PRARAMBH

An Export Import Trade Magazine

The Magical Indian Herbs



An Initiative by iiiEM

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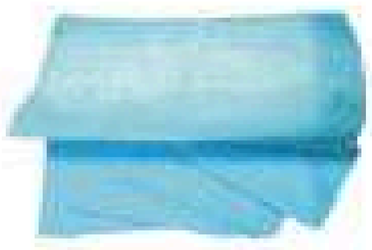
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Forward

In a world of rising economic self-interest, the focus must be on strengthening India's capabilities, expanding opportunities, and empowering citizens.

India is widening its export focus to 50 countries, including key markets in West Asia and Africa, in a bid to lessen dependence on any single buyer and cushion the blow from steep US import tariffs. The idea is to tap top 50 countries and look at each product and the competitors. India must mitigate risks to improve manufacturing and export competitiveness.

A team from the commerce and industry ministry is reviewing product-by-product to identify competitive advantages and rival offerings.

This effort is being coordinated with export promotion bodies. The urgency stems from Washington's decision to raise duties on Indian imports from 25% to 50%. The first 25% hike took effect last week, while the additional 25% will apply from August 27. Sectors such as textiles, leather, marine products, gems and jewellery are expected to face the sharpest impact.

The government's strategy to counter the impact includes customized schemes under the proposed Export Promotion Missions (Bodies), redirecting goods to alternative markets, and pushing under-exported products into the domestic market.

No matter how tough the fight is, we shall come out in flying colors! Wishing all the best for Indian Economy on the 79th Independence Day!

Jai Hind!.

Message From Founder & CMD - iiiEM

India – U.K. Free Trade Agreement

India and the United Kingdom have signed the **Comprehensive Economic and Trade Agreement (CETA), a bilateral free trade agreement** marking a major milestone in their longstanding partnership. The agreement was signed by Commerce and Industry Minister of India and UK Secretary of State for Business and Trade in the presence of Prime Minister of India and UK Prime Minister. This follows the successful conclusion of negotiations announced on May 6, 2025, and reflects the shared ambition of two major economies to deepen economic ties. Bilateral trade has already reached USD 56 billion, with a target to double this by 2030.



Dipak Sudhir Manohar
(Founder & Director - iiiEM)



Currently, the India – UK trade is at:

1 India-UK bilateral annual trade ~**USD 56 billion**
2 Total merchandise-trade ~ **USD 23 billion**
3 Total services trade ~ **USD 33 billion**

CETA provides an unprecedented **duty-free access to 99 per cent of India's exports** to the UK, covering nearly 100% of the trade value.

This includes labour-intensive sectors such as textiles, leather, marine products, gems and jewellery, and toys as well as high-growth sectors like engineering goods, chemicals, and auto components.

This will spur large-scale employment generation, empowering artisans, women-led enterprises, and MSMEs.

The agreement includes a wide-ranging package covering Information Technology /IT enabled services, financial and professional services, business consulting, education, telecom, architecture, and engineering that will unlock high-value opportunities and job creation.

The agreement goes beyond goods and addresses services, a core strength of India's economy. India exported over **USD 19.8 billion in services** to the UK in 2023, and CETA promises to expand this further In a first by UK, mobility for professionals across IT, healthcare, finance, and education is being eased with CETA providing for streamlined entry for Contractual Service Suppliers, Business Visitors, Intra-Corporate Transferees, Independent Professionals.

The India–UK Comprehensive Economic and Trade Agreement (CETA) is designed to open new avenues for trade and investment, while protecting India's core economic interests. It combines tariff reduction, simpler rules for trade, strong provisions for services, and measures that make professional mobility easier.

Comprehensive Tariff Elimination

CETA ensures tariff elimination on about **99 per cent of tarifflines,** covering India's nearly entire trade basket. This means nearly 100 percent of Indian goods such as textiles, leather, marine products, gems and jewellery, toys, chemicals, engineering products, chemicals, agri-products will enter the UK market at zero duty.

At the same time, India has opened 89.5 % of its tariff lines covering 91 % of UK's export. Only 24.5 % of UK's export will enjoy immediate duty free market access. India has safeguarded sensitive sectors like dairy, cereal, millets, pulses, certain essential oils, apples, certain vegetables, gold, jewellery, lab grown diamonds. Strategic exclusions also cover critical energy, fuels, marine vessels, some polymers, worn clothing, smart phones, optic fibres . For strategically important products where domestic capacity is being built, for example under Make in India or PLI, India will provide gradual tariff reduction over 5, 7 or 10 years. India has gradually and selectively opened her markets to alcoholic beverages.

Bilateral safeguards have been built in to manage any sudden import surges that could harm domestic industries.

Simplified Rules of Origin

The agreement simplifies compliance by allowing exporters to self-certify the origin of products, reducing time and paperwork. UK importers can also rely on importers' knowledge for certification, further easing trade. For small consignments under £1,000, there is no requirement for origin documentation, which supports e-commerce and small businesses. Product Specific Rules of Origin (PSRs) align with India's current supply chains for key sectors such as textiles, machinery, pharmaceuticals, and processed food.

Boost for Services and Professional Mobility

Services are a core strength of India's economy, and the agreement provides deeper market access across IT, financial services, education,

and healthcare. It also creates a structured framework for the temporary movement of professionals. Business visitors, contractual service suppliers, and independent professionals can now access the UK under clear and predictable entry rules. Additionally, up to 1,800 Indian chefs, yoga instructors, and classical musicians can work in the UK every year under these provisions.

INDIA-UK FTA INKED



How India Gains

Pre-FTA Duty Range		POST-FTA DUTY
Processed Food*	Up to 70%	0%
Vegetable Oils*	Up to 20%	
Transport / Auto	Up to 18%	
Leather / Footwear	Up to 16%	
Electrical Machinery	Up to 14%	
Headgear / Glass / Ceramics	Up to 12%	
Textiles / Clothing	Up to 12%	
Wood / Paper	Up to 10%	
Base Metals	Up to 10%	
Mechanical Machinery	Up to 8%	
Minerals	Up to 8%	
Chemicals	Up to 8%	
Plastic / Rubber	Up to 6%	
Instruments / Clocks	Up to 6%	
Gems & Jewellery	Up to 4%	
Furniture / Sports Goods	Up to 4%	
Arms / Ammunition	Up to 2%	

Applies to 97.1% of tariff lines*

Source: Ministry of Commerce & Industry

Wishing you the very best to export to United Kingdom.



Dipak Sudhir Manohar

From The Editor's Desk

Tariff Tempest, Trade Tenacity:
How India Can tackle the USA tantrums



Trupti Shah
(Foreign Trade Advisor)

The sudden imposition of a **50% tariff by the United States on Indian products** has sent shockwaves across the export community. For decades, the U.S. has been India's single largest export destination, accounting for a significant share of textiles, gems and jewelry, seafood, auto parts, and engineering goods. This unexpected tariff wall is not just a trade barrier, but also a reminder of the unpredictability of global politics and economics.

