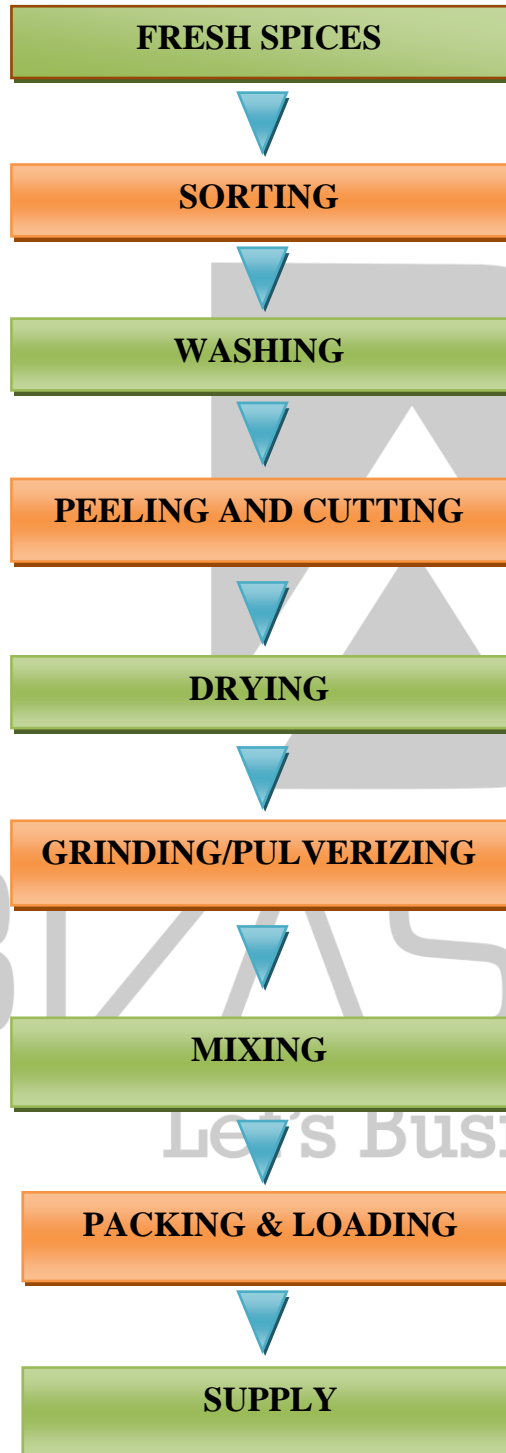
| Particulars | Number of Employees |
|----------------------|----------------------------|
| Technical Staff | |
| Administrative Staff | |
| Marketing Staff | |
| Labour | |
| Total | |



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MANUFACTURING PROCESS

The following is the process used for manufacturing of Masalas:



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 Equipment | Amount (Rs. In lakhs) |
|--------|-------------------|--------------------------|
| 1 | | |
| 2 | | |
| 3 | | |



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S.W.O.T ANALYSIS

| | |
|---|---|
| <p><u>STRENGTHS</u></p> <ul style="list-style-type: none">• High quality product• Diverse product portfolio• Low cost of production• Expanding industry | <p><u>WEAKNESS</u></p> <ul style="list-style-type: none">• Lack of proper advertising• New in the market• Limited distribution network |
| <p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none">• Change in Consumer Behaviour• Increase in liking for Indian Cuisine. | <p><u>THREATS</u></p> <ul style="list-style-type: none">• Completion from existing players.• Tough competition from Local Player. |

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FUTURE OUTLOOK

Today, Indian spices are the most sought-after globally, given their exquisite aroma, texture, taste and medicinal value. India has the largest domestic market for spices in the world.

The changing lifestyles along with the changes in food habits and increasing income level have led to the boost in the use of powdered spices. Powdered spices are convenient to use, save time and energy for preparing different delicious dishes. Besides the everyday household use, spices are significantly used in processed foods and commercial food service businesses such as hotel, restaurant etc.

Further, these seasoning substances are fast moving consumable items. There has been a wide-spread network of Indian spices supplier, dealer, retailers backed up by advertisements in local media. Along with the internal supply, the export market for Indian spices is also getting bigger. The spice exporters in India have contributed in a wide supply of Indian spices over the globe while augmenting the industry revenues.

