

### Manufacturing of

# Lemon Lime Flavoured Soft Drink (Nimbu Pani) with Lemon Juice

Profitable Business of

Non-Alcoholic Beverages





#### Introduction

Lime juice is the best substitute for lemon juice, as it can be used as a one-to-one replacement and has a very similar taste and acidity level (5). In fact when canning or preserving food it's the ideal substitute for lemon juice because it has a similar pH level.

Soft drinks are preferably clear in all individuals and their thirst and the fight summers. But to change the standard of living and income, people move their consumption behavior and therefore more health conscious. This led to a significant increase in the demand for juice and non-Fizz (sparkling) beverages out.





This product is extremely popular in restaurants, hotels & beverage industry. It enhances the taste and flavor of fruit beverages, ice creams, soft drinks and is globally admired for its purity. Lemon-lime drinks, also known colloquially as lemonade in the United Kingdom, Australia and New Zealand and as cider in Japan and Korea, are carbonated soft drinks with lemon and lime flavoring.



#### **Market Outlook**

The soft drink industry is growing at a very fast rate with many new players entering the market from large Multi-national Corporation to local players from different region who have all the required capital and the market to compete in together. In this harsh cut throat competition it is very important to understand the consumers need and wants and to deliver them what they want so it is important to understand these needs and wants of the consumer if the company wants to have a major share in the market. As the consumer base is becoming more and more health conscious, companies will have to apply a new marketing strategy to position themselves and moreover try to have a first mover advantage. Moreover at one side they will try to increase their market share of existing products by organizing their distribution system and reaching out to untapped rural market.



The Indian soft drink market might continue its robust growth as annual per-capita bottle consumption is expected to reach around 84 by 2021. The global lemon essential oils market is an estimated CAGR of 9.2%, during the forecast period, 2018-2023.

The industry would have a broad-based growth across categories, especially helped by juices and bottled water. Over the past two years the soft drink growing health concerns among consumers are encouraging manufacturers to focus on the development of low-sugar, low-calorie, or diet varieties of beverages. In addition, they are increasingly focusing on the development of products based on natural ingredients and introduction of new and innovative flavors in the market. At present flavors such as orange, cola, and lemon are gaining traction among consumers. However players are producing carbonated soft drinks with super or tropical fruits and combination of flavors to gain traction in the market.



Furthermore increasing demand market growth in the coming years. Shift in consumer preferences from high sugar content to low sugar or low-calorie products and rising preference for craft soda as an alternative to alcoholic drinks is expected to boost the demand for these types of beverages.

The United States will maintain a 4.9% growth momentum. Within Europe which continues to remain an important element in the world economy Germany will add over US\$15.9 Billion to the region's size and clout in the next 5 to 6 years. Over US\$13.7 Billion worth of projected demand in the region will come from Rest of Europe markets. In Japan Soft Drinks will reach a market size of US\$37.6 Billion by the close of the analysis period. As the world's second largest economy and the new game changer in global markets, China exhibits the potential to grow at 8.5% over the next couple of years and add approximately US\$121.9 Billion in terms of addressable opportunity for the picking by aspiring businesses and their astute leaders.



## Soft Drink Market Size, By Distribution Channel, 2015-2025 (USD Billion)

soft drinks market size, by distribution channel, 2015 - 2025 (USD Billion) 1.14 1.12 2017 2018 2015 2016 2019 2020 2021 2022 2023 2024 2025 ■ Supermarkets & General Merchandisers Convenience Stores ■ Food Service & Drinking Places Online



The major segment in the carbonated market is also done on the basis of flavours used Cola flavoured drinks, lime – lemon flavoured drinks orange flavoured drinks and other drinks. Currently the trend in terms of flavours is defined by lime – lemon flavoured drinks in India. In terms of end users urban segment dominates the Indian carbonated non- alcoholic market with a significant market share. But gradually rural segment is expected to take back on the market.

The manufacturers are bringing new flavours and low- sugar diet drinks into the market which will help grab the declining growth. However, the soft drinks market in India is still expected to showcase a double digit growth in India in the coming five years.



#### **Kay Players**

- ➤ Aarkay Food Products Ltd.
- ➤ Aayush Food & Herbs Ltd.
- > Elite Foods Pvt. Ltd.
- > Foods & Inns Ltd.
- Garlico Industries Ltd,
- Kamdhenu Foods Ltd.