At such a crossroads, the key question is: How should Indian exporters respond? While the Government of India is moving swiftly with diplomatic and economic measures, exporters too must prepare by diversifying markets, strengthening competitiveness, and exploring new geographies that can reduce over-dependence on the American market.
Indian exporters need to know explore new shores. We must all look for alternate countries for our export business.

We give below a table with countries and products that we all can look to export now onwards:

Countries & Regions India Should Focus On (Beyond the USA)

1. European Union (EU)

- **Germany, France, Netherlands, Italy, Spain**
- EU remains one of India's largest trade partners.
- Big demand for **pharma, textiles, auto components, IT services, chemicals, and agri-products.**
- With ongoing EU–India Free Trade Agreement (FTA) negotiations, tariffs could reduce further.

2. ASEAN & East Asia

- **Vietnam, Indonesia, Malaysia, Thailand, Philippines**
- Rising middle-class consumption, growing demand for **gems, jewelry, leather, machinery, and food products.**
- Vietnam in particular is becoming a hub for **electronics & garments,** where Indian textiles and inputs can fit in.
- Strong maritime logistics connections from Chennai, Vizag, and Kolkata ports.

3. Middle East & GCC

- U**AE, Saudi Arabia, Qatar, Oman, Kuwait, Bahrain**
- UAE is already India's second-largest export market (after the U.S.).
- Big buyers of **gems & jewelry, petroleum products, rice, meat, textiles, and engineering goods.**
- **India–UAE CEPA (2022)** gives India duty-free access to ~90% of products.

4. Africa

- **South Africa, Kenya, Nigeria, Egypt, Tanzania, Ghana**
- Rapidly urbanizing economies with demand for **pharma, automobiles, machinery, textiles, food staples (rice, sugar, spices).**
- Africa is less saturated and Indian products are more competitive compared to U.S./EU goods.

5. Latin America

- **Brazil, Mexico, Chile, Colombia, Peru**
- Growing markets for **pharma, auto parts, chemicals, textiles, engineering goods.**
- Brazil is a major market for **beef substitutes, agri inputs, and machinery.**
- Mexico offers opportunities for **auto components and electronics,** especially under USMCA (can re-export into N. America).

6. CIS & Russia

- **Russia, Kazakhstan, Uzbekistan, Armenia**
- Demand for **pharma, food products, auto parts, textiles.**
- With Russia facing Western sanctions, India is in a good position to expand trade, especially in **energy-linked products and consumer goods.**

7. Oceania

- **Australia & New Zealand**
- Strong potential for p**harma, IT services, textiles, food & beverages.**
- The **India–Australia ECTA (2022)** reduces tariffs significantly, boosting competitiveness.

Alternate Countries to USA - Exporting from India

Region	Key Countries	Major Export Opportunities
EU	Germany, France, Italy, Netherlands	Pharma, textiles, machinery, auto parts, food products
ASEAN	Vietnam, Indonesia, Malaysia, Thailand	Textiles, gems, machinery, processed food, leather
Middle East (GCC)	UAE, Saudi Arabia, Oman, Qatar	Gems, petroleum, rice, meat, textiles, engineering goods
Africa	South Africa, Nigeria, Egypt, Kenya	Pharma, autos, food staples, machinery, textiles
Latin America	Brazil, Mexico, Chile, Peru	Pharma, auto parts, chemicals, textiles
CIS & Russia	Russia, Kazakhstan, Uzbekistan	Pharma, food, textiles, auto parts
Oceania	Australia, New Zealand	Pharma, IT, textiles, food products

5 Quick Steps Indian Exporters Must Take Now

1. **Diversify Markets** – Explore EU, ASEAN, Africa, Latin America, and Gulf instead of relying heavily on the U.S.
2. **Enhance Value & Quality** – Move up the value chain with certified, innovative, and sustainable products.
3. **Leverage Govt. Schemes** – Utilize incentives, credit support, and export promotion benefits announced by the Commerce Ministry.
4. **Strengthen Supply Chains** – Invest in better logistics, local sourcing, and digital trade platforms.
5. **Collaborate & Adapt** – Work with industry bodies, trade associations, and chambers to stay informed and aligned with global trends.

We summarize a list of products with its corresponding tariff levied by the USA

List of Indian Products Impacted by US Tariff Rates	
Product Category	**Tariff Rate (August 27, 2025)**
Textiles & Apparel	50%
Gems & Jewellery	50%
Leather & Footwear	50% (45.8–54.51% for footwear)
Marine Products	58.26% (50% + 2.49% + 5.77%)
Chemicals (Organic)	50%
Automobiles & Auto Parts	50%
Iron, Steel, Aluminium	50% (30–37.5% for industrial goods)
Agricultural Products	50% (e.g., onions at 50.54%)
Machinery & Engineering Goods	50%
Ceramic, Glass, Stone	50%
Rubber Items	50%
Paper & Wood Products	50%
Furniture	50%
Dairy Products	81.46%; 55.84%
Pharmaceuticals	0%
Electronics & Semiconductors	0%
Energy Products	0%
Critical Minerals	0%
*Check with www.indiantradeportal.in for exact tariff	



Trupti Shah

Importance of International Trade Fair

Attending international trade fairs offers a wealth of opportunities for businesses, both large and small, seeking to expand their reach and drive growth.

There are International Trade Exhibitions

- Industry-wise and
- Country-wise

One must wisely take a decision to attend respective International Trade fairs often to gain exposure, knowledge and buyer finding.

1. Platform for Global Networking

Trade fairs provide direct interaction between exporters, importers, distributors, agents, and government officials from various countries.
Example: At **SIAL Paris (France),** Indian food exporters meet global buyers like Carrefour and Metro for bulk deals.

2. Market Access & Entry

Helps companies test new markets, understand local demand, and meet compliance norms.
Example: An Indian textile exporter showcasing at **Heimtextil (Germany)** gets exposure to European buyers and learns about EU eco-certification requirements.

3. B2B Buyer Finding

Fairs attract targeted business visitors, helping participants generate **qualified lead**s quickly.
Example: At **Canton Fair (China)**, Indian electronics component exporters meet hundreds of OEM manufacturers from Asia and Africa.

4. Live Product Demonstration

Exporters can **showcase product functionality, quality, and innovation** through live demos.
Example: An Indian machinery exporter at **Bauma (Germany)** demonstrates how his construction machine uses less fuel.

5. On-Spot Orders & MoUs

Some fairs facilitate **spot booking**s, export orders, and Memorandums of Understanding (MoUs).
Example: At **Gulfood (Dubai)**, exporters of spices and ready-to-eat meals often close orders worth millions during the fair.

6. Insight into Regulations & Trends

Seminars and side events educate exporters about **changing policies**, certifications, and buyer expectations.
Example: EU Green Deal-related packaging updates shared during **Anuga FoodTec (Germany)**.

