

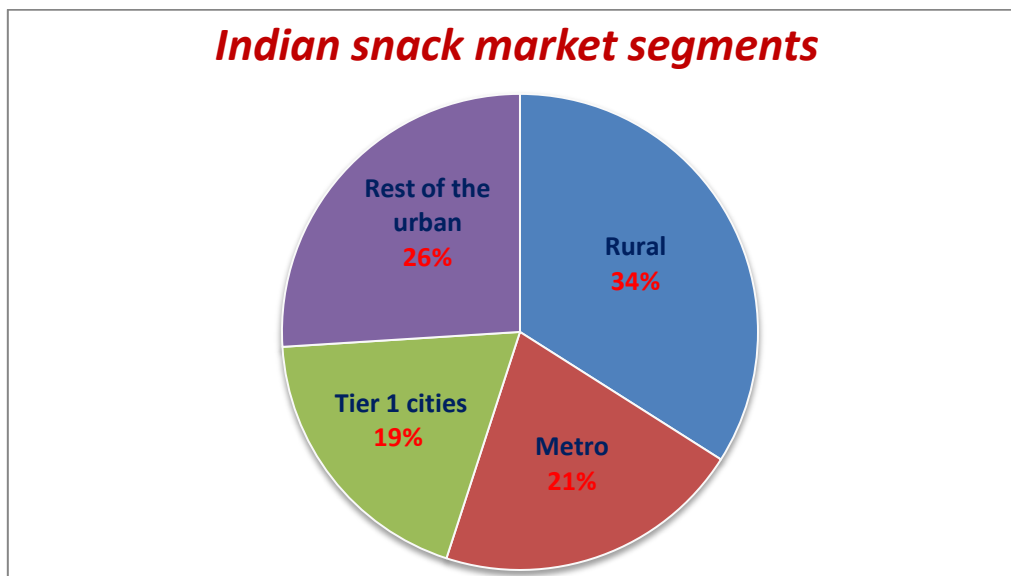
Namkeen Manufacturing Unit



About Namkeen Manufacturing: Namkeen is a general name given to salted, spicy savouries that are made by extrusion process and deep frying followed by garnishing with taste makers such as chat-masala, chilli powder, etc. Namkeen have been used in almost every household in India and abroad.

Market:

The salty snacks segment to reach nearly Rs 35,801 Crores by 2020, up from Rs 19,151 Crores in 2015¹. Interestingly the rural segment has the largest share of the market at 34%.



¹Source: Economic times- Dec, 2016

Factors of a successful snacks product: As per a report by AC Nielson on Indian snack industry – 2014

- **Consumer preference:** 73% of the respondents chose freshness as the top criteria when choosing a snacking product. Small but constant newness in the taste and texture is a key strategy for sustenance.
- **Taste over health:** Unlike other food products, snacks cannot be made healthier by compromising on its taste.
- **Right pricing:** Over the last decade the Rs 5 and Rs 10 pricing points have grown more significantly than other price bands.
- **Quality assurance:** People especially in the metro and urban areas are inclined towards quality, a new product is preferred if that product has a well-known brand name.
- **A well spread distribution channel:** A higher per dealer off-take percentage is better than a higher sales percentage from a single outlet, such outlets catering consumers of a certain location.

Report coverage:

1. Market-Competitive landscape in your area and key product profiles (information on current players, products, prices, etc.)
2. Raw material sourcing from various locations, suppliers
3. Quotes from suppliers
4. Approvals and Regulatory requirements and its procedures (FSSAI, HACCP, etc.)
5. Machinery required / Quotes from suppliers
6. Advice on initial viable capacity
7. Capital requirements, cost structure
8. Profitability projections for the coming years

Contact details

Write to us: bchhatre@finetrain.com, admin@finetrain.com

Call us: 800 888 4932 / 9032398367

Visit us: www.finetrain.com