

## SITE ANALYSIS

# Opportunity to Set-Up Natural Mineral Water Plant



## **Business Overview:**

- ☐ This is regarding a joint venture for a natural mineral water plant in Kullu (Himachal Pradesh).
- ☐ The land has source of natural mineral water and it's a north facing plot
- ☐ The owner is a local resident of Himachal Pradesh staying in Delhi and working in F&B sector.
- ☐ Since owner is local of Himachal Pradesh he will provide all the support, handholding in getting the required approvals, Licenses etc. required for factory set up.
- ☐ Catch Mineral water factory is within 500 Meter from more than two decades.

# Geographical Advantage:

- ☐ The plot is 25 Km away from Kullu airport and 20-25 KM away from Manali.
- ☐ The plot has all weather Motorable road.
- ☐ Skilled/Un-Skilled manpower available easily.
- ☐ Government of Himachal Pradesh provides all the necessary support provided to set up a factory or plant and Himachal Pradesh is considered as Industry friendly state.

# Infrastructure:-

## Available

Particulars	Details
Land	44000 Square feet (5 Bigha)

## Infrastructure required for new plant

Plant Area	10000 Sq. Feet
Material	RCC Covered Shed

# Plant Capacity:

Particulars	
800 Cartons/day *12 Bottles	9,600

**Eight trucks a day will carry:-**

9600*8	76,000 Bottles
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**Daily Revenue:-**

76000*30	22,80,000
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**Monthly Revenue:-**

22,80,000*30	6,84,00,000
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# Glimpse of the Plot:-





# **The Opportunity**

## **Investment rationale**

- ❑ The Water shortage around the world and particularly in third world countries has opened new avenues for bottled water Industry. If we compare the growth and status of Indian Bottled Industry with western or Asian market, we are far behind in terms of quantum, infrastructure, professionalism & standards' implementation.
- ❑ In India, the per capita bottled water consumption is still quite low – less than five litres a year as compared to the global average of 29 litres.
- ❑ The bottled water industry in India was growing at a CAGR of 30% for the last three years and is currently valued at Rs 60 bn approximately. The industry is expected to grow at a CAGR of 33% approximately by FY 2018 due to the influx of overseas tourists, a rise in per capita income changes in lifestyle.
- ❑ Rising health concerns as well as improving standard of living amongst consumers is likely to boost the consumption of packaged water in India which will drive the manufacturer to provide a better quality and better service to the consumers.

**INVESTMENT RANGE (Required) – 1 Crore to 2 Crore**



# Thanks



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