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ASHWAGANDHA EXPORT BUSINESS

Turn an Indian Herbal Product Into a Global Business

By Harsh Dhawan



WHY ASHWAGANDHA?



Growing global interest in herbal & wellness products



India has strong cultivation and processing capabilities



Can be exported as: Dried Root, Powder, Extract, Capsules, Herbal formulations

WHAT CAN YOU EXPORT?



Ashwagandha Root

Capsules



Ashwagandha Powder

Tea-Cut / Herbal Ingredient



Standardized Extract

Private-Label Products



WHERE IS THE DEMAND?

- USA
- UK
- Australia
- Malaysia
- Vietnam
- In donesia
- Mexico
- European Markets
- Always verify destination-country regulations before exporting

WHO ARE YOUR BUYERS?



Nutraceutical Manufacturers



Supplement Companies



Herbal Product Brands



Botanical Ingredient Importers



Private-Label Brands



Wellness Companies



Distributors

FIND RELIABLE SUPPLIERS

Compare 3–5 suppliers on:

- Product quality
- Withanolide specifications
- MOQ
- Pricing
- Testing facilities
- Certifications
- Processing capacity
- Packaging
- Export experience

Never select a supplier only because of the lowest price.



QUALITY TESTING

International buyers may ask for:

1. Certificate of Analysis
2. Botanical identification
3. Moisture
4. Microbial testing
5. Heavy metals
6. Pesticide residues
7. Withanolide content
8. Batch consistency

Quality documentation builds buyer confidence.

EXPORT DOCUMENTATION

Depending on the product and destination, requirements may include:



Commercial Invoice



Packing List



Shipping Documents



Certificate of Origin



COA / Lab Reports



Organic Certification, where applicable



Product & regulatory documents

Requirements vary by product and destination.

HOW TO FIND BUYERS?

Search for:

01

Herbal Ingredient
Importers

02

Supplement
Manufacturers

03

Botanical Extract Buyers

04

Nutraceutical Companies

05

Private-Label Brands

06

Research → Verify → Contact → Sample → Negotiate → Export

WHERE IS THE VALUE?

Don't focus only on exporting raw roots.

Consider the value chain:

01
Raw Root

02
Powder

03
Standardized Extract

04
Finished Product



Higher value often comes with greater processing, quality control and regulatory responsibility



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