

NIIR PROJECT CONSULTANCY SERVICES (NPCS)

Industrial Knowledge | Project Reports | Feasibility Studies | Engineering Advisory

CLIENT CASE STUDY

Strategic Investment Advisory: Non-Woven Fabric Manufacturing Unit for M/s. Janki Corp Limited

"From Investment Idea to Investor-Ready Feasibility Study — NPCS Delivered Strategic Clarity and Market Confidence"

CLIENT

M/s. Janki Corp Limited

LOCATION

Bangalore, Karnataka

INDUSTRY

Technical Textiles / Non-Woven
Fabrics

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ABOUT NPCS

Niir Project Consultancy Services (NPCS) is one of Asia’s most trusted industrial knowledge and consultancy firms. For over three decades, NPCS has empowered entrepreneurs, MSMEs, corporations, and investors to make confident, data-driven manufacturing investment decisions.

NPCS is part of Asia’s leading industrial knowledge ecosystem — with thousands of project profiles, a robust library of Detailed Project Reports (DPRs), and global consulting expertise spanning more than 50 countries.

Core Services

01 | Detailed Project Reports (DPR)

Bankable, investor-grade project reports covering technical, financial, and operational dimensions of manufacturing ventures.

02 | Techno-Economic Feasibility Studies

Comprehensive evaluation of manufacturing opportunities including market analysis, cost estimates, and ROI projections.

03 | Market Research & Demand Analysis

In-depth market assessments covering demand trends, competitive landscape, pricing, and export potential.

04 | Engineering & Technical Advisory

Expert guidance on plant layout, process engineering, machinery selection, and technology evaluation.

05 | Financial Modeling & Viability

Financial models including projected P&L, cash flow analysis, IRR, NPV, and payback period calculations.

06 | Strategic Industrial Consultancy

End-to-end strategic support from opportunity identification through implementation planning.

85

Countries Served

150K+

Clients Served

30+

Years in Consulting

150K+

Successful Projects Delivered

PROJECT SNAPSHOT

Client Name	M/s. Janki Corp Limited
Headquarters	Bangalore, Karnataka, India
Industry Sector	Large-Scale Manufacturing / Technical Textiles
Project Recommended	Non-Woven Fabric Manufacturing Unit
Consultancy Type	Techno-Economic Feasibility Study & Strategic Advisory
Services Delivered	DPR, Market Assessment, Financial Viability, Implementation Strategy
Implementation Status	Client Agreed to Proceed with Full Project Implementation

Client Overview & Business Objectives

M/s. Janki Corp Limited is a Bangalore-based investment group with a strategic focus on establishing scalable and profitable manufacturing ventures. The company sought to identify and enter a high-growth industrial segment with strong long-term demand fundamentals.

Investment Objectives

- Identify a manufacturing opportunity offering long-term commercial viability
- Leverage strong and diversified end-market demand
- Ensure regional resource and infrastructure compatibility in Karnataka
- Secure moderate-to-large capital investment with phased expansion potential
- Build a sustainable business with robust domestic and export market access
- Obtain expert advisory to underpin investment decision-making

CHALLENGES & PROBLEM STATEMENT

Entering the manufacturing sector without structured feasibility research poses significant strategic and financial risks. M/s. Janki Corp Limited faced a complex investment landscape with the following key challenges:

Market Intelligence Gap

The client lacked visibility into which manufacturing segment offered the best combination of demand depth, competitive positioning, and long-term growth potential.

Supply Chain Uncertainty

Reliable assessment of polymer and raw material availability, local logistics networks, and supplier ecosystems was needed to ensure procurement viability.

Regulatory & Compliance Complexity

Manufacturing operations in Karnataka require navigation of environmental clearances, industrial licensing, and sector-specific regulatory requirements.

Technical Complexity

Non-woven fabric production involves specialized polymer-based processes and machinery configurations that require expert technical evaluation before commitment.

Financial Risk Assessment

Without an independent financial model, estimating capital requirements, cash flow timelines, IRR, and payback periods accurately was not feasible internally.

Investment Decision Confidence

Management needed a credible, data-backed consultancy report to validate the opportunity before committing significant capital.

NPCS APPROACH & METHODOLOGY

1. Project Identification & Opportunity Mapping

Systematic screening of manufacturing sectors against client investment criteria including capital requirement, demand stability, regional fit, and scalability.

2. Market Research & Demand Analysis

Comprehensive assessment of the non-woven fabric market: current demand drivers, sector-wise consumption, growth forecasts, competitive landscape, pricing trends, and export market potential.

3. Technical Feasibility Evaluation

Detailed review of non-woven fabric manufacturing processes (spunbond, meltblown, needle-punch), machinery specifications, plant layout requirements, utility needs, and operational workflows.

4. Financial Modeling & Viability Assessment

Structured financial projections covering total project cost, revenue forecasts, operating cost analysis, break-even calculations, IRR, NPV, and payback period evaluation.

