

Project Profile

# Suppliers Of Toiletries And Hotel Amenities In Ladakh



## 1. INTRODUCTION

Ladakh, India's high-altitude Union Territory, has emerged as a leading eco-tourism and adventure travel destination, attracting thousands of visitors annually from India and abroad. With **over 300 registered hotels, guesthouses, and homestays**, the hospitality sector has become a key pillar of Ladakh's economy. However, most hospitality units face significant challenges in **sourcing quality, eco-friendly toiletries and essential hotel supplies** due to limited local production, high transportation costs, and seasonal accessibility issues.

Currently, a large share of toiletries and amenities—including soaps, shampoos, dental kits, towels, and cleaning supplies—are imported from Delhi, Chandigarh, or Jammu. This not only increases costs and delays but also contributes to a **high carbon footprint**, contradicting Ladakh's sustainability goals.

This project proposes the establishment of a "**Toiletries and Hotel Amenities Supply Enterprise**" in Ladakh, designed to serve as a **one-stop procurement and distribution hub** for the hospitality sector. The enterprise will focus on **eco-friendly, biodegradable, and locally branded products**, ensuring quality and sustainability at competitive prices.

The proposed venture will source, package, and distribute:

- **Eco-friendly toiletries** – shampoos, soaps, body lotions, dental kits, and conditioners (in recyclable or refillable packaging)
- **Hotel room amenities** – towels, bed linens, slippers, laundry bags, and tissue products
- **Cleaning and housekeeping products** – detergents, disinfectants, room fresheners, and glass cleaners
- **Customized hospitality packs** – branding and logo printing for hotels and homestays

The business will serve **hotels, resorts, guesthouses, army rest houses, monasteries with accommodation facilities, and government circuit houses**, creating a reliable local supply chain in Ladakh.

By collaborating with **local women entrepreneurs, artisans, and youth**, the enterprise can also introduce a line of **locally handcrafted items** (e.g., herbal soaps, apricot oil-based lotions, woollen slippers, and bamboo toothbrushes), further promoting Ladakh's sustainable tourism identity under the **Enterprising Ladakh initiative**.

## 2. OBJECTIVES

- To establish a **centralized local supply unit** for hotel and hospitality products in Ladakh.
- To **reduce dependence** on imported goods and minimize transportation delays and costs.
- To **promote eco-friendly and biodegradable products** that align with Ladakh's environmental sustainability goals.

- To empower local producers and artisans through value addition, packaging, and branding partnerships.
- To support the tourism sector by providing consistent quality and reliable delivery of hospitality essentials.

### 3. PRODUCT & ITS APPLICATION

- Primary Products:
  - **Toiletries:** Biodegradable soaps, shampoos, conditioners (with local herbs like seabuckthorn).
  - **Linens:** Organic cotton towels, bedsheets, and tablecloths.
  - **Cleaning Supplies:** Eco-friendly detergents, reusable sanitation kits.
  - **Local Specialty Kits:** Apricot oil miniatures, handmade soaps with Ladakhi motifs.
- Applications:
  - Daily use in hotels/guesthouses for guests and housekeeping.
  - Customized souvenir kits for tourists.

### 4. DESIRED QUALIFICATION FOR PROMOTER

- Experience in supply chain management, hospitality, or retail.
- Knowledge of sustainable product standards and Ladakhi market dynamics.
- Networking skills to partner with hotels, local artisans, and eco-brands.

### 5. INDUSTRY LOOKOUT AND TRENDS

- **Global Trends:** Hospitality industry shifting to **zero-waste** and **carbon-neutral operations** (7% annual growth in eco-friendly supplies).
- **Local Insight:** Ladakh's Tourism Policy 2023 mandates eco-certification for hotels, creating demand for green products.
- **Opportunity:** Partnerships with luxury camps (The Ultimate Travelling Camp) and homestays.

### 6. MARKET POTENTIAL AND MARKETING ISSUES

- Potential:
  - Annual demand: ~₹10–15 crore (supplies for 300+ hotels).

- Premium pricing for organic/local products (15–20% higher than conventional).
- **Challenges:**
  - High transportation costs for imported goods.
  - Seasonal demand (peak tourism: May–October).
  - Competition from online retailers (Amazon, Udaan).

## 7. RAW MATERIAL REQUIREMENTS

Material	Source
Biodegradable toiletries	Local manufacturers (seabuckthorn-based)
Organic cotton linens	Ethical suppliers (Gujarat, Punjab)
Eco-cleaning agents	Imported/Delhi-based green brands
Packaging	Recycled materials/local artisans

## 8. PROCUREMENT & DISTRIBUTION PROCESS

1. **Sourcing:** Partner with local artisans and certified eco-brands.
2. **Quality Check:** Lab testing for safety and sustainability.
3. **Storage:** Climate-controlled warehouse in Leh.
4. **Delivery:** Fleet of electric vehicles for last-mile distribution.
5. **Customization:** Branding products with hotel logos.

