



ANITA ENTERPRISES

"Disposable Solutions, Sustainable Future."

About Us

ANITA ENTERPRISES has been operational since 2022, specializing in the production of disposable paper plates, glasses, and tissue papers. Initially run on a small scale, the business has gained traction in supplying high-quality, eco-friendly disposable products to catering services, event organizers, and retail customers. Now, with a vision to scale up, we are looking to invest in heavy production machinery to meet increasing demand and improve manufacturing efficiency. Our goal is to expand our market reach, enhance product quality, and explore new business opportunities in both B2B and B2C sectors. We seek funding to establish a larger production unit and streamline operations for growth.



Mission

- To deliver high-quality, reliable disposable products while expanding our production capabilities to meet the growing market demand.

Vision

- To become a leading provider of eco-friendly disposable paper products, offering innovative and sustainable solutions for events and everyday use.

Challenges in the Market

Increasing Competition

- The market is flooded with numerous local and international manufacturers, making it challenging to stand out and maintain competitive pricing.

Raw Material Sourcing

- Ensuring a consistent supply of high-quality, eco-friendly materials at affordable prices can be difficult, especially with fluctuating market conditions.

Customer Awareness & Preferences

- Educating consumers about the benefits of eco-friendly disposable products and differentiating from conventional alternatives remains a significant challenge.

Impact

- **Environmental Impact:** By offering eco-friendly disposable products, we contribute to reducing plastic waste and promoting sustainable alternatives.
- **Market Growth:** Our expansion will create more job opportunities and support businesses in the event and catering industries with high-quality, reliable products.

Our Solutions

We offer eco-friendly, customizable disposable products with a focus on quality, sustainability, and affordability.



- We provide eco-friendly, customizable disposable products with a focus on quality and sustainability. Our efficient production processes ensure affordable, reliable solutions for both businesses and consumers.

Eco-friendly Products

- We provide high-quality, biodegradable disposable paper plates, glasses, and tissue papers to reduce environmental harm.

Customizable Designs

- Offering personalized solutions for events, businesses, and retail customers, ensuring unique and branded products.

Efficient Production

- Investing in heavy machinery to increase production capacity, improve efficiency, and meet growing market demand.

Affordable & Reliable

- Delivering cost-effective, durable, and hygienic products suitable for large-scale functions and everyday use.

Our Offerings



**Disposable Paper
Plates**



**Disposable Paper
Glasses**



**Tissue Paper
Products**



**Custom
Branding**



Eco-Friendly Materials



Bulk Orders



Affordable Pricing

What Sets Us Apart in the Market

What sets us apart is our commitment to sustainability, offering eco-friendly disposable products without compromising on quality. We also provide customizable solutions, catering to the unique needs of businesses and individual customers.



Sustainability Focus:

Our products are made from eco-friendly, biodegradable materials, helping customers reduce their environmental footprint.

Customization Options

We offer personalized designs for events, catering to the unique needs of businesses and individuals.

Quality Assurance

Our disposable products undergo rigorous quality checks to ensure durability, hygiene, and reliability.

Efficient Production

With plans to invest in advanced machinery, we aim to increase production capacity and meet the growing demand efficiently.

Market Size

India Disposable Tableware Market

The disposable tableware market in India, including paper plates, cups, and similar products, is valued at approximately USD 918.25 million in 2024, with projections to reach USD 1,618.91 million by 2033. This growth is driven by increasing demand for convenient and eco-friendly products.

India Paper Cups and Paper Plates Market

The market for paper cups and paper plates in India was valued at USD 445.55 million in 2024, with expected growth to USD 660.21 million by 2033. This rise is attributed to growing awareness of hygiene and sustainability trends.

India Tissue Paper Market

The tissue paper market in India was valued at USD 7 billion in 2024 and is projected to grow to USD 10.50 billion by 2033, fueled by urbanization and increasing hygiene needs.

