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PRACTICAL QUICK-START

How to Export Handloom Products from India

A first route for Indian merchant exporters.

01 · PRODUCT CHOICE

Start narrow: choose one product with export potential

A focused offer is easier to source, price, sample, and explain.

Choose 1–3 products

Cotton sarees, scarves, fabrics, bed linen, rugs, or home décor.

Screen the opportunity

Quality, production capacity, demand, price competitiveness, and customization potential.

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02 · SOURCING MODEL

You can start without owning a weaving factory

Workas a merchantexporter by sourcing from established manufacturers, cooperatives, weavers, or artisan clusters.

1

Before you promise a buyer

Validate fibre composition, GSM, dimensions, MOQ, lead time, packaging, customization, and export experience.

03 · COMPLIANCE

Get the compliance basics right before you sell

Set thepaperwork foundation before the first commercial conversation.

Business basics

PAN, GST registration where applicable, IEC, and a current account with an authorized bank.

Shipment documents

Commercial invoice, packing list, shipping bill, transport document, and destination-specific certificates.

Classify the product

Fibre, construction, product type, composition, and whether it is made-up.

04 · MARKET FIRST

Find the market before you find the buyer

Match the exactproduct, pricepoint,design,

and fibre composition to a target country and buyer segment.



Potential segments

Textile importers · home décor distributors · fashion brands · boutiques · hotel suppliers · wholesalers · private-label companies

01	02	03	04
Product	Countr y	Buyer type	Company research → decision maker → contact

05 · BUYER-READY MATERIALS

Make your catalogue and pricing buyer-ready

Showmaterial, dimensions, weight/GSM, colours, designs, MOQ, packaging, customization, capacity, price basis, and sample policy.

Build the export cost

Product + packaging + inspection + documentation + inland logistics + freight + insurance + bank costs + margin.

EXAMPLE · PER PIECE

₹450

₹300 product + **₹25** packaging + **₹30** inland/logistics + **₹20** documentation + **₹75** margin

Before shipment-specific adjustments

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06 · SAMPLES TO ORDER

Samples turn interest into a credible order

Let buyers assess the product before they commit.

01

Assess the textile

Weave, colour, feel, shrinkage, stitching, finishing, dimensions, colour fastness, and packaging.

02

Confirm the purchase order

Product specifications, quantity, price, currency, Incoterm, payment terms, delivery, packaging, labelling, inspection, destination, and documents.

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07 · SHIPMENT AND PAYMENT

Ship with control, then protect the payment

1. Produceandinspectagainstthebuyer’s specifications.
2. Pack, document, clear customs, and move the shipment from factory to port to destination.
3. Keep invoice, packing list, shipping bill, purchase order, transport document, and certificates consistent.
4. Agree payment terms early and verify a new buyer before taking significant exposure.

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