

#### GENERATED ON 17/10/2022

### **BUSINESS ASSESSMENT**

# Prepared for sd



# **Company Profile**

Company Name: sd

Industry Type: Business & Information Technology

Industry Sub Type: BPO / KPO

Estimated Annual Turnover: 100000

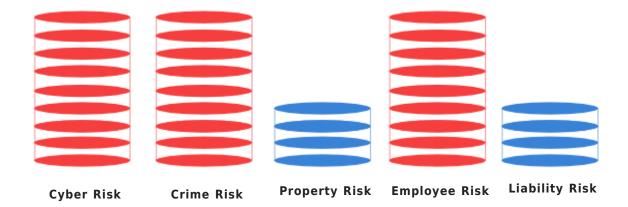
Estimated Asset Value: 300000

Number of Employees: 10

# **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



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