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Clay Product Export Business

A practical guide for Indian entrepreneurs, artisans, manufacturers and import-export students

- ❏ Disclaimer: HS classification, certifications, import requirements and duties vary by exact clay product and destination. Always verify current requirements before shipment.

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What Are Clay Products?

Terracotta

Unglazed, fired clay — planters, diyas, figurines, tiles

Ear thenware

Low-fired, glazed or unglazed — cookware, storage, tableware

Po tte r y

Wheel-thrown or hand-built — vases, bowls, mugs, décor

Decorative Clay

Sculptural, painted, designer — gifts, art, home accents



Export Product Opportunities



Planters & Garden

Terracotta pots, troughs, hanging planters, garden décor



Diyas & Festive

Painted diyas, candle holders, Diwali gifting products



Tableware

Clay plates, bowls, mugs, serving dishes — rustic and artisan-finish



Tiles & Handicrafts

Decorative tiles, wall art, sculptures, ethnic handicrafts

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High-Value Product Ideas

Premium Handmade Décor

Artistic clay sculptures, hand-painted vases, collector pieces

Designer Pottery

Glazed, textured or minimalist — targeting lifestyle buyers

Customised Planters

Logo-branded, bespoke shapes for corporate and hospitality

Eco-Friendly Tableware

Biodegradable, unglazed, sustainable — growing global demand



Architectural Terracotta

Jaali panels, façade tiles, interior cladding — high unit value

Why Export Clay Products?



Handcrafted Appeal

Global buyers pay a premium for authentic, hand-made Indian craft



Natural Material

Clay is eco-friendly, chemical-free — aligns with sustainable living trends



Customisation

Shapes, sizes, glazes, branding — flexible for diverse buyer needs



Wide Segment Fit

Home décor, garden, gifting, hospitality and F&B — broad market reach

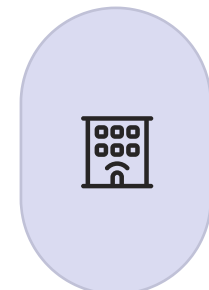
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Target Buyers



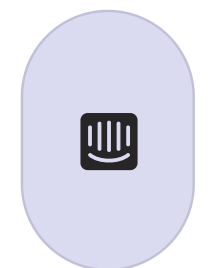
Importers & Distributors

Home décor and garden product distributors in overseas markets



Hospitality Buyers

Hotels, restaurants, spas — tableware, planters, décor in bulk



Interior Designers

Specify clay tiles, panels and statement pieces for projects



Retailers & Gift Stores

Garden centres, lifestyle boutiques, museum shops, gift wholesalers



E-Commerce Brands

Etsy, Amazon Handmade, niche lifestyle stores sourcing directly from India

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Sourcing & Production



1 Artisan Clusters

Khurja, Jaipur, Kutch, Manipur, Pondicherry — identify cluster by product type

2 Quality Control

Standardise sizes, wall thickness, glaze uniformity; pre-shipment inspection

3 Finishing & Packaging

Bubble wrap, corrugated inserts, double-box for fragile items

4 Container Planning

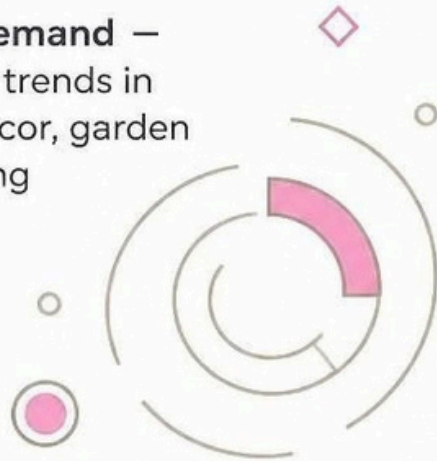
Nest products, use FCL/LCL wisely; account for breakage buffer stock

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Export Market Strategy

1.

Buyer Demand —
research trends in
home décor, garden
and gifting



2.

Product Style Fit —
rustic vs glazed vs
architectural by
market taste



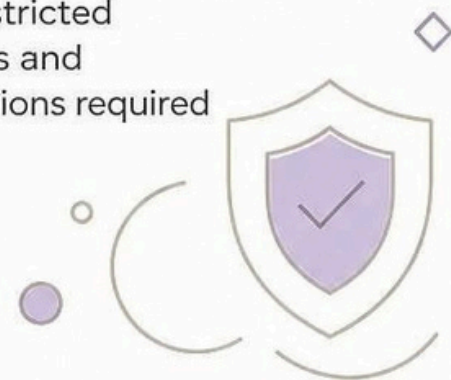
3.