#### **Machinery Photographs**





Filter

Filling Machine





**Bottle Washing Machine** 



Wrapping Machine



COST O	F PROJE	CT	MEANS OF FINANCE					
						Propose		
Particulars	Existing	Proposed	Total	Particulars	Existing	d	Total	
Land & Site								
Development Exp.	0.00	80.00	80.00	Capital	0.00	174.91	174.91	
Buildings	0.00	340.80	340.80	Share Premium	0.00	0.00	0.00	
				Other Type Share				
Plant & Machineries	0.00	98.00	98.00	Capital	0.00	0.00	0.00	
Motor Vehicles	0.00	5.00	5.00	Reserves & Surplus	0.00	0.00	0.00	
Office Automation						_		
Equipments	0.00	27.00	27.00	Cash Subsidy	0.00	0.00	0.00	
Technical Knowhow				Internal Cash				
Fees & Exp.	0.00	5.00	5.00	Accruals	0.00	0.00	0.00	
Franchise & Other				Long/Medium Term				
Deposits	0.00	0.00	0.00	Borrowings	0.00	524.72	524.72	
Preliminary& Pre-								
operative Exp	0.00	2.00	2.00	Debentures / Bonds	0.00	0.00	0.00	
Provision for				Unsecured				
Contingencies	0.00	9.00	9.00	Loans/Deposits	0.00	0.00	0.00	
Margin Money -								
Working Capital	0.00	132.82	132.82					
TOTAL	0.00	699.62	699.62	TOTAL	0.00	699.62	699.62	
					100			



Year	r Annualised		Book Value	Debt	Divide nd	Retained Earnings		Payout Probabl e Market Price		P/E Ratio	Yield Price/ Book Value
	EPS CEPS		Per S	Share	Per Share	Per S	Share			No.of Times	
	•	•	`	•	•	%	•	%	•		%
1-						100.0					
2	5.78	8.87	15.78	24.00	0.00	0	5.78	0.00	5.78	1.00	0.00
0.0	0.06	11 50	04.64	10.00	0.00	100.0	0.06	0.00	0.06	1.00	0.00
2-3	8.86	11.59	24.64	18.00	0.00	0	8.86	0.00	8.86	1.00	0.00
						100.0					
3-4	11.83	14.25	36.47	12.00	0.00	0	11.83	0.00	11.83	1.00	0.00
						100.0					
4-5	14.65	16.79	51.12	6.00	0.00	0	14.65	0.00	14.65	1.00	0.00
						100.0					

5-6 17.30 19.21 68.42 0.00 0.00 0 17.30 0.00 17.30 1.00



0.00

Year	Е	7 1 3					Assets Turnov er Ratio							
	Individ ual	Cumula tive	Overa 11					GPM	PBT	PAT	Net Contri bution			
	(Nun	nber of ti	mes)	`	ber of nes)	%	%	%	%	%		%		
Initi al				3.00	3.00									
1- 2	1.31	1.31		1.52	1.52	2.54		25.10 %	14.74%	9.69%	966.5 0	92.58 %	1.07	1.20
2-3	1.65	1.47		0.73	0.73	1.49		28.29 %	19.83%		836.8	68.70 %	1.14	1.41
3-4	2.05	1.65	2.03	0.33	0.33	0.91		30.39	23.36%		949.4 2	68.21 %	1.15	1.67
4-5	2.51	1.83		0.12	0.12	0.58		31.74	25.81%		1062. 04	67.82 %	1.11	1.98
5-6	3.05	2.03		0.00	0.00	0.39		32.54 %	27.49%		1174. 66	67.51 %	1.05	2.83



BEP		
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)



52.31%

55.15%

28.57%

4.757

2 Years 3

Months

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## Major Queries/Questions Answered in the Report?

- 1. What is Lemon-Lime Flavoured Soft Drink (Nimbu Pani) Manufacturing industry?
- 2. How has the Lemon-Lime Flavoured Soft Drink (Nimbu Pani) Manufacturing industry performed so far and how will it perform in the coming years?
- 3. What is the Project Feasibility of Lemon-Lime Flavoured Soft Drink (Nimbu Pani) Manufacturing Plant?
- 4. What are the requirements of Working Capital for setting up Lemon-Lime Flavoured Soft Drink (Nimbu Pani) Manufacturing plant?



- 5. What is the structure of the Lemon-Lime Flavoured Soft Drink (Nimbu Pani) Manufacturing Business and who are the key/major players?
- 6. What is the total project cost for setting up Lemon-Lime Flavoured Soft Drink (Nimbu Pani) Manufacturing Business?
- 7. What are the operating costs for setting up Lemon-Lime Flavoured Soft Drink (Nimbu Pani) Manufacturing plant?
- 8. What are the machinery and equipment requirements for setting up Lemon-Lime Flavoured Soft Drink (Nimbu Pani) Manufacturing plant?



- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Lemon-Lime Flavoured Soft Drink (Nimbu Pani) Manufacturing plant?
- 10. What are the requirements of raw material for setting up Lemon-Lime Flavoured Soft Drink (Nimbu Pani) Manufacturing plant?
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up Lemon-Lime Flavoured Soft Drink (Nimbu Pani) Manufacturing Business?
- 12. What is the Manufacturing Process of Lemon-Lime Flavoured Soft Drink (Nimbu Pani)?



