

# PROJECT REPORT

Of

## CEMENT PAINTS(PUTTY)

### PURPOSE OF THE DOCUMENT

This particular pre-feasibility is regarding **Cement Paints(Putty)**.

The objective of the pre-feasibility report is primarily to facilitate potential entrepreneurs in project identification for investment and in order to serve his objective; the document covers various aspects of the project concept development, start-up, marketing, finance and management.

[We can modify the project capacity and project cost as per your requirement. We can also prepare project report on any subject as per your requirement.]



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**PROJECT AT A GLANCE**

- 1 Name of the Entrepreneur : xxxxxxxx
- 2 Constitution (legal Status) : xxxxxxxx
- 3 Father / Spouse Name : xxxxxxxxxxxx
- 4 Unit Address : xxxxxxxxxxxxxxxxxxxxxxxx
- District : xxxxxx
- Pin: xxxxxx State: xxxxxxxx
- Mobile xxxxxx
- 5 Product and By Product : CEMENT PAINTS(PUTTY)
- 6 Name of the project / business activity proposed : CEMENT PAINTS MAKING UNIT
- 7 Cost of Project : Rs.22.58 Lakhs
- 8 Means of Finance
- Term Loan Rs.17.33 Lakhs
- Own Capital Rs.2.25 Lakhs
- Working capital Rs.3 Lakhs
- 9 Debt Service Coverage Ratio : 2.19
- 10 Pay Back Period : 5 Years
- 11 Project Implementation Period : 5-6 Months
- 12 Break Even Point : 26%
- 13 Employment : 8 Persons
- 14 Power Requirement : 30.00 HP
- 15 Major Raw materials : White cement, Hydrated Lime, Water repellent,Silica Aggregate,Pigments & other chemicals
- 16 Estimated Annual Sales Turnover (Max Capacity) : 62.32 Lakhs
- 17 Detailed Cost of Project & Means of Finance

**COST OF PROJECT**

(Rs. In Lakhs)

Particulars	Amount
	Own/Rented
Land	
Building /Shed 1000 Sq ft	5.00
Plant & Machinery	12.75
Furniture & Fixtures	1.50
Working Capital	3.33
<b>Total</b>	<b>22.58</b>

**MEANS OF FINANCE**

Particulars	Amount
Own Contribution	2.25
Working Capital(Finance)	3.00
Term Loan	17.33
<b>Total</b>	<b>22.58</b>

## CEMENT PAINTS

**Introduction:** Cement paints are covered under Powder Paints which are used for exterior cemented walls, all types of masonry surfaces like Bungalows, Multistoried buildings, Bridges, Dams, Houses, Buildings of General Public, etc. and can also be used for Interior as well as exterior masonry cemented surfaces. A wide range of colours and shades in cement paints have been developed and manufactured to meet various choices, moods, service conditions, and methods of application, performance and economic requirements. Cement paints are widely used by general public and Government Departments, and establishments.



**Applications & uses:** Uses & applications are mentioned below:

- Cement paint gives very good protection to all kinds of masonry surfaces from Ultraviolet rays present in sunrays.

- It gives very good protection from severe climatic conditions like rain, heat, water, humidity, salt atmosphere near sea-shores, to all types of cemented walls, surfaces.
- It prevents growth of fungus and bacteria on masonry surfaces.
- It gives very good colour and pleasing appearance to all types of masonry surfaces.
- Cement paint hides out various surface irregularities, hair lining, roughness etc. thereby giving smooth and pleasing appearance to all cemented masonry surfaces where it is applied. Cement paints normally give smooth and matt finish.

**Market Potential:** Since the cement paints gives high order of protection, decoration, beautification and durable properties than the normal whitewash. It is extensively used on all types of cemented masonry surfaces like Bungalows, multi-storied building, bridges, dams, general public buildings, houses etc. The demand of cement paint is increasing with the general requirement of human beings throughout the country. Cement Paints have a very good market and a very promising future. There is a substantial demand for Cement Paints from Government sectors like DGS and D, State PWDs, CPWD, Railways, Defence, State Electricity Boards, Govt. of India Enterprises, State Govt. Enterprises, various contractors, architects and engineers.