7. Support from Government Schemes

Indian exporters can avail **Financial assistance under MAI Scheme** (Marketing Access Initiative) to participate.
Example: Under the **APEDA pavilion,** exporters of fresh fruits and processed food participate at **Fruit Logistica (Berlin)** with susidized booth rates.

www.dcmsme.gov.in
www.tpci.gov.in
www.dgft.gov.in

In essence, international trade fairs offer a comprehensive platform for businesses to achieve multiple goals, from expanding their market reach and building brand awareness to generating leads and staying abreast of industry trends.

The below International Trade Fairs bring in wealth of experiences

- Exposure to Markets and Countries
- Product Innovation and latest trends
- Industry-wise product range and diversification
- Quality and respective Certifications
- Packaging ideas and requirements
- Exhibitors database
- Exposure to the world market
- Fruitful for genuine buyers and suppliers

We give below a list of some top International Trade Fairs that are impactful for your Foreign Trade.

Most Impactful International Trade Fair			
Name of the Trade Fair	**Country**	**Industry**	**Frequency of Occurrence**
Bauma	Germany	Construction	Once in 3 years
Canton Fair	China	Consumer and Industry Products	Twice / Year
CES (Consumer Electronics Show)	United States	Technology & Electronics	Annual
Hannover Messe	Germany	Industry, Technology	Annual
ITB Berlin	Germany	Travel & Tourism	Annual
Frankfurt Book Fair	Germany	Books	Annual
Auto Expo - The Motor Show	India	Automotive & Mobility	Once / 2 years
IAA Mobility	Germany	Automotive & Mobility	Annual
Geneva International Motor Show	Switzerland	Automotive & Mobility	Annual
Anuga	Germany	Food & Beverages	Once / 2 years
Gulfood	UAE	Food & Hospitality	Annual
Winter Fancy Food Show	United States	Food & Beverages	Annual
World Food India	India	Food Processing	Annual
Paris Fashion Week	France	Fashion & Apparel	Twice / Year
Milan Fashion Week	Italy	Fashion & Apparel	Twice / Year
IHGF Delhi Fair	India	Handicrafts & Gifts	Twice / Year
Medica	Germany	Healthcare & Medical	Annual
Arab Health	UAE	Healthcare	Annual
Big 5 Show	UAE	Construction & Building Materials	Annual
ConExpo-Con/Agg	United States	Construction	Once / 3 years
World Travel Market, London	UK	Travel & Tourism	Annual
India International Travel Mart	India	Travel & Tourism	Multiple times a year

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iiiEM Trade Delegation

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Canton Fair Exploration Includes Guangzohou & Shenzhen

What's Special About Canton Fair?

- China's Largest Import & Export Trade Fair
- 60,000+ Booths | 16 Major Categories
- Ideal for Exporters, Traders & E-commerce Sellers

Itinerary Highlights

Day 1: Arrive in Hong Kong, Transfer & Stay in Guangzhou
Day 2: Canton Fair & Market Visit
Day 3: Canton Fair & Market Visit
Day 4: Canton Fair, Evening Transfer to Shenzhen
Day 5: Shenzhen Electronics Market Exploration
Day 6: Departure to Hong Kong

5 Night / 6 Days Each Phase

- Phase 1: October 15th to 19th
- Phase 2: October 23rd to 27th
- Phase 3: October 31st to 4th Nov

Tour Includes

Market Visit Guidance
Hotel Stay
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Product – Herbal Products

Introduction

The term **“herbal”** refers to anything derived from plants or plant parts (leaves, roots, bark, seeds, flowers, fruits, or extracts) that are used for their therapeutic, medicinal, aromatic, or nutritional properties.

It **does not include synthetic drugs** or chemically modified substances.

Ayurvedic products are **formulations based on Ayurveda**, India’s traditional system of medicine (recognized under Ministry of AYUSH). Made from: Herbs + sometimes minerals, metals, and animal-based substances (e.g., guggulu, bhasma, rasayana).

Examples: Chyawanprash, Triphala churna, Ayurvedic oils, proprietary ayurvedic capsules.

Herbal products are preparations or **finished products** made from **plant materials** that are used for:

- **Medicine / Therapy** (herbal medicines, Ayurvedic formulations, Siddha, Unani, etc.)
- **Health & Wellness** (dietary supplements, immunity boosters, nutraceuticals)
- **Personal care & Cosmetics** (herbal shampoos, oils, creams, essential oils)
- **Food & Beverages** (herbal teas, functional foods, digestive formulations)

These products are **plant-based,** may contain one or more herbs, and can be processed into powders, extracts, tablets, capsules, oils, or teas.

Most Exported Products From India - HS codes		
Category	HS Code*	Description
Raw medicinal herbs	1211	Plants & parts of plants (including seeds & fruits), of a kind used in perfumery, pharmacy, or insecticidal/fungicidal purposes
Ayurvedic / Herbal medicines	300390	Medicaments (excluding goods of heading 3002, 3005 or 3006) consisting of mixed/unmixed products, not elsewhere specified
Herbal extracts & powders	130219	Vegetable saps and extracts (other than opium, liquorice, ginseng, aloe, etc.)
Essential oils (Neem, Sandalwood, Eucalyptus, etc.)	330129	Essential oils (other than citrus, mint, etc.)
Herbal dietary supplements / nutraceuticals	210690	Food preparations not elsewhere specified, including protein powders, herbal health supplements
* Check with respective Export Promotion body & with www.indiantradeportal.in		

Important points for HS code

- If the product is **exported raw** (leaves, roots, dried), use **HS 1211**.
- If it is **processed into extracts or powders**, it usually goes under **HS 1302.**
- If it is a **finished medicine or Ayurvedic formulation,** it falls under HS **3003/3004.**
- If it is **used in cosmetics (like Aloe gel, Neem oil)**, then **HS 3301** applies.
- For **herbal teas,** classification is generally **HS 210690** (herbal infusions).



Export Information for Herbal Products	
Information	Details
Trade Policy	Export Permitted Freely (for most products)
RCMC	Ayush Export Promotion Council
	Pharmacuetical EPC & Shellac & forest products EPC
	https://ayushexcil.in/; https://pharmexcil.com/; https://www.shefexil.org/
Government Benefits	Duty Drawback
	Interest Subvention
	RoDTEP
GST (paid to Supplier)	From 0 to 18%
* Check details from www.commerce.gov.in I www.indiantradeportal.in	

Global Market for Herbal and Ayurvedic Products

Herbal Products' Market Size is Estimated at US$70.6 billion, projected to reach US$328.7 billion by 2030 — a strong CAGR of ~20.9% from 2024 to 2030.

Ayurvedic Products Market Size is Valued at US$14.4 billion, expected to grow to US$76.9 billion by 2030, at a CAGR of ~27.2%.

Europe led in revenue share at ~34%, followed by North America and Asia Pacific.

Asia Pacific is the fastest growing region, with strong demand growth projections.