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



## **Tags**

```
#Lemon_Lime_Flavoured_Soft_Drink_(Nimbu_Pani)
#Lemon_lime_Flavoured_Soft_Drink_(Nimbu_Pani)_in_Project,
#Lemon_(Nimbu_Citrus)_Project_Report,
#Soft_Drink_niir_project_consultancy_services
#Project_Report_on_Soft_Drinks_Manufacturing_Process,
#Lemon_Lime_Flavor, #lemon_cultivation_project_report, Lemongrass
cultivation
                   benefits
                                    and
                                                 project
                                                                 report,
#Project_Report_on_Soft_Drinks_Manufacturing_Process,
#Project_Report_on_Soft_Drinks_Manufacturing, (PDF) Carbonated
drink project report, Project Report on Soft Drinks Market in India, Project
Report on Cold Drinks (Coca Cola, Pepsi Cold Drink), soft drinks
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business project on soft drinks, marketing project on cold drinks, marketing research project on soft drinks, project report on consumer behavior with respect to cold drinks, project report on beverage industry pdf, Project Report on Consumer Behaviour Towards Goldpine, Lemonade Production Small Business Manufacturing, Nimbu Pani soft drink flavours Manufacturing, Project Reports & Profiles Best Business Opportunities, Soft Drink Concentrates – Manufacturing, Comparative Study on Consumption Patterns of Soft Drinks, SOFT DRINK / SODA WATER PROJECT REPORT AND COST, Health drink manufacturing plant, soft drink manufacturing process, How soft drink is made - production process?, Project Report On Soft Drinks Market In India, the soft drink industry, Establish Soft Drink Making Plant, Soft Drink Concentrates Essence Project Report eBook, soft drinks manufacturing project report, soft drinks manufacturing plant project report, carbonated soft drink plant project report pdf, Project Report & Profile, Project Consultancy,



Startup, Small Business, Technologies Project Opportunities, Manufacturing Process, Technology Books, Business Listing, Business Books, Small Scale Industries, Consultancy for Lemon-Lime Flavoured Soft Drink (Nimbu Pani), Feasibility Report Lemon-Lime Flavoured Soft Drink (Nimbu Pani), Project Report of Lemon-Lime Flavoured Soft Drink (Nimbu Pani), Technology Book on Lemon-Lime Flavoured Soft Drink (Nimbu Pani), Business Ideas of Lemon-Lime Flavoured Soft Drink (Nimbu Pani), Startup Project, Project Consultancy on Lemon-Lime Flavoured Soft Drink (Nimbu Pani), Lemon-Lime Flavoured Soft Drink (Nimbu Pani), Niir Project Consultancy Services, Project Profile on Lemon-Lime Flavoured Soft Drink (Nimbu Pani), Small Scale Industry, manufacturing business, technology on Lemon-Lime Flavoured Soft Drink (Nimbu Pani), Consultancy Services, Consultant for Lemon-Lime Flavoured Soft Drink (Nimbu Pani)



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NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

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



# 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

Website: www.entrepreneurindia.co, www.niir.org

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- Laboratory Testing Services
- Turnkey Project Consultancy/Solutions
- Entrepreneur India (An Industrial Monthly Journal)

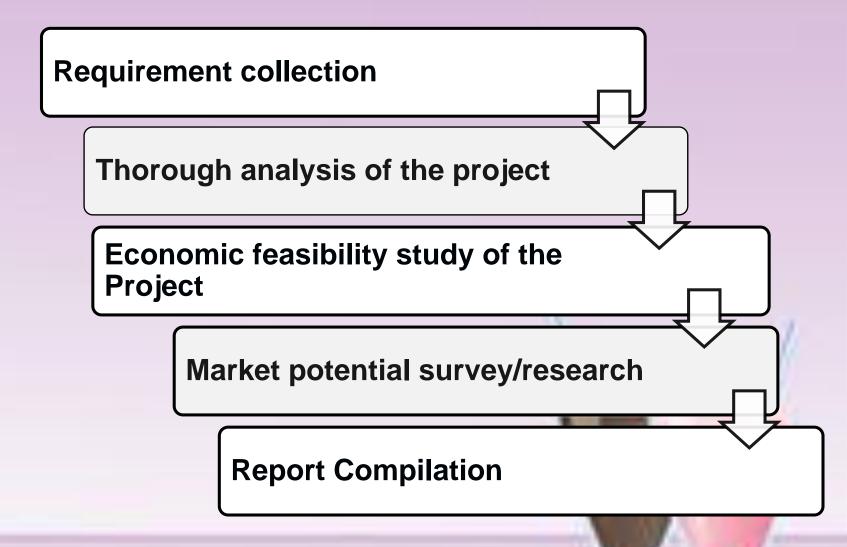


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- We have two decades long experience in project consultancy and market research field
- We empower our customers with the prerequisite know-how to take sound business decisions
- We help catalyze business growth by providing distinctive and profound market analysis
- We serve a wide array of customers, from individual entrepreneurs to Corporations and Foreign Investors
- We use authentic & reliable sources to ensure business precision



# **Our Approach**





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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

Website: www.entrepreneurindia.co, www.niir.org

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