Disposable Paper Products Market

Estimated to reach

USD 918.25 Million by 2024

CAGR of 6% - 8%

STP (Segmentation, Targeting, Positioning)

Segmentation

- **Demographic Segmentation:** Targeting businesses, event organizers, and households that require disposable products for functions, parties, and daily use.
- **Geographic Segmentation:** Focused on urban areas and cities with high demand for disposable products, especially for events and catering.
- **Behavioral Segmentation:** Catering to environmentally-conscious customers seeking sustainable, biodegradable alternatives to plastic disposables.

Targeting

- **Event Organizers:** Businesses organizing large-scale events, weddings, and conferences that require disposable tableware in bulk.
- **Catering Services:** Companies offering catering services that need eco-friendly, disposable products for their clients.
- **Retail Consumers:** Households and individuals hosting small or medium-sized gatherings, looking for convenient and sustainable tableware options.

Positioning

- **Eco-Friendly Brand:** Positioned as a sustainable, green alternative to traditional disposable products, focusing on biodegradability and environmental responsibility.
- **High-Quality & Affordable:** Offering durable, high-quality products at competitive prices to meet the needs of both businesses and consumers.
- **Customization Leader:** Emphasizing personalized solutions for businesses and events, offering custom branding and designs to enhance the customer experience.

Competitive Landscape

Competitor	Product Range	Strengths	Weaknesses	Market Position
Competitor A	Disposable paper plates, glasses, tissue papers	Wide distribution network, established brand	Higher pricing, less focus on sustainability	Leading in the mass market sector
Competitor B	Biodegradable disposable products	Strong eco-friendly brand, sustainable materials	Limited customization options	Niche market, sustainability-focused
Competitor C	Paper plates, cups, straws	Affordable pricing, large volume production	Lower quality compared to premium brands	Price-sensitive segment
Competitor D	Customized disposable products	Customization for corporate clients, high product quality	Smaller production scale, limited reach	Targeting high-end event organizers

Our competitors include brands offering affordable disposable products, but with a focus on either lower quality or limited sustainability options. We differentiate by offering eco-friendly, customizable, high-quality solutions for both businesses and consumers.

Why We Stand Out

Sustainability Focus

- We provide eco-friendly, biodegradable products, helping customers reduce their environmental impact.

Customization Options

- Our ability to offer personalized designs for events and businesses sets us apart from standard disposable product suppliers.