Top Herbal Products Exported From India	
Ashwagandha	Tulsi
Turmeric	Brahmi
Ginger	Shatavari
Neem	Giloy
Triphala	Licorice

Uses / Application of Herbal & Ayurvedic Products		
Industry	Applications	Examples of Products/Herbs
Pharmaceutical & Healthcare	Ayurvedic formulations, herbal drugs for immunity, extracts in modern medicine	Ashwagandha tablets, Giloy syrup, Neem capsules, Chyawanprash, Turmeric curcumin
Nutraceuticals & Dietary Supplements	Protein powders, superfoods, herbal teas, functional beverages	Amla powder, Aloe Vera juice, Moringa capsules, Spirulina powder
Food & Beverage	Spices, natural flavors, preservatives, fortified foods & drinks	Herbal teas (Tulsi, Chamomile), Turmeric latte, Ginger candy, Cinnamon blends
Cosmetics & Personal Care	Skincare, haircare, anti-aging, herbal soaps, essential oils	Aloe vera gel, Neem face wash, Sandalwood oil, Ayurvedic hair oil, Herbal shampoo
Wellness & Spa	Panchakarma therapies, massage oils, aromatherapy	Ayurvedic massage oils, Spa packs, Herbal bath salts, Incense sticks
Agriculture & Biopesticides	Natural pest control, bio-fertilizers, growth promoters	Neem oil pesticide, Herbal fungicides, Seaweed extracts
Animal Feed & Veterinary	Herbal feed additives, natural dewormers, immunity boosters	Cattle tonics, Poultry supplements, Fish feed with herbs
Aromatherapy & Fragrance	Stress relief, perfumes, incense, natural fragrances	Lavender oil, Sandalwood perfumes, Basil oil, Herbal incense
Textime & Dyeing	Natural Dyes	Henna; turmeric etc

State-Wise Sourcing

States-wise Sourcing of various Herbal & Ayurvedic Products		
State	Major Cities	Key Herbal/Ayurvedic Products
Uttar Pradesh	Lucknow, Kannauj, Saharanpur	Mentha oil, Tulsi, Ashwagandha, essential oils
Rajasthan	Jodhpur, Sojat, Barmer	Isabgol, Aloe Vera, Henna, Senna
Madhya Pradesh	Neemuch, Indore	Ashwagandha, Safed Musli, Kalmegh
Gujarat	Ahmedabad, Sidhpur, Rajkot	Isabgol, Senna, Aloe Vera, Fenugreek
Kerala	Thrissur, Kottakkal	Ayurvedic medicines, herbal oils, spices
Tamil Nadu	Chennai, Madurai, Erode	Siddha medicine, Aloe Vera, Curry leaves
Karnataka	Bangalore, Mysuru	Herbal extracts, Garcinia, nutraceuticals
West Bengal	Kolkata, Darjeeling	Himalayan herbs, Triphala, tonics
Uttarakhand/HP	Haridwar, Dehradun, Solan	Giloy, Amla, Kutki, Patanjali hub
Maharashtra	Pune, Nagpur, Nashik	Amla, herbal extracts, Ayurvedic cosmetics

Countries to Export Herbal & Ayurvedic Products

Top Target Countries for Exports		
Rank	Country	Export Value (US$ million) approx.
1	United States	183.3
2	Germany	62.6
3	Italy	36.2
4	China	27.9
5	United Arab Emirates	25.1
6	France	16.2
7	United Kingdom	16.18
8	Nepal	15.68
9	Australia	14.97
10	Russia	13.77

Country wise Registrations					
Certificate / Requirement	**USA**	**UK**	**EU**	**Australia**	**Russia**
AYUSH Manufacturing License	☑	☑	☑	☑	☑
GMP (WHO / PIC/S)	☑	☑	☑	☑	☑
Free Sale Certificate	☑	☑	☑	☑	☑
US FDA Registration	☑	✗	✗	✗	✗
THR / EMA / TGA Registration	✗	☑	☑	☑	☑
COA from NABL Lab	☑	☑	☑	☑	☑
Product Registration Dossier	☑	☑	☑	☑	☑
Label Compliance	☑	☑	☑	☑	☑

Quality Requirements from India

- **India (AYUSH + GMP + FSSAI)** - baseline requirement (Pre-export)
- **WHO-GMP + ISO + Organic Certifications** - helps in wider acceptance.
- **Market-specific Approvals** - US (FDA, DSHEA), EU (THMPD, EFSA), UK (MHRA), Australia (TGA), Russia (GOST/EAEU).
- **Testing for safety, purity & standardization** is non-negotiable.

Export Certification Checklist for Herbal & Ayurvedic Products	
Country / Region	Mandatory Certifications & Registrations
India (Before Export)	AYUSH License (for Ayurvedic products), GMP (Schedule T), FSSAI (if food/nutraceutical), Phytosanitary (for raw herbs), Organic (NPOP/USDA, if applicable)
United States (USA)	USFDA Compliance (DSHEA – Dietary Supplements), cGMP (21 CFR Part 111), USP/AOAC Testing, GRAS (if applicable), Kosher/Halal (for niche markets)
European Union (EU)	EU THMPD (Herbal Medicinal Products Directive), EFSA Approval (for food/nutraceuticals), REACH Compliance (for extracts/oils), Novel Food Regulation (if herb is new)
United Kingdom (UK)	MHRA Registration, THR (Traditional Herbal Registration), FSA Approval (for supplements), Proper labeling compliance
Australia	TGA Listing (AUST L / AUST R), FSANZ Compliance (for herbal food/nutraceuticals), GMP Certification
Russia & CIS (EAEU region)	State Registration Certificate (SRC), EAEU Standards (common across Russia, Kazakhstan, Belarus, Armenia, Kyrgyzstan), GOST Certification (for cosmetics/foods)
Middle East (UAE, Saudi, etc.)	Halal Certification, SFDA/MOH Approval (for medicines in Saudi Arabia), Dubai Municipality Registration (for herbal cosmetics & foods)
Other Global Markets	WHO-GMP, ISO 22000/HACCP (food safety), Kosher/Halal (depending on market), Organic (for Europe/USA if labeled as organic)

The **quality parameters** for Herbal & Ayurvedic products can be grouped into:

1. **Identity & Purity** - Correct herb, free from adulteration.
2. **Active Ingredient Standardization** -Curcumin %, Withanolides %, etc.
3. **Safety** - Heavy metals, pesticides, aflatoxins, microbes.
4. **Pharmacopoeial Compliance** - IP, API, USP, EP standards.
5. **Finished Product Quality** - Stability, uniformity, shelf life.
6. **Labeling & Traceability** - Clear consumer & regulatory info.

Profitability

Key Factors Affecting Profitability

1. **Certification & Quality** - GMP, Organic, Halal/Kosher increase margins.
2. **Branding** - Higher margins with branded Ayurvedic products.
3. **Market** - USA/EU/Australia give better prices than Africa/Asia.
4. **Form of Product** - Raw - Low margin; Branded Finished Product - High margin.
5. **Distribution Channel** - Direct B2C (Amazon, e-commerce) gives better returns vs bulk B2B.
6. **Profits are above 90%**

Packaging Norms for Herbal & Ayurvedic Products (Exports from India)

General Guidelines (All Markets)

- **Moisture-proof, tamper-proof, and contamination-free** packaging.
- **Labeling must match regulatory requirements** of importing country.
- Use **Food-grade / pharma-grade packaging materials** only.
- Packaging must **preserve shelf life & potency** (light, oxygen, moisture sensitive).
- Compliance with **IS/ISO, GMP, and Pharmacopoeia standards**.

