



Name of Unit:

Address:

BIZASTRA

Prepared by :
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ABOUT THE PROJECT:

Name of the company:	
Registered Address:	
Constitution:	
Names of the Proprietor / Directors:	
Date of Commencement:	
Products:	
Existing Banker:	

ABOUT THE PROMOTER:

Name of the Promoter	
Address of the Promoter	
Designation	

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INTRODUCTION

Tomato is one of the most popular vegetables which is plentiful during the cropping season. Apart from their use in food preparations tomato products like sauces , ketchups etc are used as table enricher especially along with fast food items like pizza,burger , puffs etc.This is made from tomato juice in which many other ingredients and preservatives are added to enhance its shelf life and taste. These products are consumed by people of all age groups and demand is going up.

PRODUCTS AND ITS APPLICATION

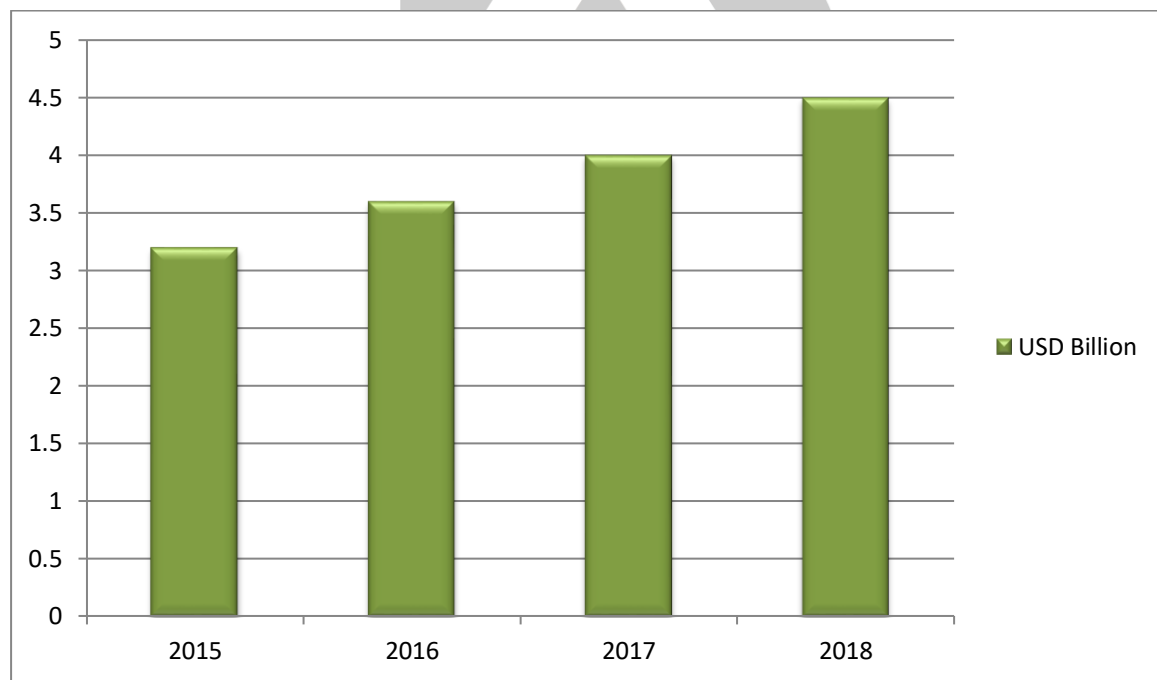
Tomato sauce and ketchup are flavoured products processed from sorted, washed and fresh wholesome tomatoes and hot fruits. Tomatoes are one of the most widely grown vegetable crops which are used in processing of different food products. Tomatoes are valuable sources of vitamins and minerals. Studies have shown that people who consume large amount of tomato products may be at or lower risk of especially cancer of prostate gland, lung and stomach. Thus, tomato sauce and ketchup are produced from fresh and wholesome tomatoes of intensive red colour by washing, crushing into pulp, concentrating and seasoning with different ingredients and bottling or canning. Tomato ketchup is mainly used as an appetizer during consumption of other food staffs whereas tomato sauce is used for food colouring, seasoning, soup preparation and also for reducing the amount of ground hot pepper in “Wot” (traditional hot sauce) without affecting the attractive red colour of same. Tomato sauce and ketchup are consumed mainly by households, restaurants, hotels and by public institutions like hospitals, training centres, boarding schools, orphanages, etc.