Quality Assurance

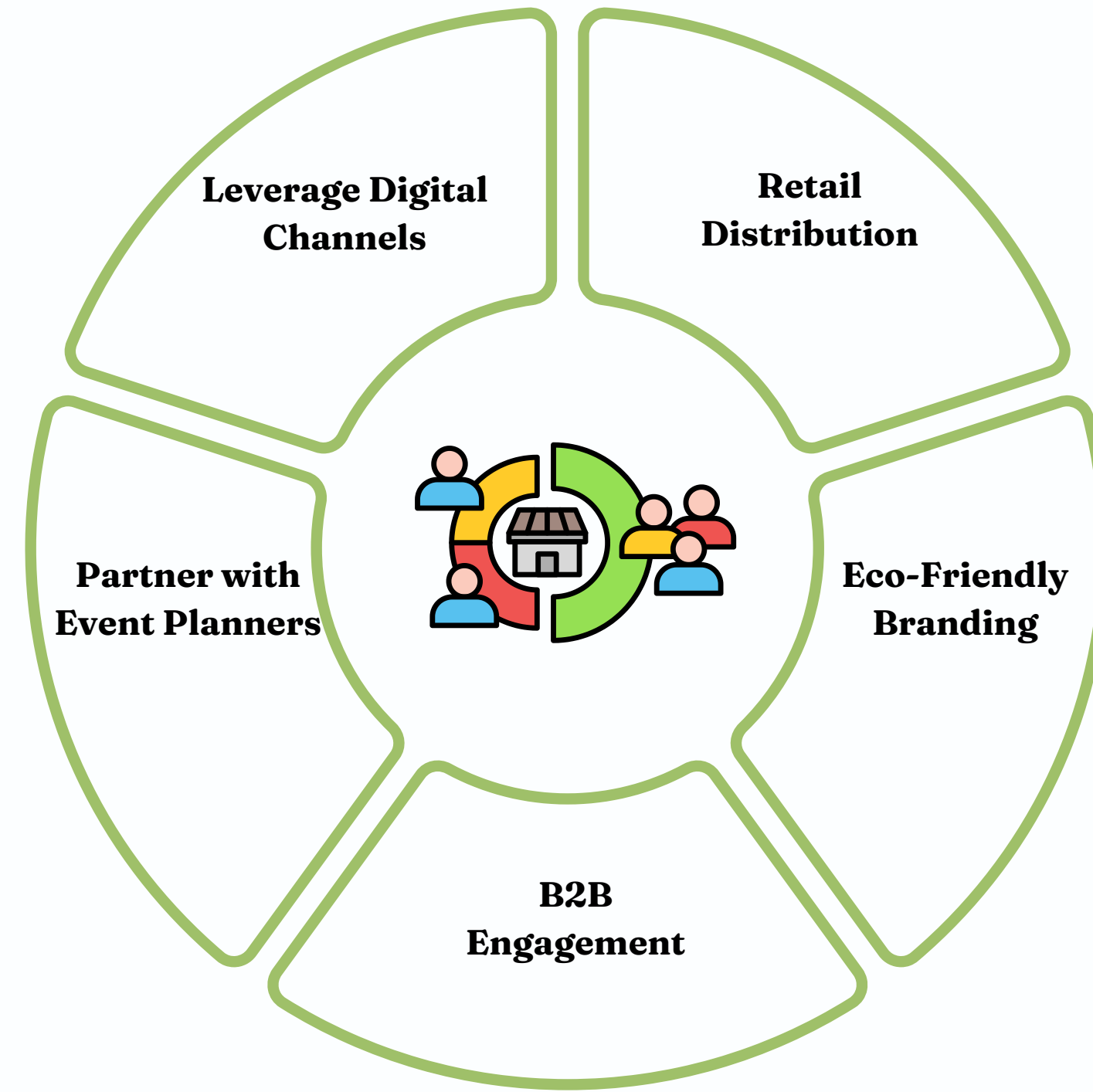
- We ensure high-quality, durable, and reliable products, maintaining hygiene and performance while offering cost-effective solutions.

We stand out by offering eco-friendly, customizable disposable products that meet both sustainability and quality standards. Our focus on high-quality, durable solutions ensures value for businesses and consumers alike.

Go to Market Strategy

Utilize online platforms like social media, e-commerce websites, and SEO to reach a broader audience and drive direct-to-consumer sales.

Collaborate with event organizers and catering services to supply bulk orders for weddings, parties, and corporate functions.

