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BUSINESS ASSESSMENT

Prepared for Raghnall Insurance



Company Profile

Company Name: Mititek

Industry Type: Manufacturing

Industry Sub Type: Camphor Manufacturing

Estimated Annual Turnover: 150000000

Estimated Asset Value: 1000000

Number of Employees: 500

Industry Outlook

Agriculture and allied activities recorded a growth rate of 3.9% in FY 2021-22 and is projected to register a CAGR of 4.9% during 2022-2027. Some of the key market trends to look out for in 2022 and beyond are:

- 1. Changing consumer taste Wide array of products, coupled with increasing global connectivity, has led to a change in the taste and preference of domestic consumers.
- 2. Rising demand of Indian products in International Market In November 2019, Haldiram entered into an agreement for Amazon's global selling program to E tail its delicacies in the United States.
- 3. Product Innovations is the key to expansion Heritage Foods, a Hyderabad-based company, has plans to add five more milk processing units in the next five years for an investment of US\$ 22.31 million as part of its expansion plan to achieve US\$ 1 billion turnover by 2022.
- 4. Emphasis on healthier ingredients Food processing companies are serving health and wellness as a new ingredient in processed food because of it being low on carbohydrates and cholesterol, for example, zero-% trans-fat snacks and biscuits, slim milk, and whole wheat products, etc.
- 5. Higher consumption of horticulture crops There is a surge in demand for fruits and vegetables as a result of shift in consumption. Accordingly, Indian farmers are also shifting production.

Risk Outlook

Extreme Risk

Medium Risk



Why Raghnall

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