

# **PROJECT PROFILE**

ON

**VEGETABLE TASTE MAKERS**

Month & Year  
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## VEGETABLE TASTE MAKERS

### **1. Introduction**

Taste makers comprise a mixture of spices in various combinations in a powdered form. The typical taste of tomato or jeera or paprika can be obtained if these taste makers are added to food preparations. The preparations could be cooked vegetables; cooked semia or noodles or macaroni; pizzas etc. The taste makers are powders and are provided in sachets. The contents weighing 6 to 8 grams can enhance the taste for about half a kilogram of the cooked mass.

### **2. Market**

The major market outlets are the “A” and “B” class outlets, departmental stores, super markets and self service counters.

### **3. Packaging**

The processed product is packed in metallized polyester-poly pouches. The product is packed in measures of 6 to 8 grams per single serving pouch.

### **4. Production capacity**

- The plant will be in operation for one shift a day of approximately 10 hours.
- 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 utilization is one year.

### **5. Sales revenue**

- The ex-factory selling price will be Rs. 216 per kilogram thereby yielding a sales revenue of Rs. 324 lakhs on full capacity utilization.

### **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 tomato taste maker has the following

combination: spray dried tomato powder 66%; non pungent red chilli powder 10%; jeera - 10%; pepper -10%; salt - 4%.

## **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 fiber - 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.

SI	Description	Sq. feet
1	Processing area	1000
2	Raw material store	100
3	Other ingredients store room	100
4	Finished goods store room	100
5	Packaging material store room	100
6	Laboratory	100
7	Office	200
8	Machinery spares room	100
9	Toilets	100
10	Miscellaneous space	100
<b>11</b>	<b>Total</b>	<b>2000</b>

Lease rent – Rs. 6.0 per square foot

Total rent per month – Rs. 12000

Lease advance – Rs. 60000

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

SI	Description	Rs. lakhs
1	Sifter	0.350
2	Destoner with aspirator	0.750
3	Hammer mill with blower, cyclone, airlock etc	1.500
4	Roaster with thermostat control	0.450
5	Stainless steel ribbon blender – 25 kg cap	0.600
6	Weighing scales – coarse and fine	0.240
7	Packing machine with augur	1.500
<b>8</b>	<b>Total</b>	<b>5.390</b>
9	Laboratory equipment	0.500
<b>10</b>	<b>Grand total machinery and equipment</b>	<b>5.890</b>

## 12. Project cost

SI	Description	Rs. lakhs
1	Land	On lease
2	Civil works	On lease
3	Plant machinery	5.390
4	Laboratory equipment	0.500
5	Transport vehicle (Tata Ace)	3.760
6	Pollution control equipment	0.000
7	Energy conservation equipment	0.000
8	Cost of power connection	0.350
9	Cost of electrification	0.650
10	Erection and commissioning	0.540
11	Cost of machinery spares	0.150
12	Cost of office equipment	1.000
13	Deposits if any	0.400
14	Company formation expenses	0.100
15	Gestation period expenses	0.500
16	Sales tax registration expenses	0.100
17	Initial advertisement and publicity	10.000
18	Contingencies	0.250
19	Working capital margin money	9.860
<b>20</b>	<b>Total</b>	<b>33.550</b>

## 13. Working capital requirements per month

### a. Salaries and wages

SI	Description	No of persons	Total salary / month (Rs. lakhs)
1	Production Manager	1	0.400
2	Production supervisor cum chemist	1	0.250
3	Skilled workers	1	0.060
4	Unskilled workers	4	0.160
5	Packing workers	2	0.080
6	Administrative staff	1	0.250
7	Sales staff	1	0.150
8	Driver	1	0.070

<b>9</b>	<b>Total</b>	<b>12</b>	<b>1.420</b>
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**b. Raw material requirement per month**

SI	Description	Qty (kgs)	Rate / kg (Rs)	Value (Rs. lakhs)
1	Tomato powder, spices, salt	12750	110	14.025
2	<b>Total raw material</b>	<b>12750</b>		<b>14.025</b>

**c. Packaging material requirement per month**

SI	Description	Qty	Rate / unit (Rs)	Value (Rs. lakhs)
1	Primary packaging material – metallized polyester – poly film	1563 kgs	250	3.908
2	Cartons and straps	2500 nos	40	1.000
3	<b>Total</b>			<b>4.908</b>

**Total raw + packaging material = Rs. 18.933 lakhs**

**d. Utilities per month**

SI	Description	Rs. lakhs
1	Power 5000 kwh @ Rs. 6.00 per unit	0.300
2	Water	0.060
3	Boiler fuel	0.000
4	<b>Total utilities</b>	<b>0.360</b>

**e. Contingent expenses per month**

SI	Description	Rs. lakhs
1	Rent for processing shed	0.120
2	Postage and stationery	0.010
3	Telephones, fax etc.	0.050
4	Consumable stores	0.020
5	Repairs and maintenance	0.041
6	Local transports, loading and unloading	0.100
7	Advertisement and publicity @ 5% of sales	1.375
8	Insurance	0.010
9	Sales expenses @ 1% of sales	0.275
10	Miscellaneous expenses @ 1% of sales	0.275
11	Trade incentives @ 2% of sales	0.550
12	Taxes @ 4%	1.110
<b>13</b>	<b>Total contingent expenses</b>	<b>3.936</b>

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

SI	Description	Rs. lakhs
1	Salaries and wages	1.420
2	Raw material and packaging material	18.933
3	Utilities	0.360
4	Contingent expenses	3.936
<b>5</b>	<b>Total</b>	<b>24.649</b>

**14. Means of finance**

SI	Description	Rs. lakhs
1	Total Project Cost	33.550
2	Equity	11.072
3	Debt	22.428
4	Working capital margin money	9.860

**15. Financial analysis**

SI	Description	Rs. lakhs
1	Total recurring cost per year	295.788
2	Depreciation on land and building	0.000
3	Depreciation on machinery and vehicle	1.065
4	Depreciation on furnaces	0.000
5	Depreciation on moulds and fixtures	0.020
6	Depreciation on office equipment	0.100
7	Interest on long term loan @ 13.5%	3.028
8	Interest on short term borrowings@ 13.5%	1.997
<b>9</b>	<b>Total cost of production</b>	<b>301.998</b>

**16. Turnover per year**

SI	Item	Qty	Rate/unit (Rs)	Total Rs. lakhs
1	Taste Makers	150,000 kgs	216	324.00

**17. Viability analysis**

SI	Description	Value
1	Net profit before income tax (Rs. lakhs)	22.002
2	Net profit ratio	6.7%
3	Internal rate of return	18.8%
4	Break even percentage	48%
5	Debt service coverage ratio	1.963

*List of machinery suppliers for vegetable taste makers*

Machinery has to be fabricated locally as per customers requirements and specifications. No standard machinery is available.