**Raw material:** Major raw materials are as follows:

1. White Cement
2. Hydrated Lime
3. Water repellent
4. Silica Aggregate
5. Pigments & other chemicals (Zinc sulphate, calcium carbonate, etc.)
6. Packing material (Bags of 5kg, 10kg, 20kg, etc..)

**Machines & equipment:** Major machines & equipments are:

<b>Name</b>	<b>Qty.</b>	<b>Price</b>
Mild Steel Ball Mill size, 30" ×36" with 5 H.P. Flame proof motor and other accessories	1	600000
Mild Steel ball Mill size 26" ×30" with 3 H.P. flame proof motor and other accessories	1	50000
Edge runner (Bucket, sizes 48") with reduction gear and other accessories	2	250000
Weighing balance platform type 200 kg. Capacity	1	60000
Testing Laboratory equipments and chemical testing tables etc.	1	40000
Counter scale balance capacity upto 10 kg. with weight	1	50000
Fire extinguisher	2	50000
Dry Powder mixer	1	80000
Miscellaneous hand tools, fittings and auxiliary equipments	LS	95000

**Manufacturing Process:** Cement paints are composed of the following ingredients

- Pigments
- Binder
- Additives and
- Solvents—water, which is added before application. The pigment portion consists of prime pigments like Titanium Di Oxide, Carbon Black, Phthalocyanine

blue, Phthalocyanine Green, Red Oxide etc. with suitable quantity of extenders like whiting, china clay etc. The binder is the white cement or ordinary Portland cement-33 grade which acts as a film former or pigment binder. Here water is used as solvent which is generally, added before application of cement paint to the masonry surface. Water is to be added in cement paint to bring it to the desired consistency. Additives like wetting and dispersing agents, anti fungicidal agents etc. are added in small percentage to impart specific properties to the cementpaint.

In the manufacturing of Cement Paints Ball Mills and Edge Runner are used. All the pigments/extenders and some portion of binder (e.g. White cement, Ordinary Portland cement-33 grade etc.) with dispersing agents as per formulation are charged in the Ball Mills and run till the desired grinding/dispersion is achieved. The ground material is taken out with the help of the rest portion of binder to the Edge Runner machine. Again it is grinded and mixed uniformly. Anti-fungicides and other required additives as per formulation are added here. Then shade matching is done in comparison with the colour card of manufacturer or as per the requirements of customers. Then quality control testing is done to achieve the required properties. After quality control testing is O.K. It is packed into bags.

### **Area:**

The industrial setup requires space for Inventory, workshop or manufacturing area, space for power supply utilities and auxiliary like Generator setup. Also some of the area of building is required for office staff facilities, documentation, office furniture, etc. Thus, the approximate total area required for complete industrial setup is 1000 to 1400Sqft. Civil work will cost around 5 Lac (approx.)

**Power Requirement** –The power consumption required to run all the machinery could be approximated as 30 hp.

**Manpower Requirement-** There are requirement of skilled machine operators to run the machine set. Experience quality engineers are required for desired quality control. Some helpers are also required to transfer the material from one work station to other. Office staffs are required to maintain the documentation. The approximate manpower required is 8 including 1 Supervisor, 1 Plant operator, 1 unskilled worker, 1 Helper and 1 security Guard. 3 Skilled worker including Accountant, Manager and sales personal each.

**Approvals & Registration Requirement:**

Basic registration required in this project:

- GST Registration
- Udyog Aadhar Registration (Optional)
- Choice of a Brand Name of the product and secure the name with Trademark if require

**Bank Term Loan:** Rate of Interest is assumed to be at 11%

**Depreciation:** Depreciation has been calculated as per the Provisions of Income Tax Act, 1961

**Implementation Schedule:**

S No.	Activity	Time required
1.	Acquisition of premises	1-2 Months
2.	Procurement & installation of Plant & Machinery	1-2 Months
3.	Arrangement of Finance	1.5-2 Months
4.	Requirement of required Manpower	1 Month
5.	Commercial Trial Runs	1 Month
	Total time Required (some activities shall run concurrently)	5-6 Months