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MARKET POTENTIAL

- With an annual growth of over 20% per annum, the demand for tomato sauce is getting huge in India which is expected to rise more, in times to come. It can be used along with snacks to colouring and seasoning in restaurants.
- The eating culture of Indian people has certainly given rise to the use of tomato sauce extensively.
- Revenue in the Tomato Ketchup segment amounts to US\$774m in 2019. The market is expected to grow annually by 7.3% (CAGR 2019-2023).
- Due to increase in standard of living and changing lifestyle, the demand for sophisticated taste in meal is become an emerging trend of food industry that makes positive impact on table sauces market.
- The ketchup industry is likely to grow in upcoming years. The global tomato ketchup market is primarily driven by the growing demand for fast food across the world.



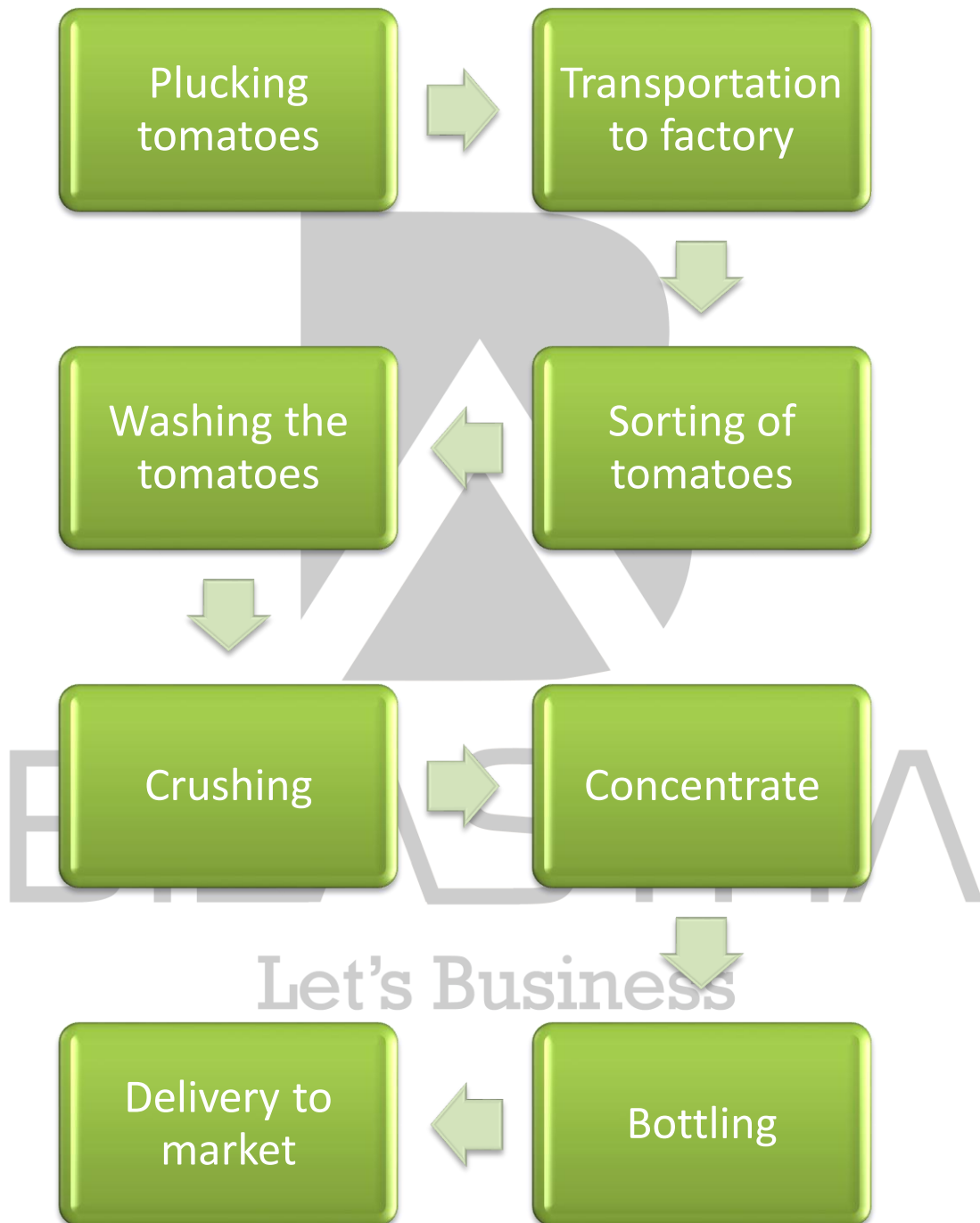
RAW MATERIAL REQUIREMENTS

SR NO.	RAW MATERIAL
1	Tomatoes
2	Sweeteners
3	Vinegar
4	Salt
5	Flavourings
6	Onion/ Garlic

MANPOWER REQUIREMENT

PARTICULARS	NUMBER OF EMPLOYEES
Technical Staff	
Administrative Staff	
Marketing Staff	
Labour	
Total	

MANUFACTURING PROCESS



PROJECT COST AND MEANS OF FINANCE

Project cost

Sr. no	Costing heads	Amount (Rs. In lakhs)
1	Land & Development	
2	Factory Building	
3	Plant and Machinery	
4	Furniture & fixtures	
5	Electrical Installation	
6	Computer , IP assets & Software	
7	Tools & equipment	
	Total	

Means of Finance

Sr. no	Particulars	Amount(Rs. In lakhs)
1	Own capital	
2	Working capital loan	
3	Term Loan from Bank	
4	Internal accrual &reserves	
5	Unsecured loans	
	Total	

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LIST OF EQUIPMENTS REQUIRED

Sr. No	Name of Equipments	Amount(Rs. In lakhs)
1		
2		
3		



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S.W.O.T ANALYSIS