## 9. MANPOWER REQUIREMENT

Role	Number
Procurement Manager	2
Warehouse Staff	5
Delivery Team	8
Customer Service	3

## 10. IMPLEMENTATION SCHEDULE

Phase	Duration
Business Registration	1 month
Supplier Partnerships	2 months
Warehouse Setup	2 months
Trial Supply to Hotels	1 month
Full Commercial Launch	1 month
<b>Total:</b> 7 months	

## 11. COST OF PROJECT (INR)

Component	Cost
Warehouse Rental	12,00,000
Initial Inventory	30,00,000
Electric Vehicles	15,00,000
Marketing	5,00,000
<b>Total</b>	<b>62,00,000</b>

## 12. MEANS OF FINANCE (INR)

Source	Amount
Promoter Contribution	24,80,000 (40%)

Source	Amount
Bank Loan	31,00,000 (50%)
Government Subsidy (Green Biz)	6,20,000 (10%)

### **13. LIST OF EQUIPMENT REQUIRED**

Equipment	Quantity	Cost (INR)
Electric Cargo Vans	3	15,00,000
Storage Racks	20	2,00,000
Packaging Machine	2	5,00,000

### **14. PROFITABILITY CALCULATIONS (YEAR 1)**

Metric	INR
Sales Revenue	1,20,00,000
COGS	72,00,000
Gross Profit	48,00,000
Operating Expenses	25,00,000
<b>Net Profit</b>	<b>23,00,000</b>

### **15. BREAKEVEN ANALYSIS**

Parameter	Value
Fixed Costs	40,00,000

Parameter	Value
Variable Cost/Unit	150
Selling Price/Unit	300
<b>BEP (Units)</b>	<b>26,667</b>

## 16. STATUTORY/GOVERNMENT APPROVALS

- GST Registration.
- Trade License (Leh Municipal Committee).
- FSSAI License (for toiletry products).
- Pollution Control Clearance (for warehouse).

## 17. BACKWARD AND FORWARD INTEGRATIONS

- **Backward:** Collaborate with local artisans for handmade soaps and organic cotton weavers.
- **Forward:** Develop a B2B portal for real-time ordering and loyalty programs with hotels.

## 18. TRAINING CENTERS AND COURSES

- **Centers:** Ladakh Skill Development Centre, Indian Institute of Hotel Management.
- **Courses:** Sustainable supply chain management (NIFTEM), eco-certification processes.

## 19. MACHINERY SUPPLIERS AND DEALERS

If the enterprise includes **light manufacturing or packaging** of toiletries and cleaning products, the following equipment will be needed:

### *A. Toiletry Production & Packaging Equipment*

- Liquid mixing tanks (for shampoo, lotion, liquid soap)
- Stainless steel storage and transfer tanks
- Liquid filling and sealing machines (semi-automatic or automatic)
- Soap cutting and stamping machines

- Labeling and shrink-wrapping machines
- Packaging materials (recyclable bottles, pouches, paper boxes)
- Water filtration unit (RO/UV system)
- Essential oil distillation unit (optional – for apricot or herbal oil products)

### *B. Logistics & Storage Equipment*

- Shelving and inventory racks
- Cold storage (for temperature-sensitive products)
- Delivery van or small transport vehicle
- Barcode scanner and POS system

## RECOMMENDED SUPPLIERS & DEALERS

Below are **trusted suppliers and dealers** in India who provide toiletries manufacturing, packaging, and hospitality products suitable for Ladakh's context:

### *>Toiletry & Hotel Amenity Manufacturers*

1. **Alliance Hotel Amenities** – New Delhi
  - Specializes in hotel toiletries, amenity kits, and bulk supply for resorts.
  - Website: [www.alliancehotelamenities.com](http://www.alliancehotelamenities.com)
2. **Hygienic Research Institute Pvt. Ltd. (Joy Cosmetics)** – Mumbai
  - Offers OEM/Private Label production for soaps, shampoos, and lotions.
  - Website: [www.hriindia.com](http://www.hriindia.com)
3. **Shamasha Resources Pvt. Ltd. (Eco & Organic Toiletries)** – Delhi
  - Focus on biodegradable and refillable hotel amenities.
  - Website: [www.shamasha.com](http://www.shamasha.com)
4. **Urban Forest Essentials** – Uttarakhand
  - Supplies natural hotel amenities (herbal soaps, essential oils, bamboo-based products).
  - Website: [www.urbanforestessentials.com](http://www.urbanforestessentials.com)
5. **Amercare Products India Pvt. Ltd.** – Chennai
  - Manufacturer of tissue papers, towels, cleaning and hygiene products.
  - Website: [www.amercareindia.com](http://www.amercareindia.com)

### *Packaging & Machinery Suppliers*

1. **V Pack Machinery Solutions Pvt. Ltd.** – Ahmedabad
  - Suppliers of filling, sealing, labeling, and pouch packaging machinery.
  - Website: [www.vpackmachinery.com](http://www.vpackmachinery.com)
2. **Sigma Packaging Machines Pvt. Ltd.** – Delhi
  - Specializes in small-scale cosmetic and toiletry production lines.
  - Website: [www.sigmapackagingmachines.com](http://www.sigmapackagingmachines.com)
3. **Siddhivinayak Automation Pvt. Ltd.** – Mumbai
  - Provides automatic bottle filling, capping, and labeling machinery.
  - Website: [www.siddhivinayakautomation.com](http://www.siddhivinayakautomation.com)

**Conclusion:** This venture addresses Ladakh's critical need for reliable, eco-conscious hotel suppliers while supporting local artisans and reducing environmental impact. By offering tailored solutions and leveraging Ladakh's tourism growth, the business can achieve rapid scalability. Strategic partnerships, electric logistics, and a focus on sustainability will differentiate it from competitors, aligning with global hospitality trends and Ladakh's ecological ethos.