**FINANCIALS**

<b>PROJECTED CASH FLOW STATEMENT</b>					
<b>PARTICULARS</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
<b>SOURCES OF FUND</b>					
Own Contribution	2.25	-			
Reserve & Surplus	4.37	6.28	8.58	11.20	14.36
Depriciation & Exp. W/off	2.56	2.21	1.91	1.65	1.42
Increase In Cash Credit	3.00				
Increase In Term Loan	17.33	-	-	-	-
Increase in Creditors	0.32	0.05	0.04	0.04	0.04
<b>TOTAL :</b>	<b>29.82</b>	<b>8.54</b>	<b>10.53</b>	<b>12.88</b>	<b>15.82</b>
<b>APPLICATION OF FUND</b>					
Increase in Fixed Assets	19.25	-	-	-	-
Increase in Stock	0.71	0.13	0.12	0.13	0.14
Increase in Debtors	3.40	0.67	0.67	0.72	0.77
Repayment of Term Loan	1.93	3.85	3.85	3.85	3.85
Taxation	-	1.57	2.15	2.80	3.59
Drawings	2.00	2.20	3.00	5.00	7.00
<b>TOTAL :</b>	<b>27.29</b>	<b>8.42</b>	<b>9.79</b>	<b>12.50</b>	<b>15.34</b>
Opening Cash & Bank Balance	-	2.54	2.66	3.39	3.77
Add : Surplus	2.54	0.12	0.74	0.38	0.48
Closing Cash & Bank Balance	<b>2.54</b>	<b>2.66</b>	<b>3.39</b>	<b>3.77</b>	<b>4.25</b>



<b>PROJECTED BALANCE SHEET</b>					
<b>PARTICULARS</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
<b>SOURCES OF FUND</b>					
<b>Capital Account</b>					
Opening Balance	-	4.62	7.13	10.57	13.96
Add: Additions	2.25	-	-	-	-
Add: Net Profit	4.37	4.71	6.44	8.40	10.77
Less: Drawings	2.00	2.20	3.00	5.00	7.00
<b>Closing Balance</b>	<b>4.62</b>	<b>7.13</b>	<b>10.57</b>	<b>13.96</b>	<b>17.73</b>
CC Limit	3.00	3.00	3.00	3.00	3.00
Term Loan	15.40	11.55	7.70	3.85	- 0.00
Sundry Creditors	0.32	0.37	0.40	0.44	0.48
<b>TOTAL :</b>	<b>23.34</b>	<b>22.05</b>	<b>21.67</b>	<b>21.25</b>	<b>21.20</b>
<b>APPLICATION OF FUND</b>					
<b>Fixed Assets ( Gross)</b>	19.25	19.25	19.25	19.25	19.25
Gross Dep.	2.56	4.77	6.68	8.33	9.75
Net Fixed Assets	16.69	14.48	12.57	10.92	9.50
<b>Current Assets</b>					
Sundry Debtors	3.40	4.07	4.74	5.46	6.23
Stock in Hand	0.71	0.84	0.96	1.09	1.23
Cash and Bank	2.54	2.66	3.39	3.77	4.25
<b>TOTAL :</b>	<b>23.34</b>	<b>22.05</b>	<b>21.67</b>	<b>21.25</b>	<b>21.20</b>