Shipping Economics —
freight cost, transit
time and breakage
risk by distance



4.

Destination Regulations —
import duties, labelling
rules, restricted
materials and
certifications required



Choosing the Right Market

No single market ranks best — match your product style, price point and production capacity to buyer demand in target geographies.

- Research buyer platforms: Faire, Alibaba, trade shows
- Attend virtual and physical export promotion events (EPCH, CII)
- Test with small trial orders before scaling

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Pricing & Costing

8–12%

Breakage Allowance

Build into price for fragile consignments

3–5×

Landed Cost Multiplier

Ex-factory to buyers shelf—factor all costs

30–40%

For premium fragile ware — don't underestimate

Cost Components

- Raw material + labour + finishing
- Inland transport to port

Freight & Insurance

- Ocean / air freight by Incoterms
- Marine insurance for breakables

Duties & Taxes

- Destination import duty varies by HS code
- GST refund / IGST on exports

Buyer Margin

- Leave room for distributor/retailer margin
- Price competitively vs China / Vietnam

Export Documentation & Risks

Key Documents

- IEC** — Importer-Exporter Code (mandatory)
- Certificate of Origin** — for preferential duty where applicable
- Labelling Compliance** — country-of-origin, material, food-safe markings as needed

Commercial Invoice, Packing List, Bill of Lading / AWB

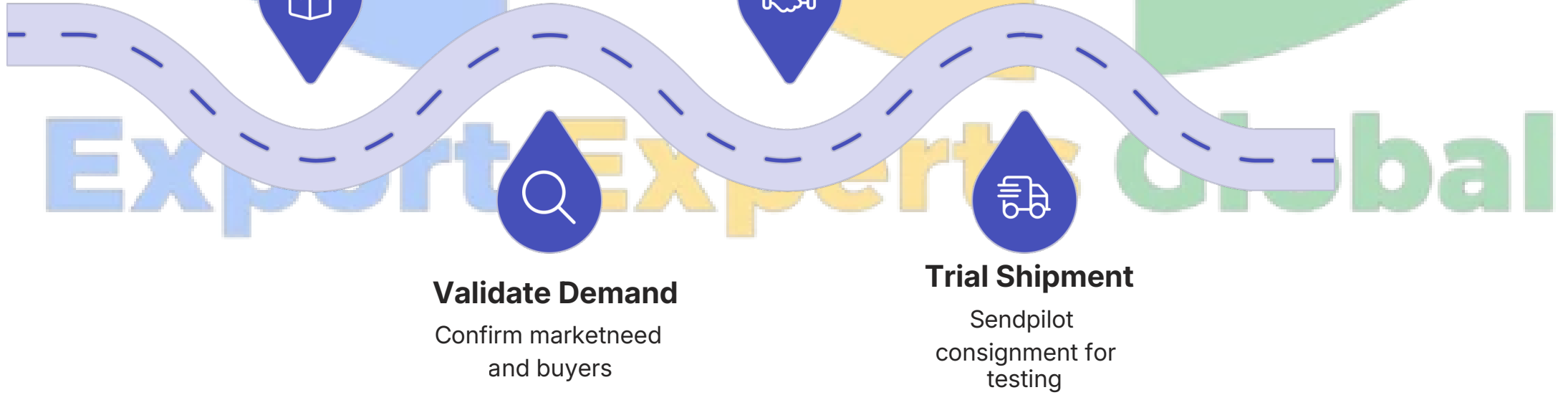
Phytosanitary / Other Certificates — only when destination requires

Choose Product
Select item based on strengths

Find Manufacturer
Locate artisan or factory partner

Key Risks & Mitigation

- **Breakage** — robust packaging, breakage allowance in price
- **Moisture & Mould** — proper drying, sealed packaging, silica gel
- **Inconsistent Quality** — pre-shipment QC, approved samples on file
- **Payment Risk** — Letter of Credit or advance for new buyers
- **HS Classification** — verify correct code; duty varies widely





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