5. Implementation Strategy & DPR Preparation

Preparation of a comprehensive Detailed Project Report (DPR) covering all technical, commercial, and operational parameters along with a phased implementation roadmap.

TECHNICAL INSIGHTS: NON-WOVEN FABRIC MANUFACTURING

Non-woven fabrics are engineered materials produced through chemical, thermal, or mechanical bonding processes — not traditional weaving or knitting. This makes them highly adaptable, cost-efficient, and suited for diverse industrial applications.

Core Manufacturing Process (Spunbond Method)

- 1. Polymer Preparation:** Raw polymer granules (typically polypropylene or polyester) are dried and fed into extruders.
- 2. Melt Extrusion:** Polymers are melted and extruded through spinnerets to form continuous filaments.
- 3. Web Formation:** Filaments are laid uniformly on a moving conveyor belt to form a web.
- 4. Thermal / Chemical Bonding:** The web is bonded using hot calendering rolls, adhesive systems, or needle-punch technology.
- 5. Finishing & Slitting:** The bonded fabric is treated, finished, and slit into rolls per product specifications.
- 6. Quality Inspection & Packaging:** Final quality checks and packaging for dispatch to end-use industries.

Market Opportunity & Demand Outlook

- Healthcare & Medical Disposables — Rising demand for surgical drapes, gowns, masks, and hygiene products
- Personal Care & Hygiene — Growing consumption of baby diapers, feminine hygiene, and adult incontinence products
- Packaging & Industrial Applications — Lightweight, cost-efficient packaging material demand
- Agriculture — Increasing use in crop protection, weed control, and root protection applications
- Construction & Geotextiles — Infrastructure development driving demand for filtration and reinforcement applications
- Export Potential — India's growing technical textile capabilities creating significant export market opportunities

India's non-woven fabric market is projected to grow at a CAGR of 8–12% over the next decade — driven by healthcare expansion, hygiene awareness, infrastructure growth, and import substitution momentum.

FINANCIAL & MARKET ANALYSIS

Investment Outlook

Land & Civil Infrastructure	As per location and scale
Plant & Machinery	Major capital outlay
Utilities & Electrical Setup	Significant component
Working Capital (Initial)	6–12 months operations
Contingency & Pre-operative	5–10% of project cost

Financial Viability Indicators

Return on Investment (ROI)

Favorable ROI supported by high-margin technical fabric products and growing demand across diversified end-use industries.

Internal Rate of Return (IRR)

Attractive IRR profile confirmed by NPCS financial modeling, reinforcing commercial viability.

Payback Period

Projected payback within an acceptable range for large-scale manufacturing — enabling confident long-term investment planning.

Break-Even Analysis

Operational break-even achievable within the initial operating years, supported by strong institutional and consumer demand.

Market Demand Overview

Healthcare & Medical: Rising demand for surgical drapes, gowns, masks, and hygiene products

Personal Care & Hygiene: Growing consumption of baby diapers, feminine hygiene, adult incontinence

Packaging & Industrial: Lightweight, cost-efficient packaging material demand

Agriculture: Crop protection, weed control, and root protection

Construction & Geotextiles: Filtration and reinforcement applications in infrastructure

Export Potential: India's technical textile capabilities creating export market opportunities

CAGR 8–12%

RESULTS & OUTCOMES

Strategic Outcomes

- Investment decision validated through independent expert analysis
- Clear entry point identified in India's fastest-growing technical textile segment
- Manufacturing project scope defined with detailed technical specifications
- Risk reduction through structured market and financial due diligence

Business Benefits

- Bankable DPR ready for institutional financing and investor presentations
- Phased expansion roadmap secured for capacity scaling
- Domestic market access strategy defined across 7 high-growth sectors
- Export market opportunity identified, enhancing revenue diversification

M/s. Janki Corp Limited expressed full confidence in the commercial potential of the proposed venture and agreed to proceed with complete project implementation — validating the quality and depth of NPC's consultancy work.

CLIENT TESTIMONIAL

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NPC's provided us with valuable market insights and a structured feasibility study that helped us evaluate a new manufacturing opportunity with confidence. Their technical expertise and professional consultancy support played an important role in our investment planning process.

— M/s. Janki Corp Limited
Bangalore, Karnataka

CONCLUSION

The successful engagement with M/s. Janki Corp Limited illustrates how NPC's structured consultancy approach transforms investment ideas into bankable, actionable manufacturing plans.

By delivering a comprehensive Techno-Economic Feasibility Study and Detailed Project Report for the Non-Woven Fabric Manufacturing Unit, NPC provided the strategic clarity, technical validation, and financial confidence that enabled the client to commit to full project implementation.

This engagement exemplifies NPC's core mission: empowering entrepreneurs, MSMEs, and investors to build technically sound, commercially viable, and growth-oriented manufacturing businesses — backed by 30 years of industrial knowledge and research excellence.

READY TO BUILD YOUR NEXT INDUSTRIAL PROJECT?

Transform your manufacturing investment idea into a profitable, investor-ready industrial venture.

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