Mahua Alcoholic Beverage Production.
Country Liquor Processing Business.
Introduction

Mahua longifolia is an Indian tropical tree found largely in the central and north Indian plains and forests. It is commonly known as mahua, mahwa or Iluppai.

Mahua is a common tree in deciduous forests of India, quite prominent in states of Andhra Pradesh, Bihar, Gujarat, Karnataka, Madhya Pradesh, Orissa, Rajasthan, Uttar Pradesh and West Bengal. Mahua flowers are in dense fascicles near end of the branches having 1.5 cm long fleshy cream coloured corolla tube and are scented. Flowering period of Mahua is from the month of March to May.
It is cultivated in warm and humid regions for its oleaginous seeds (producing between 20 and 200 kg of seeds annually per tree, depending on maturity), flowers and wood. The fat (solid at ambient temperature) is used for the care of the skin, to manufacture soap or detergents, and as a vegetable butter. It can also be used as a fuel oil. The seed cakes obtained after extraction of oil constitute very good fertilizer. The flowers are used to produce an alcoholic drink in tropical India. This drink is also known to affect the animals. Several parts of the tree, including the bark, are used for their medicinal properties. It is considered holy by many tribal communities because of its usefulness.
As for liquor, mahua is a sacred drink for adivasis, and one of the world's best when distilled properly. Mahua flowers are rich in sugar (68-72%), in addition to a number of minerals and one of the most important raw materials for alcohol fermentation. The present investigation was for the development of a non-distilled alcoholic beverage from Mahua flowers.
Mahua (Madhuca indica J. F. Mel syn Madhuca latifolia Macb.) is a common tree in deciduous forests of India, quite prominent in states of Andhra Pradesh, Bihar, Gujarat, Karnataka, Madhya Pradesh, Orissa, Rajasthan, Uttar Pradesh and West Bengal. Mahua flowers are in dense fascicles near end of the branches having 1.5 cm long fleshy cream coloured corolla tube and are scented. Flowering period of Mahua is from the month of March to May.
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However, wine from mahua flower is not common. Fermentation conditions were standardized for mahua wine preparation. Wine made from different mahua germplasm showed no significant difference in terms of biochemical and sensory quality.

The liquor produced from the flowers is largely colourless, with a whitish tinge and not very strong. The taste is reminiscent of sake with a distinctive smell of mahua flowers. It is inexpensive and the production is largely done in home stills.
Uses of Mahua

The Mahua tree is a very important source of food for the Gonds and other tribes in Central and Western India. They are also used for making alcohol, vinegar, syrups and jams. Mahua oil is largely used in the manufacture of soaps, besides cooking. Mahua flowers and seeds have healing Power and Curative Properties, used in Bronchitis, Rheumatism, Diabetes, Piles, Arthritis, Problem of Breast Milk Secretion, Bleeding Gums, Tonsillitis, Eczema, and Skin Disorders. Mahua flowers are also considered good for cooling, and are used as a tonic and demulcent.
However an estimated 90 per cent of the production goes into brewing beverages. In traditional medicine, the flowers are used for a variety of purposes. An extract of the flowers is used for heart disease and to treat excessive vaginal discharge. This is also believed to be good for the eyes, TB, asthma, blood diseases, thirst and burning sensations. The flowers are also believed to be aphrodisiacs and to increase the quantity (but not necessarily the quality) of sperm.
Project at a Glance

Capacity : 1200000 Nos. Bottles / Annum (750 ml each Bottle)

Plant & Machinery : 29 Lakhs

Cost of Project : 134 Lakhs

Rate of Return : 40 %

Break Even Point : 67 %
1. What is Liquor From Mahua Flowers industry?

2. How has the Liquor From Mahua Flowers industry performed so far and how will it perform in the coming years?

3. What is the Project Feasibility of a Liquor From Mahua Flowers Plant?

4. What are the requirements of Working Capital for setting up a Liquor From Mahua Flowers plant?
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Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Liquor From Mahua Flowers” provides an insight into the Liquor From Mahua Flowers market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Liquor From Mahua Flowers project. The report assesses the market sizing and growth of the Indian Liquor From Mahua Flowers Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

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- Raw Material & Manpower Availability
- Project Costs and Payback Period

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Liquor From Mahua Flowers sector in India along with its business prospects. Through this report we have identified Liquor From Mahua Flowers project as a lucrative investment avenue.
Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on Mahua Alcoholic Beverage Production. Country Liquor Processing Business.

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106-E, Kamla Nagar, Opp. Spark Mall,
New Delhi-110007, India.

Email: npcs.ei@gmail.com, info@entrepreneurindia.co
Tel: +91-11-23843955, 23845654, 23845886, 8800733955
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106-E, Kamla Nagar, Opp. Spark Mall,
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Email: npcs.ei@gmail.com, info@entrepreneurindia.co
Tel: +91-11-23843955, 23845654, 23845886, 8800733955
Mobile: +91-9811043595
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