

## Ready-to-eat-food



**About ready-to-eat food:** Aseptic and/or retort packaging has made it possible to increase the shelf life of cooked food so that it can be stored and traded for a longer duration and be consumed after simply heating it. It's a great convenience for bachelors, working couple, and anybody who would like to eat something wholesome, homely and quick.

**About the opportunity:** Improving consumer lifestyle, high disposable income, rapid urbanization, increasing number of working women and hectic life style are key drivers of rapid growth in the Ready-to-Eat Food Market. The turnover of the total food market is approximately Rs.2,50,000 Crores, out of which value-added (**Processed**) food products comprise Rs.80,000 Crores<sup>1</sup>. Indian ready to eat food market is projected to grow at a CAGR of around 22% during 2014-19<sup>2</sup>.

The market influencing factors are: increasing working population, growing per capita disposable income, rising per capita expenditure on prepared food, increasing middle class and affluent consumers.

There are broadly two categories of RTE food products; **Shelf stable and Frozen**. The leading manufacturing companies are ITC, Kohinoor, Haldiram's, McCain, MTR.

| Indian ready to eat products        |   |
|-------------------------------------|---|
| Categories of RTE                   | Products Available  |
| <b>Breakfast Mixes</b>              | Rawa Idli, Plain Upma, Dosa batter, etc   |
| <b>Main Course Mixes and Frozen</b> | Paneer Makhani, Paneer(Frozen), Jollof Rice, Jeera Rice, Dehydrated Mutton Pulav, Noodles, Kashmiri Rajma, Jasmine Rice, Dal Tadka, Aloo Methi, Insta Nutro, etc. |
| <b>Snack Mixes and Bakery</b>       | Aloo Tikki, Frozen Samosa, Pav Bhaji, Biscuits, Cakes, salted cashews, Snack bars, etc  |
| <b>Sweet Mixes and Frozen</b>       | Gulab jamun, Badam Milk, Rasmalai (Frozen), Kajoo Roll, Dry Petha, etc.   |

<sup>1</sup>Source: As per a study conducted by McKinsey and Confederation of Indian Industry (CII), 2015

<sup>2</sup> Source: Techsci research

### **Some of successful regional companies include**

- **Mithuna Foods Company:** A Chennai based company established in 1996, mainly in frozen category of RTE.
- **Aryan food products Pvt. Ltd.:** Established in 2005 a Nagpur based company major products are various Rice dishes, Dal and Curried vegetables.
- **Indian food tech Ltd:** Based in Delhi established in the year 2010. Products: ready to eat vegetables, ready cooking sauces and pastes and ready to serve jams, sauces and ketchup.

### **Budget:**

The essence of Ready-to-eat food processing is the retort packaging the food is prepared in a conventional method and packed using retort packing technology. A retort packaging unit of capacity of 24,000 Kgs / annum would cost around Rs. 25,00,000<sup>3</sup>. And the total initial capital for a ready to eat unit is over INR 1 Crore.

### **Report coverage:**

1. Competitive landscape.(product portfolios of existing players, financial info about successful players)
2. Market size, growth prospects, demand drivers, etc.
3. How to start an RTE unit.(including manufacturing process flowchart)
4. Raw material source details, quotations etc.
5. Plant and machinery supplier details and quotes
6. Approval and regulatory requirements.(Food safety guidelines and related legal assistance)
7. Schemes (Central and State governments, also for exporters)
8. Capital requirements (CAPEX)
9. Break-even analysis
10. Profitability (Profit per unit)

### **Contact details:**

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<sup>3</sup>Source: international organization of scientific research. Article dated: May 2014