Special Considerations

- **Herbal powders & teas** - Must carry moisture barrier certification.
- **Syrups & tonics** - Must undergo stability testing under tropical & temperate conditions.
- **Cosmetics** - EU requires Cosmetic Product Safety Report (CPSR) with packaging compatibility study.
- **Organic products** - Label must mention **certification body logo (USDA Organic, EU Organic, India Organic, etc.)**

Raw Herbs - Bulk bags (HDPE/Jute + liner).
Extracts - Drums / vacuum-sealed pouches.
Ayurvedic Medicines - Blisters, bottles, laminated pouches.
Cosmetics - Jars, tubes, bottles with cosmetic labeling.
Supplements - PET jars, foil pouches, cans.



DID YOU KNOW?

China is the world's largest exporter of herbal products, followed by India. While China leads in overall volume and value, India is the second-largest exporter and a major global powerhouse in the trade of medicinal and aromatic plants

Andaman and Nicobar Islands - A Union Territory

- The Andaman and Nicobar Islands is a union territory of India comprising 572 islands, of which only 38 are inhabited.
- The islands are grouped into two main clusters: the northern Andaman Islands and the southern Nicobar Islands, separated by a 150 km (93 mi) wide channel.
- The capital and largest city of the territory, Port Blair (officially Sri Vijaya Puram)
- Nearest Indian cities are Chennai and then Kolkata
- The territory shares maritime borders with Indonesia to the south, Myanmar to the north-east and Thailand to the south-east.
- Languages

Hindi and English are the official languages,
the major spoken languages include Bengali, Tamil and Telugu.



- Capital – Port Blair
- Major Islands:
  Havelock Island, Neil Island, and Baratang Island.

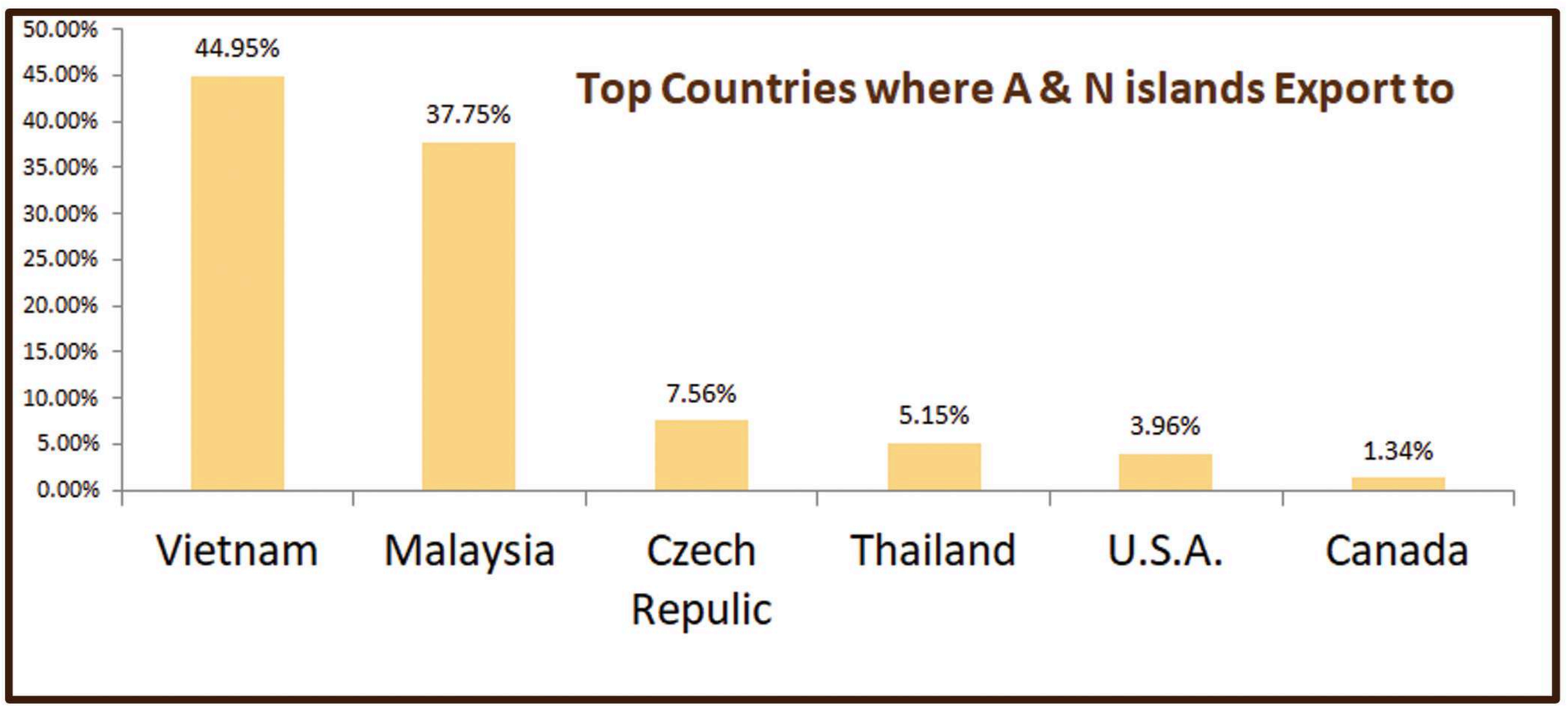
  Major populated areas on the islands are concentrated in Port Blair, Rangat, Diglipur, and the island of Great Nicobar.

- Islands are known for its tourism

A & N ranks 32nd in Exports from India

A & N's share in Total exports from India is 4.53%

Products Exported from A & N Islands	
Products	% of Total Exports from A&N
Marine Products	84.85%
IC engines and parts	7.56%
Drug Formuations and Biologicals	3.50%
Plywood and Allied Products	1.73%
Buffalo Meat	0.71%
Indl machinery for Dairy products	0.38%



One District One Product (ODOP) in A & N Islands

Here are the ODOPs for the Andaman and Nicobar Islands:

- Nicobar: Coconut-based Products
- South Andaman: Marine and Fish Products
- Middle and North Andaman: Coconut-based Products