<b>PROJECTED PROFITABILITY STATEMENT</b>					
<b>PARTICULARS</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
<b>A) SALES</b>					
Gross Sale	33.98	40.73	47.45	54.64	62.32
<b>Total (A)</b>	<b>33.98</b>	<b>40.73</b>	<b>47.45</b>	<b>54.64</b>	<b>62.32</b>
<b>B) COST OF SALES</b>					
Raw Material Consumed	13.51	15.76	17.34	18.92	20.49
Electricity Expenses	2.05	2.28	2.51	2.74	2.97
Repair & Maintenance	1.36	2.85	4.27	5.46	6.23
Labour & Wages	4.79	5.31	6.11	7.03	8.01
Depreciation	2.56	2.21	1.91	1.65	1.42
<b>Cost of Production</b>	<b>24.28</b>	<b>28.42</b>	<b>32.14</b>	<b>35.80</b>	<b>39.13</b>
<b>Add: Opening Stock /WIP</b>	<b>-</b>	<b>0.49</b>	<b>0.58</b>	<b>0.67</b>	<b>0.78</b>
<b>Less: Closing Stock /WIP</b>	<b>0.49</b>	<b>0.58</b>	<b>0.67</b>	<b>0.78</b>	<b>0.88</b>
Cost of Sales (B)	23.79	28.33	32.05	35.70	39.02
<b>C) GROSS PROFIT (A-B)</b>					
	10.20	12.40	15.40	18.95	23.30
	<b>30.01%</b>	<b>30.44%</b>	<b>32.46%</b>	<b>34.68%</b>	<b>37.39%</b>
D) Bank Interest (Term Loan )	1.88	1.54	1.11	0.69	0.26
ii) Interest On Working Capital	0.33	0.33	0.33	0.33	0.33
E) Salary to Staff	3.28	3.44	3.96	4.55	5.23
F) Selling & Adm Expenses Exp.	0.34	0.81	1.42	2.19	3.12
<b>TOTAL (D+E)</b>	<b>5.83</b>	<b>6.12</b>	<b>6.82</b>	<b>7.75</b>	<b>8.94</b>
<b>H) NET PROFIT</b>					
	4.37	6.28	8.58	11.20	14.36
	<b>12.9%</b>	<b>15.4%</b>	<b>18.1%</b>	<b>20.5%</b>	<b>23.0%</b>
I) Taxation		1.57	2.15	2.80	3.59
<b>J) PROFIT (After Tax)</b>	<b>4.37</b>	<b>4.71</b>	<b>6.44</b>	<b>8.40</b>	<b>10.77</b>
<b>Raw Material Consumed</b>					
	Capacity		Amount (Rs.)		
	Utilisation				
I	45%		13.51		
II	50%		15.76		
III	55%		17.34		
IV	60%		18.92		
V	65%		20.49		
				5% Increase in Cost	
				5% Increase in Cost	
				5% Increase in Cost	
				5% Increase in Cost	

**COMPUTATION OF SALE**

Particulars	I	II	III	IV	V
Op Stock	-	1,800.00	2,000.00	2,200.00	2,400.00
Production	1,08,000.00	1,20,000.00	1,32,000.00	1,44,000.00	1,56,000.00
	1,08,000.00	1,21,800.00	1,34,000.00	1,46,200.00	1,58,400.00
Less : Closing Stock(5 Days)	1,800.00	2,000.00	2,200.00	2,400.00	2,600.00
Net Sale	1,06,200.00	1,19,800.00	1,31,800.00	1,43,800.00	1,55,800.00
Sale Price per kg	32.00	34.00	36.00	38.00	40.00
<b>Sale (in Lacs)</b>	<b>33.98</b>	<b>40.73</b>	<b>47.45</b>	<b>54.64</b>	<b>62.32</b>

<b>COMPUTATION OF MAKING OF CEMENT PAINT(PUTTY)</b>			
<b>Item to be Manufactured</b>	<b>Cement Piants(Putt</b>		
Manufacturing Capacity per day		800	kg
No. of Working Hour		8	
No of Working Days per month		25	
No. of Working Day per annum		300	
Total Production per Annum		2,40,000	kg
Total Production per Annum		2,40,000	kg
Year		Capacity	CEMENT PAINTS
		Utilisation	
I		45%	1,08,000.00
II		50%	1,20,000.00
III		55%	1,32,000.00
IV		60%	1,44,000.00
V		65%	1,56,000.00

**COMPUTATION OF RAW MATERIAL**

Item Name	Quantity of Raw Material	Unit	Unit Rate of	Total CostPer Annum (100%)
White Cement	1,35,000.00	kg	14.00	18,90,000.00
Hydrated Lime	68,000.00	kg	5.00	3,40,000.00
Water repellent	7,500.00	kg	35.00	2,62,500.00
Silica Aggregate	70,000.00	kg	4.00	2,80,000.00
Pigments & other chemicals				1,50,000.00
Packing material				80,000.00
<b>Total</b>				<b>30,02,500.00</b>
<b>Total Raw material in Rs lacs</b>				<b>30.03</b>

