

# **PROJECT PROFILE**

ON

## **CHAAT MASALAS (TINY SCALE FOR WOMEN SHG)**

Month & Year  
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**PREPARED BY  
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## **CHAAT MASALAS (TINY SCALE FOR WOMEN SHG)**

### **1. Introduction**

Chaat Masala mixes comprise a mixture of spices in various combinations in a powdered form. The typical taste of chaat comes with the presence of red crystal salt or Lahori Namak. They are used in everyday preparations with vegetables, pizzas, fruit juices, gol guppas etc,

### **2. Market**

The major market outlets are the “A” and “ B” class outlets, departmental stores, super markets and self service counters. The product also has a good export potential.

### **3. Packaging**

The processed product is packed in laminated polyester-poly pouches. The product is packed in measures of 50 grams and 100 grams.

### **4. Production capacity**

- The plant will be in operation for one shift a day.
- The plant will operate to a capacity of a raw material input of 50 kilograms per hour or 500 kilograms per day.
- The estimated production per month is therefore 12.50 MT.
- The total production per annum production is estimated at 150 M.T
- The time period required for achieving full capacity utilisation is one year.

### **5. Sales revenue**

- The ex-factory selling price will be Rs. 120 per kilogram thereby yielding a sales revenue of Rs. 180 lakhs on full capacity utilisation.

### **6. Production process outline.**

Individual spices are first cleaned to remove chaff and stones by passing through sifter and destoner. They are roasted individually in definite proportions in slow to moderate heat, cooled and ground to a fine powder, mixed and packed. For example, a typical chaat masala has the following combination: non

pungent red chilli powder 42%; jeera - 22%; pepper -20%; namak - 4%; sugar 10% and mint - 2%.

## **7. Quality specifications**

### **Spices.**

- Moisture - 12% maximum
- Total ash - 7% maximum
- Acid insoluble ash - 1.5% maximum
- Volatile oils - 3% maximum
- Extraneous matter - not to exceed 3%.
- Extraneous colouring matter - should be absent.

### **Masala powder**

- Moisture - 14% maximum
- Volatile oils - 0.25% maximum
- Non volatile ether extract - 7.5% maximum
- Edible common salt - 4% maximum
- Acid insoluble ash - 2% maximum
- Total ash - 7% maximum
- Crude fibre - 15% maximum
- Lead - 10 ppm maximum
- Extraneous matter - should be absent
- Mold and fungal growth - should be absent
- Insect infestation - should be absent
- Colouring matter - should be absent
- Maximum percentage of starches and salt permitted - 15%

## **8. Pollution control measures**

Not necessary as there are no pollutants or effluents.

## **9. Energy conservation measures**

Common measures will do.

### **10. Land and construction cost for the proposed unit**

The proposed unit is to be set up in a leased area. The total leased area is 2000 square feet vide details given below.

<b>SI</b>	<b>Description</b>	<b>Sq. feet</b>
1	Processing area	1000
2	Raw material store	100
3	Other ingredients storage room	100
4	Finished goods storage room	100
5	Packaging material storage room	100
6	Laboratory	100
7	Office space	200
8	Machinery spares room	100
9	Toilet space	100
10	Miscellaneous space	100
<b>12</b>	<b>Total</b>	<b>2000</b>

Lease rent – Rs. 8.00 per square foot

Total rent per month – Rs. 16000

Lease advance – Rs. 100000

### **11. Costing of machinery and equipment**

<b>SI</b>	<b>Description</b>	<b>Rs. lakhs</b>
1	Sifter	0.250
2	Destoner	0.250
3	Hammer mill with accessories such as blower, cyclone, airlock etc.	1.500
4	Roaster with thermostat	0.250
5	Stainless steel ribbon blender – 25 kg capacity	0.500
6	Weighing scales – coarse and fine	0.220
7	Packing machine with augur	1.510
<b>8</b>	<b>Total</b>	<b>4.480</b>
9	Laboratory equipment	0.500
<b>10</b>	<b>Grand total machinery and equipment</b>	<b>4.980</b>

**12. Project cost**

SI	Description	Rs. lakhs
1	Land	On lease
2	Civil works	On lease
3	Plant machinery	4.480
4	Laboratory equipment	0.500
5	Transport vehicle (1 Tata Ace)	3.760
6	Pollution control equipment	0.000
7	Energy conservation equipment	0.000
8	Cost of power connection	0.150
9	Cost of electrification	0.200
10	Erection and commissioning	0.450
11	Cost of machinery spares	0.200
12	Cost of office equipment	1.000
13	Deposits if any	0.400
14	Company formation expenses	0.100
15	Gestation period expenses	0.250
16	Sales tax registration expenses	0.100
17	Initial advertisement and publicity	1.000
18	Contingencies	0.250
19	Working capital margin money	5.568
<b>20</b>	<b>Total</b>	<b>18.408</b>