G.I. Tagged Products

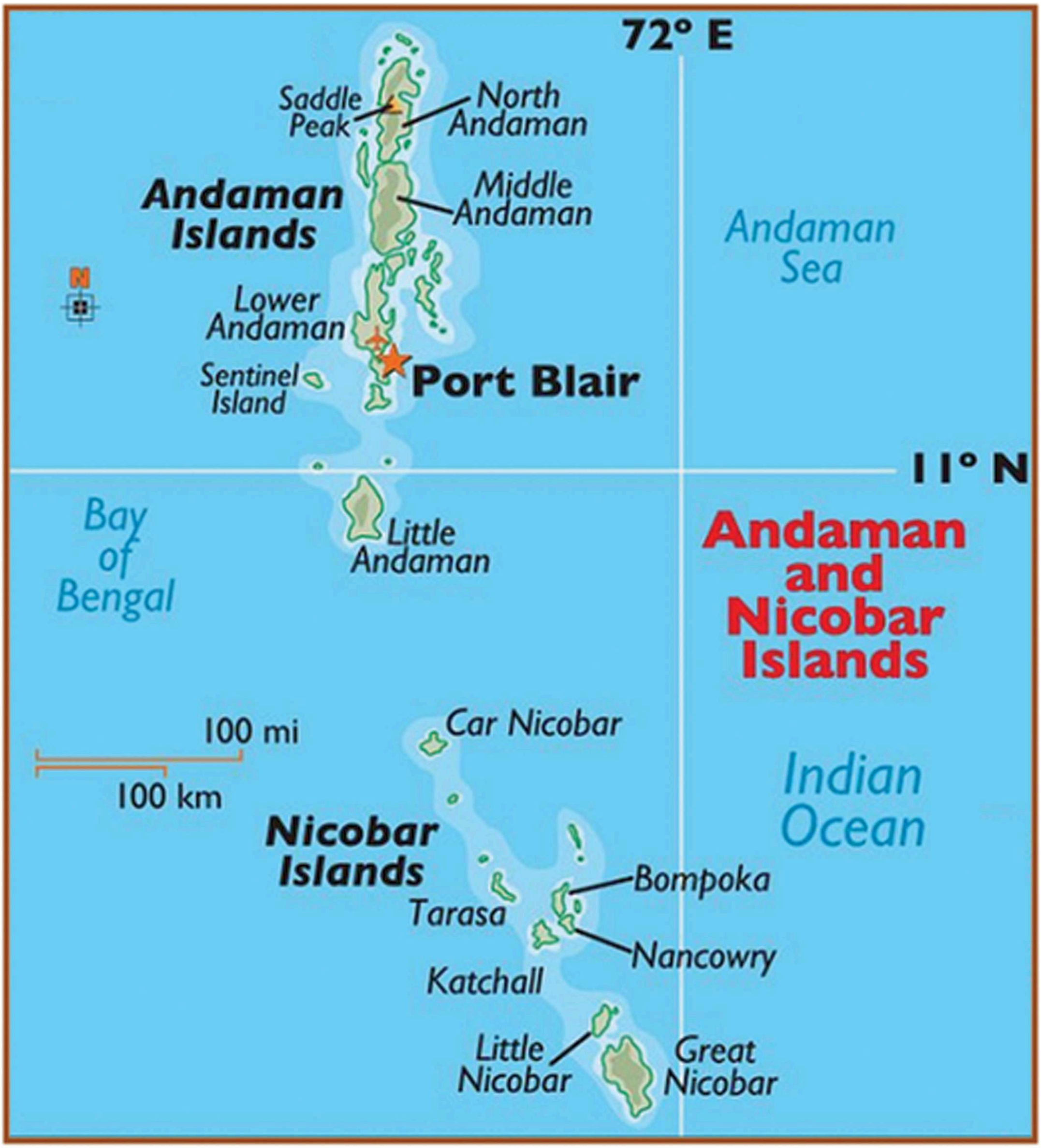
These tags, announced in early 2025

- Andaman & Nicobar Islands include
- Nicobari Virgin Coconut Oil (Tavi-i-Ngaich),
- Nicobar Coconut,
- Andaman Karen Musley Rice,
- Nicobari Hodi (Outrigger Canoe),
- Nicobari Mat (Chatrai-hileuoi),
- Nicobari Hut (Chanvi Pati – Nyi hupul), and



DID YOU KNOW?

North Sentinel Island is home to the Sentinelese, one of the world's most isolated and uncontacted human groups.



Seaports of A & N

- **Port Blair:** Located on South Andaman Island, it is the primary gateway for all tourism and transportation activities to the islands.

Other Significant Ports

- Campbell Bay: Located at the southern tip of the Nicobar Islands, it is a significant port facility.
- Diglipur: Situated on North Andaman Island, it's a crucial port for the northern part of the archipelago.
- Mayabunder: Another important port in the North and Middle Andaman area.
- Rangat: Serves the Middle Andaman region.
- Hut Bay: A key port on Little Andaman Island.
- Car Nicobar: Located in the Nicobar Islands.
- Katchal: Another important port in the Nicobar group of islands.

Airports of Andaman & Nicobar Islands

1. Veer Sawarkar International Airport
2. Car Nicobar Airport

DID YOU KNOW?

India is building an international transshipment port, a greenfield airport, a greenfield township, and a power plant on the Great Nicobar Island.

Country profile of Republic of Cuba

• An island Country in the Caribbean Sea.

• It is located where the northern Caribbean Sea, Gulf of Mexico, and Atlantic Ocean meet.

• Cuba is located east of the Yucatán Peninsula (Mexico), south of both Florida and the Bahamas, west of Hispaniola (Haiti/Dominican Republic), and north of Jamaica and the Cayman Islands.

• The Port of Guantanamo is situated on the Southeast coast of Cuba, in Guantanamo Bay.

• Cuba is the third-most populous country in the Caribbean after Haiti and the Dominican Republic, with about 10 million inhabitants. It is the largest country in the Caribbean by area.

• Cuba is a socialist state in which the role of the Communist Party is enshrined in the Constitution.

• Culturally, Cuba is considered part of Latin America.

• Cuba is a founding member of the UN, G77, NAM, OACPS, ALBA, and OAS.

• Per Capita GDP in 2020 has been 9,477.853 USD

• Cuba has one of the world's few planned economies, and its economy is dominated by tourism and the exports of skilled labor, sugar, tobacco, and coffee.

Cuban economy runs of tourism

- Service sector contributes around 40.8% to the GDP,
- Manufacturing contributes about 10.73%, and
- Agriculture around 0.8%.



Republic of Cuba	
Basic Information	**Details**
Language	Spanish
Capital City	Havana
Currency	Cuban Peso (CUP)
	1 INR = 0.26 INR
	1 USD = 24.08 CUP
Major Cities	Santiago de Cuba, Camaguey; Holguín Santa Clara; Cienfuegos
Time Time - follows Time Zones Day Light Saving	9.30 hours behind India Eastern Time Zone of USA Follows EST of USA Yes
Income Group	Upper Middle Income Economy
Indian Population	600

Cuba – a Sanctioned Country

The United States still maintains significant sanctions and a comprehensive economic embargo against Cuba, although the specific measures and their enforcement have varied between administrations. These sanctions target trade, financial transactions, and travel, aiming to influence Cuba's government by restricting activities involving entities linked to its military, intelligence, and security services.

The sanctions have a broad effect on Cuba's economy and are described as the most enduring trade embargo in modern history, influencing the country's economic development.