<b>COMPUTATION OF CLOSING STOCK &amp; WORKING CAPITAL</b>					
<b>PARTICULARS</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
<b>Finished Goods</b>					
(5 Days requirement)	0.49	0.58	0.67	0.78	0.88
<b>Raw Material</b>					
(5 Days requirement)	0.23	0.26	0.29	0.32	0.34
<b>Closing Stock</b>	<b>0.71</b>	<b>0.84</b>	<b>0.96</b>	<b>1.09</b>	<b>1.23</b>

<b>COMPUTATION OF WORKING CAPITAL REQUIREMENT</b>			
<b>Particulars</b>	<b>Amount</b>	<b>Margin(10%)</b>	<b>Net Amount</b>
Stock in Hand	0.71		
Less:			
Sundry Creditors	0.32		
<b>Paid Stock</b>	<b>0.40</b>	<b>0.04</b>	<b>0.36</b>
Sundry Debtors	3.40	0.34	3.06
<b>Working Capital Requirement</b>			<b>3.42</b>
<b>Margin</b>			0.38
<b>MPBF</b>			<b>3.42</b>
<b>Working Capital Demand</b>			<b>3.00</b>

<b><u>BREAK UP OF LABOUR</u></b>				
Particulars		Wages	No of	Total
		Per Month	Employees	Salary
Supervisor		12,000.00	1	12,000.00
Plant Operator		10,000.00	1	10,000.00
Unskilled Worker		6,000.00	1	6,000.00
Helper		4,000.00	1	4,000.00
Security Guard		6,000.00	1	6,000.00
				38,000.00
Add: 5% Fringe Benefit				1,900.00
Total Labour Cost Per Month				39,900.00
Total Labour Cost for the year ( In Rs. Lakhs)			5	4.79

<b><u>BREAK UP OF SALARY</u></b>				
Particulars		Salary	No of	Total
		Per Month	Employees	Salary
Manager		10,000.00	1	12,000.00
Accountant cum store keeper		8,000.00	1	8,000.00
Sales		6,000.00	1	6,000.00
Total Salary Per Month				26,000.00
Add: 5% Fringe Benefit				1,300.00
Total Salary for the month				27,300.00
Total Salary for the year ( In Rs. Lakhs)			3	3.28

<b>COMPUTATION OF DEPRECIATION</b>					
Description	Land	Building/shed	Plant & Machinery	Furniture	TOTAL
Rate of Depreciation		10.00%	15.00%	10.00%	
<b>Opening Balance</b>	Leased		-	-	-
Addition	-	5.00	12.75	1.50	19.25
	-	5.00	12.75	1.50	19.25
		-	-	-	
TOTAL		5.00	12.75	1.50	19.25
Less : Depreciation	-	0.50	1.91	0.15	2.56
WDV at end of Ist year	-	4.50	10.84	1.35	16.69
Additions During The Year	-	-	-	-	-
	-	4.50	10.84	1.35	16.69
Less : Depreciation	-	0.45	1.63	0.14	2.21
WDV at end of IInd Year	-	4.05	9.21	1.22	14.48
Additions During The Year	-	-	-	-	-
	-	4.05	9.21	1.22	14.48
Less : Depreciation	-	0.41	1.38	0.12	1.91
WDV at end of IIIrd year	-	3.65	7.83	1.09	12.57
Additions During The Year	-	-	-	-	-
	-	3.65	7.83	1.09	12.57
Less : Depreciation	-	0.36	1.17	0.11	1.65
WDV at end of IV year	-	3.28	6.66	0.98	10.92
Additions During The Year	-	-	-	-	-
	-	3.28	6.66	0.98	10.92
Less : Depreciation	-	0.33	1.00	0.10	1.42
WDV at end of Vth year	-	2.95	5.66	0.89	9.50

