

**Commissioner of Industries
Hyderabad
Andhra Pradesh**

Insecticidal Paint

1. Nature of the Product & Its Applications

Insecticidal paint is a dual purpose commodity. It is used for pest control as well as decorative cum surface protective purposes. This repels and kills the insects and hence felt ideal for hospitals, offices, kitchens, hotels, etc.

2. Market Potential

Being a new product, the usage trend is not established. However, the domestic, industrial and defence sectors are posing good potential for market of this product. This is also an import substitute.

3. Installed Capacity

No. of working days : * 300 per year
No. of shifts a day : 1
Capacity Utilisation : 80%
Production per shift : 15,000 kg/year

4. Availability Of Raw Materials

Lime seed oil, phthalie anhydride, insecticides, titanium dioxide, etc are indigenously.

5. Technology/Manufacturing Process

Primary mixing of ingredients is done in a resin kettle while heating is on. The emanating vapour is condensed and collected. The resin collection chamber gets the primary mixture. Secondary mixing takes place with ingredients like Titanium dioxide, the required insecticide and thinner. This mixing too is to take place only when the agitation is on. The finishing process is by mixing a suitable thinner or drier.

6. Location

Chemical processing zone of any well infrastructured industrial area is highly suitable for the location of this project.

7. Infrastructure

Manpower : 7
Power : 5 HP
Water : Minimal

9. Cost Of The Project & Means Of Finance

Rs. in lakhs	
Land & Buildings	2.72

Plant & Machinery	2.41
Other Fixed Assets	1.25
Testing Equipments	2.30
POP Expenses	0.92
Working Capital Margin	0.65
Deposits	0.10
Total	10.36
Equity Contribution	4.25
Term loans	6.11

10. Annual Operating Expenses (At 80% capacity utilisation)

Rs. in lakhs	
Raw materials	5.48
Consumables	1.08
Utilities	0.56
Packing material	0.45
Repairs, etc	0.07
Wages	1.09
Working Capital interest	0.37
The total variable expenses	9.10
Depreciation	0.22
Admn. Salaries	0.80
Admn. Expenss	1.62
Interest	0.72
POP Expenses	0.09
Total fixed semi-variable expenses	Rs. 3.47 lakhs
Sales proceedings	Rs.17.64 lakhs

BEP = 40.48% at 80% Capacity Utilisation
32.38% at Installed Capacity
Profit after tax = Rs.3.51 lakhs (3rd year)
Delete Service = 2.19
overage Ratio

11. Machinery Manufacturers

1. M/s. A.P.V. Engg. Co. Ltd.,
2, Jessore Road,
Calcutta - 28.
2. M/s. Chemo Fab Inds.,
Ramkang, S.V. Road,
Chinchol, Malad (W),
Mumbai - 64.
3. M/s. Paramount Chemiequip P. Ltd.,
1, Sequera Villa, CST Road,
Mumbai - 29.