

PROJECT PROFILE ON KURKURE TYPE SNACKS

Introduction :

It is a variety of ready to eat crisp namkin known for its particular taste. Kurkure type extruded products are becoming popular day by day due to change in the food habits and convenience to use. The product is being manufactured as per the local taste. It is a cereal (Rice, Corn and Pulses) based convenience food with oil /fat and good source of energy. It is being used in homes, restaurants, parties' etc. by almost every section of the society because of its less cost and easy availability. The annual demand is over 240000 M.T. of extruded product worth over 2400 crores. The product manufactured by Pepsi Foods, Haldiram, and few small units are very popular. There is potential for setting up of few more extruded namkeen-manufacturing units.

1 Name of the Product : KURKURE TYPE SNACKS

2 Project Cost :

a Capital Expenditure

Land	:		Rs.	Own
Work shed in sq.ft	rented	0	Rs.	-
Equipment	:		Rs.	1,220,000.00

Kurkure type Extruder Machine with 30HP main motor with feeder hopper etc. capacity 100kg/hr. , Raw Material Mixer with 3 HP motor, Bhatti with frying system, Flavoring system, Vertical Form Fill Seal Collar type machine speed 50 to 60 pouch / minute, Compressor 300lb, Nitrogen Cylinder, Moisture Tester, Working Table, Plastic trays, tubs, weighing balance & other Misc. items.

Total Capital Expenditure	Rs.	1,220,000.00
b Working Capital	Rs.	1,250,000.00
TOTAL PROJECT COST :	Rs.	2,470,000.00

3 Estimated Annual Production Capacity:

(Rs. in 000)

Sr.No.	Particulars	Capacity in MT.	Rate	Total Value
1	KURKURE TYPE SNACKS	235.00	66820.00	15702.80
TOTAL		235.00	66820.00	15702.80

4	Raw Material	:	Rs.	13,989,600.00
5	Labels and Packing Material	:	Rs.	75,000.00
6	Wages (6-Skilled & 6- Unskilled)		Rs.	900,000.00
7	Salaries (1-Manager)		Rs.	120,000.00

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8	Administrative Expenses	:	Rs.	120,000.00
9	Overheads	:	Rs.	120,000.00
10	Miscellaneous Expenses	:	Rs.	45,000.00
11	Depreciation	:	Rs.	122,000.00
12	Insurance	:	Rs.	12,200.00
13	Interest (As per the PLR)			
	a. C.E.Loan	:	Rs.	158,600.00
	b. W.C.Loan	:	Rs.	162,500.00
	Total Interest		Rs.	321,100.00
14	Working Capital Requirement	:		
	Fixed Cost		Rs.	455,800.00
	Variable Cost		Rs.	15,247,100.00
	Requirement of WC per Cycle		Rs.	1,308,575.00

15 Cost Analysis

Sr.No.	Particulars	Capacity Utilization(Rs in '000)			
		100%	60%	70%	80%
1	Fixed Cost	455.80	273.48	319.06	364.64
2	Variable Cost	15247.00	9148.20	10672.90	12197.60
3	Cost of Production	15702.80	9421.68	10991.96	11037.54
4	Projected Sales	17000.00	10200.00	11900.00	13600.00
5	Gross Surplus	1297.20	778.32	908.04	1037.76
6	Expected Net Surplus	1175.00	656.00	786.00	916.00

Note : 1.All figures mentioned above are only indicative.
2.This is model project profile for guidance
3.Cost of Project, and its priority will be changed depends on the area, availability of raw Material, man power, power requirement and various other factors etc..