REPAYMENT SCHEDULE OF TERM LOAN						11.0%	
Year	Particulars	Amount	Addition	Total	Interest	Repayment	CI Balance
<b>I</b>	Opening Balance						
	Ist Quarter	17.33	-	17.33	0.48	-	17.33
	IInd Quarter	17.33	-	17.33	0.48	-	17.33
	IIIrd Quarter	17.33	-	17.33	0.48	0.96	16.37
	Ivth Quarter	16.37	-	16.37	0.45	0.96	15.40
					1.88	1.93	
<b>II</b>	Opening Balance						
	Ist Quarter	15.40	-	15.40	0.42	0.96	14.44
	IInd Quarter	14.44	-	14.44	0.40	0.96	13.48
	IIIrd Quarter	13.48	-	13.48	0.37	0.96	12.52
	Ivth Quarter	12.52		12.52	0.34	0.96	11.55
					1.54	3.85	
<b>III</b>	Opening Balance						
	Ist Quarter	11.55	-	11.55	0.32	0.96	10.59
	IInd Quarter	10.59	-	10.59	0.29	0.96	9.63
	IIIrd Quarter	9.63	-	9.63	0.26	0.96	8.67
	Ivth Quarter	8.67		8.67	0.24	0.96	7.70
					1.11	3.85	
<b>IV</b>	Opening Balance						
	Ist Quarter	7.70	-	7.70	0.21	0.96	6.74
	IInd Quarter	6.74	-	6.74	0.19	0.96	5.78
	IIIrd Quarter	5.78	-	5.78	0.16	0.96	4.81
	Ivth Quarter	4.81		4.81	0.13	0.96	3.85
					0.69	3.85	
<b>V</b>	Opening Balance						
	Ist Quarter	3.85	-	3.85	0.11	0.96	2.89
	IInd Quarter	2.89	-	2.89	0.08	0.96	1.93
	IIIrd Quarter	1.93	-	1.93	0.05	0.96	0.96
	Ivth Quarter	0.96		0.96	0.03	0.96	0.00
					0.26	3.85	

Door to Door Period            60 Months  
Moratorium Period                6 Months  
Repayment Period                 54 Months



<u>CALCULATION OF D.S.C.R</u>					
PARTICULARS	I	II	III	IV	V
<u>CASH ACCRUALS</u>	6.93	6.92	8.34	10.05	12.19
Interest on Term Loan	1.88	1.54	1.11	0.69	0.26
Total	8.81	8.45	9.46	10.73	12.46
<u>REPAYMENT</u>					
Repayment of Term Loan	1.93	3.85	3.85	3.85	3.85
Interest on Term Loan	1.88	1.54	1.11	0.69	0.26
Total	3.81	5.39	4.96	4.54	4.12
<b>DEBT SERVICE COVERAGE RATIO</b>	<b>2.32</b>	<b>1.57</b>	<b>1.91</b>	<b>2.36</b>	<b>3.03</b>
<b>AVERAGE D.S.C.R.</b>			<b>2.19</b>		

<u>COMPUTATION OF ELECTRICITY</u>				
<u>(A) POWER CONNECTION</u>				
Total Working Hour per day		Hours	8	
Electric Load Required		HP	30	
Load Factor			0.7460	
Electricity Charges		per unit	7.50	
Total Working Days			300	
<b>Electricity Charges</b>				4,02,840.00
Add : Minimim Charges (@ 10%)				
<u>(B) DG set</u>				
No. of Working Days			300	days
No of Working Hours			0.3	Hour per day
Total no of Hour			90	
Diesel Consumption per Hour			8	
Total Consumption of Diesel			720	
Cost of Diesel			65.00	Rs. /Ltr
Total cost of Diesel			0.47	
Add : Lube Cost @15%			0.07	
Total			<b>0.54</b>	
Total cost of Power & Fuel at 100%				4.57
Year		Capacity		Amount (in Lacs)
I		45%		2.05
II		50%		2.28
III		55%		2.51
IV		60%		2.74
V		65%		2.97

## **DISCLAIMER**

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