India’s trade with Cuba

India can and does trade with Cuba despite U.S. sanctions. While the U.S. has imposed an embargo on Cuba, some of its measures have an extraterritorial effect designed to deter third-party countries and companies from trading with Cuba, including India. However, India and many other nations actively oppose these secondary sanctions, and trade continues between them.

Trade with Cuba can be settled using Euro or Great Britain Pound. Using INR is also an option.



India – Cuba Bilateral Relations

1. India was one of the first countries to recognize Cuba after the 1957 revolution.
2. India – Cuba bilateral relations are more political in nature as both countries hold similar views on international matter.
3. India and Cuba share a strong bilateral relations in terms of :
    a. Cultural exchange
    b. Political support
    c. Commerce and Trade

India's presence in Cuba

1. Embassy of India is present in Havana, Cuba.
2. Yoga is a part of the Cuban government's health curriculum.
3. In 2019, the first Ayurvedic Centre for holistic & preventive healthcare has been set-up in Havana, Cuba by Ministry of Ayush, Government of India.
4. Busts of Rabindranath Tagore, Mahatma Gandhi and Mother Teresa are present in Havana.

Bilateral Trade between India and Cuba



- India exported 89.4 million USD
- Cuba exported 70.1 million USD
- India is trade surplus with Cuba

India - Cuba Bilateral Trade	
India Exports to Cuba	**Cuba Exports to India**
Rice	Scrap Iron
Packaged Medicaments	Packaged Medicaments
Vaccines, Blood, Antisera etc	Vaccines, Blood, Antisera etc
Cars	Rolled Tobacco
Rubberworking Machinery	Hard Liquor
Plastic Lids	Scrap Lead
Other Plastic Products	Scrap Copper
Baked Goods	Scrap Aluminium
Glass Bottles	Iron Fasteners
Compd Unvulcanized Products	-
Source (OEC World), 2023	

For Business

1. General Customs of Republic of Cuba
https://www.aduana.gob.cu/en

2. Cuban Foreign Trade and Foreign Investments
https://eulacfoundation.org/en/ministry-foreign-trade-and-foreign-investment

3. Indian Embassy in Havana, Cuba
https://eoi.gov.in/havana/

4. Chamber of Commerce of the Republic of Cuba
https://www.camaracuba.cu/

5. India Cuba Trade Office (under the Indian Economic Trade Organization)
https://ieto.online/cuba/

6. Asociación Nacional de Agricultores Pequeños (ANAP)
https://cubaresiliente.com/asociacion-nacional-de-agricultores-pequenos/

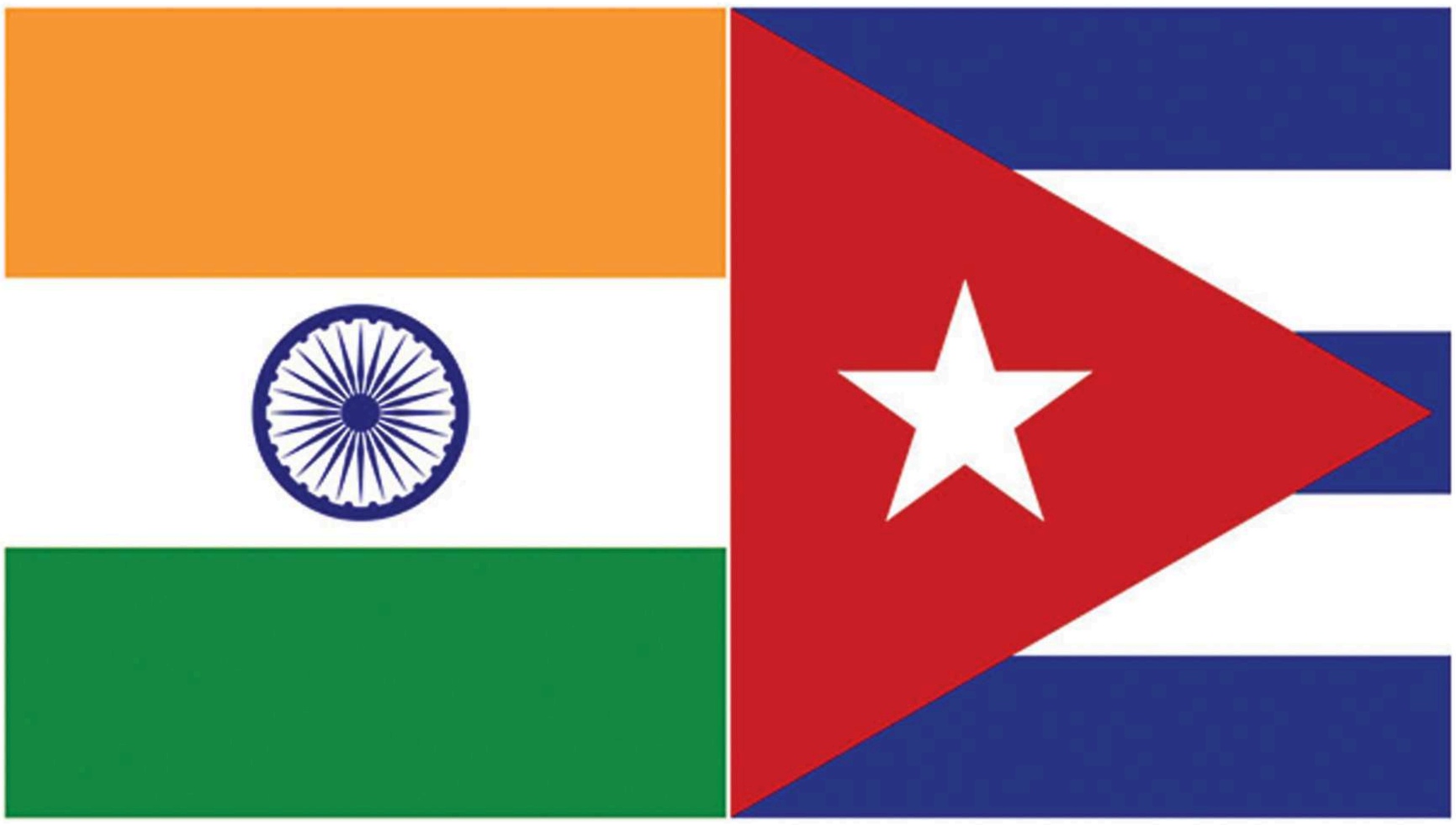
Sea Ports in Cuba

- Havana
- Santiago de Cuba
- Mariel
- Antilla
- Moa
- Santa Lucia
- Cienfuegos



International Airports

- Havana
- Varadero
- Holguin



Question & Answer

Question 1: What is Standby LC (SBLC) ?
Anuj Mohpatra,Sundargarh, Orissa

Answer

A Standby Letter of Credit (SBLC) is a financial instrument issued by a bank that guarantees payment to a beneficiary if the issuing bank's client (the applicant) fails to fulfill a contractual obligation. In simpler terms, it's a backup payment plan that comes into play only if the primary agreement falls through. SBLCs are a form of financial assurance, often utilized in international trade and other business transactions.

