

Female sanitary Napkin making:



- Why should we should go in for this project.
- The 'No option' product which is regularly demanded month-on-month.
- We have 48% Females among Bhartiya population.
- We are fifth largest economy and we shall still keep on growing and that means each person is growing.
- Villages sold much of land to make money over and above they get subsidy on seeds, fertilizer, they get free water , subsidized power, loan waiver ..... unlimited so-called benefits and so the people in rural sectors have more money to spend, also they do not have expenses like urban sector people do.

In short all have money and all spend.

Also heard? NDA government made it compulsory for the state governments from 2015 onwards, to distribute napkins for free to females between 10 to 19, Nation-Wide. And so the consumption picked up and so the demand.



Have a look at the following data:

Sample Year	2024
Population of Bharat	1400000000
Female population	672000000
ON an average of 20.83% ladies use napkins	139977600
They need 4 Pcs/ day for 4 days a month and so need for one year on minimum	26875699200
One Machine makes 500 Pcs/ Minute and so per year can make	224640000
So we need the number of such machines	119.6389744



In Bharat there are hardly 25 to 27 machines so far in organized sector manufacturing. The gap on demand and supply are still met through imported material.

And note the most important data as : We can make one Pc per Rs.1 per Pc and can sell at minimum for Rs 3 per Pc, offering 200% profit.

The SWOT of the project:

**(A.) Strengths:**

- High profit possibility product,
- Market, ever expanding in country like INDIA.
- No Alternate / no option product / no danger of being replaced,
- A 'need' converted in to a 'want' over a period of short time in INDIA after induction of modern systems.
- Liberalization assisted utility.
- Low cost product and so o k affordability, and also low space consuming, can be carried along.
- Can assist saving cloths from spoiling and also can assist protecting ladies form a big embarrassment. AND so in the modern times, it proved a NEED.

**(B.) Weaknesses:**

- Possibility of competition entering
- Not a rocket science technology
- Entry of cheapster-s not impossible.

**( C.) Opportunities:**

- Market expansion
- Exports
- Club with ladies' consumable items, and market expansion possibility thus.

- Can go with other products and so distribution can become cheaper
- Simply eat others' created market with huge spending, which already exists.
- Exports.

**(D.) Threats:**

NONE. We foresee no threat to this business. Except carry on the business with seriousness because of high investment.

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Welcome to discuss, we are highly technical & professional.

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**All the data and figures shall have relevance on the date of discussions' & execution Validity.**

All the above is mentioned based on an average plant exists in INDIA and also some guidance is taken from the Chinese manufacturers

BUT still one needs to make with reference to the INDIAN Standards and demands from time to time.

THANKS AND BEST REGARDS,  
KAMAL SHAH.

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