**13. Working capital requirements per month**

**a. Salaries and wages**

SI	Description	No of persons	Total salary / month (Rs. lakhs)
1	Production Supervisor	1	0.150
2	Chemist	1	0.100
3	Skilled workers	1	0.060
4	Unskilled workers	4	0.120
5	Sales Representative	1	0.100
6	Administrative officer	1	0.100
7	Driver	1	0.060
<b>8</b>	<b>Total</b>	<b>10</b>	<b>0.690</b>

**b. Raw material requirement per month**

SI	Description	Qty (kgs)	Rate / kg (Rs)	Value (Rs. lakhs)
1	Spices and salt	12750	60.00	7.650
2	<b>Total raw material</b>	<b>12750</b>		<b>7.650</b>

**c. Packaging material requirement per month**

SI	Description	Qty	Rate / unit (Rs)	Value (Rs. lakhs)
1	Primary packaging material – metallized polyester – poly film	500 kgs	250	1.250
2	Cartons and straps	1250 nos	40	0.500
3	<b>Total</b>			<b>1.750</b>

**Total raw + packaging material = Rs. 9.400 lakhs**

**d. Utilities per month**

SI	Description	Rs. lakhs
1	Power 5000 kwh @ Rs. 5.50 per unit	0.275
2	Water	0.100
3	Boiler fuel	0.000
4	<b>Total utilities</b>	<b>0.375</b>

**e. Contingent expenses per month**

<b>SI</b>	<b>Description</b>	<b>Rs. lakhs</b>
1	Rent for processing shed	0.160
2	Postage and stationery	0.010
3	Telephones, fax etc.	0.050
4	Consumable stores	0.010
5	Repairs and maintenance	0.041
6	Local transports, loading and unloading	0.100
7	Advertisement and publicity @ 12% of sales	1.875
8	Insurance	0.010
9	Sales expenses @ 1% of sales	0.150
10	Miscellaneous expenses @ 1% of sales	0.150
11	Trade incentives @ 2% of sales	0.300
12	Taxes @ 4%	0.600
<b>13</b>	<b>Total contingent expenses</b>	<b>3.456</b>

**f. Total working capital requirement per month**

<b>SI</b>	<b>Description</b>	<b>Rs. lakhs</b>
1	Salaries and wages	0.690
2	Raw material and packaging material	9.400
3	Utilities	0.375
4	Contingent expenses	3.456
<b>5</b>	<b>Total</b>	<b>13.921</b>

**14. Means of finance**

<b>SI</b>	<b>Description</b>	<b>Rs. lakhs</b>
1	Total Project Cost	18.408
2	Equity	6.075
3	Debt	12.333
4	Working capital margin money	5.568

### 15. Financial analysis

SI	Description	Rs. lakhs
1	Total recurring cost per year	167.052
2	Depreciation on land and building	0.000
3	Depreciation on machinery and vehicle	0.900
4	Depreciation on furnaces	0.000
5	Depreciation on moulds and fixtures	0.010
6	Depreciation on office equipment	0.100
7	Interest on long term loan @ 13.5%	1.665
8	Interest on short term borrowings@ 13.5%	1.128
9	<b>Total cost of production</b>	<b>170.855</b>

### 16. Turnover per year

SI	Item	Qty	Rate/unit (Rs)	Total Rs. lakhs
1	Chaat Masala	150,000 kgs	120	180.00

### 17. Viability analysis

SI	Description	Value
1	Net profit before income tax (Rs. lakhs)	9.145
2	Net profit ratio	5.1%
3	Internal rate of return	27.7%
4	Break even percentage	53%
5	Debt service coverage ratio	2.012

#### List of machinery suppliers for chaat masala

1. Sri Valsa Engineering Works, 36, Nanda Nagar, Singanallur, Coimbatore 641005. Tamil Nadu.; Tel: 0422 - 2574268; Fax: 0422 - 2574268
2. Geeta Food Engineering, Plot No. C - 7 / 1, TTC Industrial Area, Pawana MIDC, Thane - Belapur Road, Behind Savita Chemicals, Navi Mumbai 400705. Maharashtra.; Tel: 022 - 56101973; Fax: 022 - 55906450
3. Vivega Engineering Works, 116 - 118, Sathy Road, R.K.Puram, Ganapathy, Coimbatore. 641006; Tel: 0422-2531523; 09443721341
4. Navinchandra and Co., 308, Thambu Chetty Street, Chennai. 600001; Tel: 044-25228675