International Chamber of Commerce has authorized this type of LC payment. So this payment term is widely used in the international markets.

Benefits of using SBLC for Indian exporters

1. **Payment Security and Risk Mitigation:** SBLCs assure Indian exporters that they will receive payment for goods or services provided, even if the buyer in another country defaults or faces financial difficulties.

2. **Enhanced Credibility and Trust:** Having an SBLC shows the buyer's financial stability and commitment to the transaction, which builds builds trust between parties who may not have a long-standing relationship.

Question & Answer

3. **Facilitating Trade Finance:** SBLCs can facilitate trade finance by allowing Indian exporters to secure better payment terms and potentially improve cash flow management.

While SBLCs offer significant benefits, it's crucial for Indian exporters to understand that they are not without costs and require careful consideration of associated risks such as the possibility of wrongful demands.

Question 2 : What documents and certificates are required for exporting lab-grown diamonds?
Rakesh Patel, Surat, Gujarat

Answer

Here are the essential certificates and registrations required to export lab-grown diamonds from India:

1) Importer Exporter Code (IEC)
2) Goods and Services Tax – GST Number
3) Gem and Jewellery Industry Specific Certifications
   a. RCMC from GJ EPC
   b. Grading and Certification – either from IGI or GIA
   c. Diamond Invoice: A comprehensive invoice detailing the type, clarity, weight, color, cut, and carat weight of the diamonds is essential.
4) Stay Updated with policy related matters :

Question & Answer

a) Foreign Trade Policy: Regularly review the Foreign Trade Policy (FTP) to stay informed about any changes in procedures, benefits, or restrictions related to lab-grown diamond exports.

b) GJEPC Guidelines: The GJEPC frequently updates its guidelines and policies, so it's important to monitor their website and communications for any changes relevant to lab-grown diamond exports.

Question : 3 How can apply (& where) for participating in International Trade Fairs through DGFT?

S.V. Sethupathy, Nalgonda, Telangana

Answer

The Government of India and the Directorate General of Foreign Trade (DGFT) actively support Indian exporters to participate in international trade fairs through various schemes and assistance programs. The primary mechanism for this support is the Market Access Initiative (MAI) Scheme.

Question & Answer

Seeking Benefits for Participation in International Trade*			
#	Government Body/Scheme	Role/Focus	Official Link
1	Directorate General of Foreign Trade (DGFT)	Formulating and implementing India's Foreign Trade Policy, facilitating trade.	https://www.dgft.gov.in/
2	Market Access Initiative (MAI) Scheme	Provides financial assistance for export promotion, focusing on market access activities.	https://www.commerce.gov.in/international-trade/trade-promotion-programmes-and-schemes/trade-promotion-programme-focus-cis/market-access-initiative-mai-scheme/
3	Market Development Assistance (MDA) Scheme (MSME-MDA)	Provides financial support to Micro and Small Manufacturing Enterprises (MSMEs) for accessing and developing overseas markets.	https://my.msme.gov.in/MyMsmeMob/MsmeScheme/Pages/0_2_5.html (Under Ministry of MSME)
4	Federation of Indian Export Organisations (FIEO)	Apex body representing Indian exporters, coordinating various export promotion efforts.	https://fieo.org/
5	Export Promotion Councils (EPCs)	Sector-specific bodies promoting exports within their designated domains.	https://fieo.org/view_section.php?lang=0&id=0,34,551 (List on FIEO website)
6	India Trade Promotion Organisation (ITPO)	Organizes and manages trade fairs and exhibitions in India and abroad, facilitating business participation.	www.indiatradefair.com
7	Ministry of Micro, Small & Medium Enterprises (MSME)	Focuses on the growth and development of MSMEs, including support for export promotion.	https://msme.gov.in/
***Check the links for eligibility and policy.**			

Question : 4 **Which Chemicals are most exported from India?**

Kunal Singh Munda, Jamtara, Jharkhand

Answer

• India is the largest exporter of chemicals worldwide. India exports plastics, synthetic rubber, filaments, dyeing and weaving products, agrochemicals, and organic and inorganic chemicals.

Question & Answer

• India ranks among the top chemical exporters in the world. Based on organic chemicals exporter data, India exports inorganic and organic chemicals, tanning and dyes, agrochemicals, plastics, synthetic rubber, and filaments.

• Top Countries where India exports Chemicals are:

Chemicals Exported from India	
Major Importing Countries	**Emerging Markets**
USA	Vietnam
Brazil	Mexico
China	Russia
Saudi Arabia	Indonesia
Netherlands	Taiwan
Japan	Latin American Countries
UAE	African Countries
Bangladesh	

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BUY INDIAN



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An Export Import Training Center



Mohammad Imran Qureshi

Location- **Mumbai**
Product- **Banzara Bags**
Country- **United Kingdom**



Devang Jain

Location- **Delhi**
Product- **Plastic Sports Goods**
Country- **Australia**



Vikrant Gajbhiye

Location- **Nagpur**
Product- **Pharma Product**
Country- **Bhutan**



Prince Patel

Location- **Ahmedabad**
Product- **Granite,Marbles & Ceramics**
Country- **Senegal,Iraq,Malaysia**



Jimesh Barot

Location- **Ahmedabad**
Product- **Synethic Organic Dyes**
Country- **Dubai**

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Durga Bagda

Location- **Surat**
Job Location- **Work From Home**
Name Of Company- **Source One Ventures**
Designation- **Export Operation Executive**
Salary Offered-**35,000/- Per Month**



Yash Patel

Location- **Ahmedabad**
Job Location- **Ahmedabad**
Name Of Company- **Rising Ventures**
Designation-**Export Sales Executive**
Salary Offered-**26,500/- Per Month**



Pradeep Nayak

Location- **Ahmedabad**
Job Location- **Work From Home**
Name Of Company- **Source One Ventures**
Designation-**Export Sales Manager**
Salary Offered-**70,000/- Per Month**



Honey Patel

Location- **Mumbai**
Job Location- **Mumbai**
Name Of Company- **Viraj Profiles Pvt.Ltd.**
Designation-**Export Executive**
Salary Offered-**23,000/- Per Month**



Abhishek Goel

Location-**Delhi**
Job Location- **Delhi**
Name Of Company- **Xeno Trade**
Designation-**International Marketing**
Salary Offered-**15,000/- Per Month**

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CHINESE EXPORTS

in the First Half of 2025

EU
$267.5B
▸ EXPORTS FROM CHINA

U.S.
$215.6B
-10.7%

+6.9% ▸ *Change from H1 2024*

LATAM
$141B
+7.3%

Russia
$47.2B
-8.7%

Japan
$77.7B
+4.9%

India
$65.3B
+14%

S. Korea
$70.9B
-2.5%

+10%

Hong Kong
$150.3B

+21.4%

Africa
$103B

+13%

ASEAN*
$322.5B

CHANGE FROM H1 2024

-11% 0% +22%

Courtsey: Visual Capitalist

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