<p><u>STRENGTHS</u></p> <ul style="list-style-type: none">• Easy Availability of Raw Materials• Strong and wide range of Distribution	<p><u>WEAKNESS</u></p> <ul style="list-style-type: none">• Low Inventory turnover• Less Shelf Life
<p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none">• Growth in Market• Effective advertising• Changing Society lifestyle.	<p><u>THREATS</u></p> <ul style="list-style-type: none">• Local Competition.• Fluctuating Demand• Changing weather• Exiting Strong players

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RISK ANALYSIS

BUSINESS RISK	As the project is a small scale industry to begin with, the risk covered under the same is LOW.
ENVIRONMENTAL RISK	The environmental risk can be classified as LOW as Also the unit is taking proper precautions and following all the regulations and remains compliant with all environment related laws .
FINANCIAL RISK	The Financial Risk can be classified as MEDIUM since the project is dependent on the finances availed from the bank..



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FUTURE OUTLOOK

- ✓ Tomato processing industry is huge. Only the ketchup and sauce market in India is pegged at Rs.1000 crore and growing at around 20% year on year.
- ✓ There is a big market for processed tomato products. The market scenario has revealed a positive indication for specially packed tomato sauce in local as well as outside market.
- ✓ Rapid urbanisation has increased the use of processed tomato products .
- ✓ Tomato products are one the most important ingredients in fast food products thus increasing its usage as an important taste maker/enhancer and flavouring ingredients.
- ✓ The year 2019 is expected to remain strong for the Tomato Ketchup market growth, primarily due to widening applications and strengthening buyer power.
- ✓ New growth opportunities will emerge across the Tomato Ketchup market value chain with both suppliers and distributors focusing on adapting to shifting consumer preferences.

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