

## NAMKEEN PLANT

**Project Description:** Namkeen is used as a generic term to describe savory snack foods that are typically designed to be portable, quick, and satisfying. Such food products are less perishable, more durable, and more portable than prepared foods. Namkeen snacks common in Indian cuisine include khaara, farsan, chivda, sav, chips and bhujiya. About 30% coverage of this market is in the hands of organized trade players dominated by Haldiram's, Pepsico, Balaji (wafers & namkeens), Bikaji, Prataap Snacks (Yellow Diamond), Bikanervala (Bikano), DFM Foods(CRAX), among others

**Raw Material:** Key ingredients for this product are Besan, Oil, Spices, Dal, Peanut, and Potato. They often contain substantial amounts of sweeteners, preservatives, and appealing ingredients such as peanuts, and specially-designed flavors

**Market:** The namkeen market in India is projected to grow by \$2.88 billion during 2022-2026, progressing at a CAGR of 7.73% during the forecast period. The market is driven by rising retail space in tier-II and tier-III cities of India and evolving taste preferences. The study identifies the rising demand for high-protein snacks as one of the prime reasons driving the namkeen market growth in India during the next few years.

**Products:** Namkeens can be characterized into three segments as Single product segment (Moong Dal, Chana Dal, Nut Cracker, Karare Peanut, Masala Matar, Mathri, Namkeen Pare, etc.), Single product in bhujia (Plain Sev, Bikaneri Bhujia, Aloo Bhujia, Punjabi Tadka, Ratlami etc.), and Lots of mix (Navratan Mix, Khatta Meetha, Chatpata Mix, Royal Treat, Kanpuri Mix, Bombay Mix,, All in One, etc.).

**Machines & Equipment:** Dough Mixer - Extruder Machine - Roller - Rectangular batch tilting fryer - Seasoning drum - Packaging Machine.

<b>Minimum Viable Plant Capacity</b>	—	300 Kg/Hr
<b>Plant and Machinery Cost (approx.)</b>	—	0.5 - 1 Cr
<b>Minimum Viable Project Cost (approx.)</b>	—	1 -3 Cr
<b>Operational Days / Annum</b>	—	300 days with 20Hr/day
<b>Area required (approx.)</b>	—	500-800 m <sup>2</sup>

**NOTE:** Above mentioned figures and details are tentative. We recommend going for Techno-Economic Feasibility Study to understand the exact details of the project.

### Final Products:

