



**BUSINESS PLAN · INDIA**

# **Label and Sticker Manufacturing**

*Self-adhesive and product labels*

**PRINTING**

**AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES**

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

## 1. Executive Summary

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This plan sets out a **Label & Sticker Manufacturing Unit** in India — a real-asset print-manufacturing business producing **self-adhesive labels & product stickers** (roll-form) for FMCG, pharma, food, logistics & consumer brands. It prints, laminates & die-cuts self-adhesive substrate into finished label rolls on a per-1000/roll basis — a capex-, volume-, spec- & substrate-driven B2B manufacturing business.

Every packaged product needs labels — FMCG, pharma (with regulatory content), food (FSSAI), logistics/barcode, cosmetics & e-commerce — and demand grows with consumption, regulation & e-commerce. A label & sticker manufacturing unit is a **real-asset print-manufacturing business**: it invests in a flexo/digital label press with lamination & die-cutting (rotary/semi-rotary), buys self-adhesive substrate (paper/film face + adhesive + liner), and produces printed, die-cut label rolls to brand spec. It is capex-, volume-, spec- & substrate-heavy: **volume/utilisation, spec adherence & substrate cost** are the economic core, with self-adhesive substrate (largest cost, pass-through-ish) as the main variable cost. Revenue = **volume × per-1000/roll realisation**; economics rest on utilisation, volume, spec/quality, substrate cost & brand demand — it is capex-, volume-, spec- & cost-driven, real-asset.

This is a capital-intensive real-asset manufacturing business — funded by promoter equity plus term loan & working capital. This plan models a label & sticker manufacturing unit requiring **₹3 crore** (₹1.2 crore promoter + ₹1.8 crore term loan/WC), targeting **₹6 crore** revenue in Year 1 and **₹12 crore** by Year 3. (*Label manufacturing; volume × realisation, capex/volume/spec/cost-driven, real-asset — figures illustrative.*)

## 2. Business Description, Vision & Legal Structure

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**Concept:** A label & sticker manufacturing unit - printing/laminating/die-cutting self-adhesive labels & product stickers for FMCG, pharma, food, logistics & consumer brands.

**Vision:** To be a trusted label partner for brands - quality, on-spec labels at volume.

**Mission:** Manufacture self-adhesive labels to brand & regulatory spec - strong quality, volume & reliability.

### Legal structure options

- **Private Limited / LLP** — recommended for capex, term loan, B2B/brand contracts, certs & liability.
- **Proprietorship/Partnership** — possible for a small unit but weak for finance/brand-contracts.

**Regulatory anchor:** label manufacturing is a B2B manufacturing activity — factory/MSME registration, electricity, GST, pollution (inks/solvents/liner-waste where applicable), & for pharma/food labels **GMP-relevant & food-grade quality & regulatory-content compliance** (brands audit vendors; pharma labels are quality-critical). Volume/utilisation, spec/quality adherence, substrate cost & brand demand determine success; it is capex-, volume-, spec- & cost-driven, real-asset.

## 3. Promoter & Ownership

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Led by a promoter with label/printing, converting or manufacturing expertise. The team includes a plant manager, press/converting operators, prepress/design, quality (pharma/food spec), maintenance, sales/key-accounts & accounts. Utilisation, spec/quality, substrate cost & key-accounts are the differentiators. Ownership, equity & any partner are editable inputs.

## 4. Market Analysis — India

India's label demand grows steadily with packaged-goods consumption, pharma output, food regulation, logistics/e-commerce & premiumisation. Demand is FMCG-, pharma-, food-, logistics- & brand-driven. The market rewards volume/capacity, spec/quality, consistency, substrate-cost management, service & certifications; it is brand-demand-, spec- & cost-sensitive.

### Demand drivers

- **FMCG/consumer** product labels.
- **Pharma labels** (regulatory content, GMP).
- **Food labels** (FSSAI/food-grade).
- **Logistics/barcode/e-commerce** labels.
- **Premiumisation** & branding.

### Market sizing (illustrative framing)

| Layer        | Definition                    | Indicative scale   |
|--------------|-------------------------------|--------------------|
| TAM          | Self-adhesive labels in India | Very large/growing |
| SAM          | Regional brands/segments      | Substantial        |
| SOM (Yr 1-3) | Unit capacity & volume        | Scaling            |

### Target segments

- FMCG/consumer brands.
- Pharma & nutra.
- Food & beverage.
- Logistics/e-commerce & cosmetics.

## 5. Competition & Competitive Advantage

**Landscape:** other label converters, large label companies, digital-label entrants & captive units. The unit competes on volume/capacity, spec/quality, consistency, substrate-cost, service, certifications & key-accounts.

### The business's edge

- **Volume/capacity & utilisation.**
- **Spec/quality** (pharma/food-grade).
- **Substrate-cost management.**
- **Service/turnaround & certifications.**
- **Key-account relationships.**

## 6. Products & Revenue Model

| Product             | Model           | Basis       |
|---------------------|-----------------|-------------|
| FMCG/product labels | Per-1000 / roll | Core/volume |

|                                       |                 |            |
|---------------------------------------|-----------------|------------|
| Pharma labels                         | Per-1000 / roll | Spec/value |
| Food/beverage labels                  | Per-1000 / roll | Volume     |
| Logistics/barcode/variable-data       | Per-1000 / roll | Volume     |
| Specialty (foil/holographic/security) | Per-1000        | Value-add  |

Revenue is **volume × per-1000/roll realisation** (FMCG/pharma/food/logistics + specialty). Economics = volume × realisation – (self-adhesive substrate + ink + die/plate) – overheads; utilisation, volume, spec/quality, substrate cost & brand demand drive it — the decisive label levers (real-asset, volume-critical).

## 7. Go-to-Market — Brands & Volume

- **Brand/FMCG/pharma** key-account development.
- **Certifications/quality** (vendor approval, pharma-critical).
- **Spec/design & sampling.**
- **Reliability/volume** & service.
- **Repeat/annual-rate** contracts.

### Sales approach

Set up press & certifications → get brand vendor-approval (quality/pharma/food) → win volume label contracts → maximise utilisation & spec adherence → build repeat/annual key-accounts → add specialty (foil/security). Utilisation, spec/quality, substrate management & key-accounts build a real-asset label-manufacturing business; specialty & certifications lift margin.

## 8. Operations Plan (label manufacturing, real-asset)

- **Prepress:** design, plates/cylinders, die tooling, proofing.
- **Printing:** flexo/digital label press, lamination, cold/hot-foil, print utilisation.
- **Converting:** die-cutting (rotary/semi-rotary), matrix-stripping, slitting, rewinding, inspection.
- **Quality & certification:** pharma/food-grade QC, spec/registration, 100% inspection, vendor audits.
- **Materials & WC:** self-adhesive substrate (largest cost), ink; inventory/receivables.

### Workflow

| Stage       | Activity                 | Metric              |
|-------------|--------------------------|---------------------|
| Design/tool | Plate/die/proof          | Setup/approval      |
| Print       | Flexo/digital + laminate | Utilisation         |
| Convert     | Die-cut/slit/rewind      | Volume/yield        |
| Inspect     | QC/spec                  | Quality/rejection   |
| Dispatch    | Pack/deliver             | On-time/receivables |

## 9. Regulatory, Licences & Compliance (India)

- **Business:** factory/MSME/Udyam; company/GST; electricity.
- **Quality:** pharma-GMP-relevant & food-grade standards; regulatory-content; brand vendor audits.
- **Environment:** pollution (inks/solvents/liner-waste where applicable); labour/safety.
- **General:** contracts; artwork/IP (brand-held).

## 10. Organisation & Manpower Plan

| Role                             | Yr 1      | Yr 2      | Yr 3      |
|----------------------------------|-----------|-----------|-----------|
| Promoter / plant manager         | 1         | 2         | 2         |
| Press / converting operators     | 6         | 11        | 16        |
| Prepress / design & tooling      | 2         | 3         | 4         |
| Quality/inspection & maintenance | 3         | 5         | 8         |
| Sales/key-accounts & accounts    | 3         | 4         | 6         |
| <b>Total</b>                     | <b>15</b> | <b>25</b> | <b>36</b> |

## 11. Implementation Timeline & Milestones

| Phase | Timeline   | Milestone                                          |
|-------|------------|----------------------------------------------------|
| Setup | Month 0-4  | Plant, label press/converting, certs, first brands |
| Ramp  | Month 4-12 | Vendor-approval & volume, ₹6cr (ramp)              |
| Grow  | Year 2     | Key-accounts/utilisation/specialty, ₹9cr           |
| Scale | Year 3     | ₹12cr revenue; volume & margin                     |

## 12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Label manufacturing is a real-asset manufacturing business; revenue = volume × realisation; capex (press) is the base; self-adhesive substrate (largest cost) & ink are the main variable costs; utilisation, volume & spec are the economic core.

### 12.1 Project cost & means of finance

| Capital requirement                                | ₹           |
|----------------------------------------------------|-------------|
| Label press (flexo/digital) + lamination + die-cut | 1,70,00,000 |
| Inspection/slitting/rewinding & tooling            | 40,00,000   |
| Plant fit-out, power & certifications              | 40,00,000   |
| Working capital (substrate/ink + receivables)      | 50,00,000   |

|                           |                    |
|---------------------------|--------------------|
| <b>Total project cost</b> | <b>3,00,00,000</b> |
| Promoter contribution     | 1,20,00,000        |
| Term loan / WC finance    | 1,80,00,000        |

## 12.2 Projected Profit & Loss (3 years)

| Particulars                                | Year 1             | Year 2             | Year 3              |
|--------------------------------------------|--------------------|--------------------|---------------------|
| FMCG/food/consumer labels                  | 3,30,00,000        | 4,90,00,000        | 6,50,00,000         |
| Pharma & logistics labels                  | 2,20,00,000        | 3,40,00,000        | 4,50,00,000         |
| Specialty (foil/security) & tooling        | 50,00,000          | 70,00,000          | 1,00,00,000         |
| <b>Total revenue</b>                       | <b>6,00,00,000</b> | <b>9,00,00,000</b> | <b>12,00,00,000</b> |
| Self-adhesive substrate, ink & consumables | 3,60,00,000        | 5,40,00,000        | 7,15,00,000         |
| Converting labour, power & operations      | 1,05,00,000        | 1,55,00,000        | 2,00,00,000         |
| Sales, overheads & admin                   | 55,00,000          | 80,00,000          | 1,05,00,000         |
| Depreciation, interest & other             | 42,00,000          | 45,00,000          | 48,00,000           |
| <b>Total expenses</b>                      | <b>5,62,00,000</b> | <b>8,20,00,000</b> | <b>10,68,00,000</b> |
| <b>Net profit (before tax)</b>             | <b>38,00,000</b>   | <b>80,00,000</b>   | <b>1,32,00,000</b>  |
| Net margin                                 | 6.3%               | 8.9%               | 11%                 |

## 12.3 Unit economics & break-even

- **Volume x realisation:** per-1000/roll pricing on high volume; self-adhesive substrate is the largest cost (55-65%, pass-through-ish with markup); utilisation absorbs fixed cost; pharma/specialty lift realisation.
- **Utilisation & spec:** press utilisation & spec/quality (pharma-critical, vendor approval) are the make-or-break; substrate management & yield/matrix-waste matter; capex is real-asset.
- **Break-even:** at a volume/utilisation covering substrate, converting, overheads & finance; margins expand with volume, key-accounts, specialty & operating leverage.

## 12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

| Particulars (₹)                                  | Q1               | Q2               | Q3               | Q4               |
|--------------------------------------------------|------------------|------------------|------------------|------------------|
| Opening balance                                  | 50,00,000        | 33,00,000        | 32,00,000        | 33,00,000        |
| Sales collections                                | 1,00,00,000      | 1,40,00,000      | 1,65,00,000      | 1,90,00,000      |
| Substrate/ink, converting, overheads & operating | 1,17,00,000      | 1,41,00,000      | 1,64,00,000      | 1,86,00,000      |
| <b>Closing balance</b>                           | <b>33,00,000</b> | <b>32,00,000</b> | <b>33,00,000</b> | <b>37,00,000</b> |

Label manufacturing is capex- & substrate-heavy with a vendor-approval/ramp period; substrate/ink & receivables (brand credit) dominate WC. Volume, utilisation, substrate-cost pass-through, receivable management & a WC line manage cash; the key risks are utilisation/volume, substrate-price, brand-receivables/concentration, spec/quality-rejection (pharma-critical) & competition — met with key-accounts, utilisation, substrate management, quality & specialty.

## 12.5 Key Performance Indicators to Monitor

- **Volume:** press utilisation; volume; yield/matrix-waste.
- **Quality:** spec/pharma-food adherence; rejection; vendor-audit scores.
- **Cost:** substrate cost/pass-through; ink; wastage.
- **Finance:** net margin; receivable days; key-account concentration; DSCR.

## 13. Funding Requirement & Bankability

Total ask: **₹1.8 crore term loan/WC** against ₹1.2 crore promoter contribution — for the label press/converting & working capital on a real-asset base (press is financeable collateral). Fundability rests on utilisation, brand key-accounts, certifications, substrate management & label demand; label-machinery loans are standard. Year-1 profit ₹38 lakh growing to ₹1.32 crore as volume/key-accounts scale; utilisation, spec & substrate cost are key. DSCR supported by volume × realisation; utilisation, volume, substrate pass-through & demand underpin the model.

### 13.1 Funding utilisation

| Use of funds                                       | ₹                  | % of total  |
|----------------------------------------------------|--------------------|-------------|
| Label press (flexo/digital) + lamination + die-cut | 1,70,00,000        | 56.7%       |
| Inspection/slitting/rewinding & tooling            | 40,00,000          | 13.3%       |
| Plant fit-out, power & certifications              | 40,00,000          | 13.3%       |
| Working capital (substrate/ink + receivables)      | 50,00,000          | 16.7%       |
| <b>Total</b>                                       | <b>3,00,00,000</b> | <b>100%</b> |

## 14. Risk Analysis & Mitigation

| Risk                                       | Mitigation                                                                 |
|--------------------------------------------|----------------------------------------------------------------------------|
| Utilisation / volume                       | Brand key-accounts, repeat/annual contracts, diverse segments, multi-shift |
| Substrate-price                            | Pass-through pricing, sourcing, yield/matrix-waste control                 |
| Brand receivables / concentration          | Diverse accounts, credit terms, collection discipline                      |
| Spec / quality rejection (pharma-critical) | Pharma/food QC, 100% inspection, certifications, vendor-audit readiness    |
| Competition / overcapacity                 | Certifications, specialty, service, key-accounts, cost efficiency          |

## 15. SWOT Analysis

|                                                                                                                                                                  |                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strengths</b><br>Large/growing label demand; real-asset press; certifications moat (pharma); specialty value-add; key-account stickiness; operating leverage. | <b>Weaknesses</b><br>Capex-/substrate-heavy; utilisation-/volume-dependent; receivable/concentration risk; spec/quality-critical; competition. |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|

| Opportunities                                                                                                                | Threats                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| FMCG/pharma/food/e-commerce growth; digital-label short-run; specialty/security; sustainable/linerless labels; new segments. | Substrate-price; brand price-pressure/concentration; overcapacity; sustainability-regulation; competition. |

## 16. Recommended AiSevak Tools for This Business

This label & sticker manufacturing unit would use AiSevak's Printing vertical tools in operations:

- **Volume & costing:** press-utilisation & volume × realisation, substrate-cost/pass-through & yield/matrix-waste tools.
- **Quality & accounts:** pharma/food-spec & key-account/receivables, certifications & GST tools (with Manufacturing & Pharma verticals).
- **Practice:** Business Plan, break-even/DSCR and volume-economics tools to model the unit.

## 17. Key Assumptions & Notes

- Label manufacturing: real-asset print-manufacturing — self-adhesive labels/stickers (roll-form) for FMCG/pharma/food/logistics brands; revenue = volume × per-1000/roll realisation.
- Volume × realisation – (substrate + ink) – overheads decisive; utilisation, volume, spec/quality & substrate cost are the economic core; self-adhesive substrate is the largest cost (pass-through-ish); pharma/specialty lift margin.
- Equity + term loan/WC (press financeable); factory/MSME/GST, electricity, pollution (liner-waste where applicable), pharma-GMP/food-grade standards & brand audits.
- Utilisation, volume, spec, substrate cost & brand demand drive economics; figures illustrative, exclude GST; volume-critical.

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