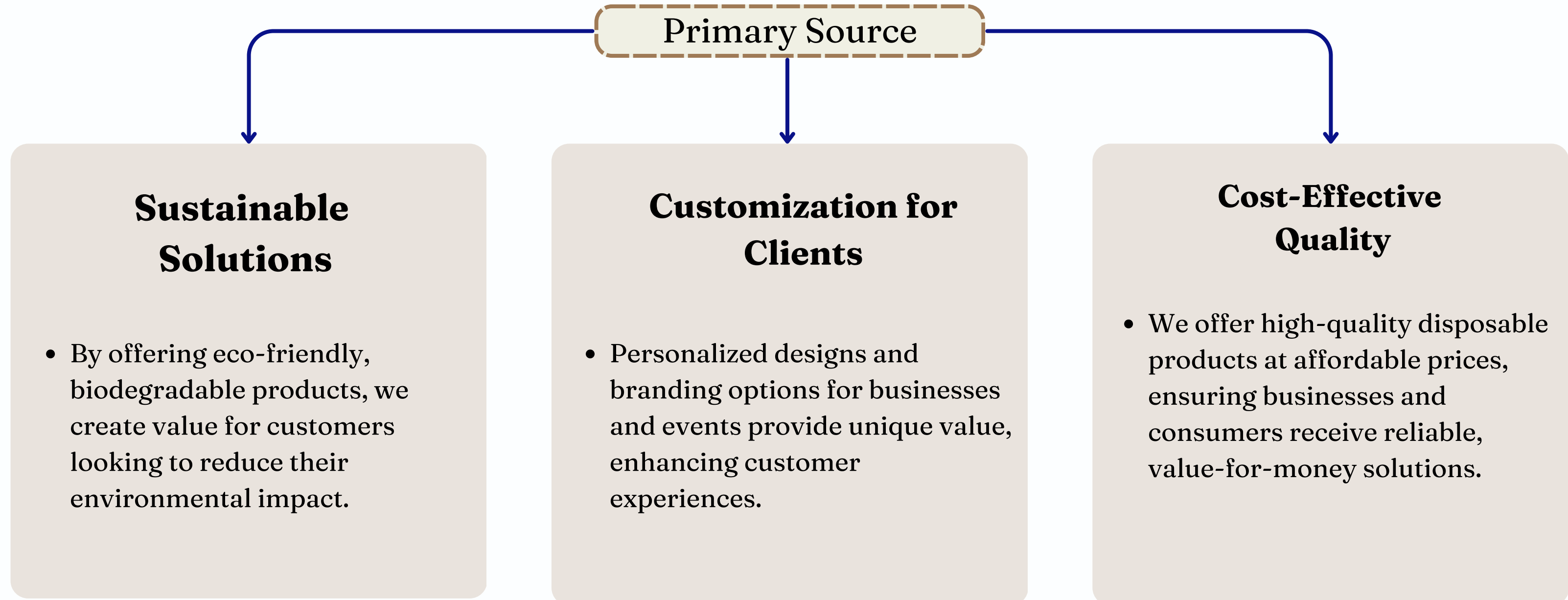


Establish partnerships with local retail stores and supermarkets to make products available for everyday consumers.

Highlight the sustainable aspects of our products in all marketing campaigns to attract environmentally-conscious customers.

Offer tailored solutions and volume discounts to businesses, focusing on long-term contracts for corporate clients and large events.

How We Generate Value



Aim to Scale Up

Short-Term

Increase Production Capacity

- Invest in heavy machinery to boost production and meet the growing demand for disposable paper products.

Expand Distribution Channels

- Strengthen partnerships with retailers, e-commerce platforms, and event organizers to reach a wider customer base.

Enhance Product Offerings

- Introduce new variations and custom designs to cater to a larger market segment and increase brand visibility.

Long-Term

Market Leadership

- Become a top provider of eco-friendly disposable products in India, with a strong brand presence.

Global Expansion

- Explore international markets, starting with neighboring countries, to increase sales and reach.

Innovation

- Continuously innovate in product design and sustainability to maintain a competitive edge and customer loyalty.

Fund Utilization

Purpose	Amount (INR)	Percentage (%)
Machine Purchase (Heavy Production Equipment)	₹12,00,000	40%
Raw Material Procurement	₹6,00,000	20%
Marketing and Branding	₹4,50,000	15%
Operational Costs	₹3,00,000	10%
Research & Development	₹2,00,000	6%
Working Capital	₹2,50,000	8%
Total	₹30,00,000	100%

Our Founder




Priyanka Yadav


Proprietor

- Priyanka Yadav is the proprietor of ANITA ENTERPRISES, overseeing the company's operations and growth. She holds a graduation degree and is committed to expanding the business into a leading provider of eco-friendly disposable products.

Contract Overview

 7071858285

 pky.zmr@gmail.com

 Flat/Door/Block No. 98, Yadav Bhawan,
Vill. Rajapur Kalan Thanakasim,
Ghazipur, Kasimabad Block, Ghazipur
District, Uttar Pradesh – 233230

