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EXPORT BUSINESS • INDIA

Coir Rope Export Business

Turn coconut fibre into a
scalable Indian export
opportunity for global B2B
buyers.

Investor and partner brief



THE OPPORTUNITY

Coir rope turns a low-complexity product into a global opportunity

Natural, renewable, biodegradable fibre product

Durable, moisture-resistant and flexible for outdoor applications

Multiple B2B applications create room for repeat orders and customization

Export Exper



OPERATING MODEL

From coconut husk to export-ready rope



01

Extract and process

Extract, clean and process the fibre.

02

Spin and ply

Spin, twist or ply to specification.

03

Prepare for export

Cut, size, package and protect against moisture.

Export consistency depends on diameter, strength, moisture control and clean packaging.

DEMAND DIVERSIFICATION

One product can serve eight commercial use cases



Gardening
Nurseries and landscaping



Agriculture
Livestock applications



Marine
Outdoor applications



Packaging
Protective and natural
formats



Home décor
Texture-led interiors



Handicrafts
Made-to-order products

Commercial upside
Custom lengths, diameters, colours and packaging
can move the offer beyond commodity rope.

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PRODUCT ARCHITECTURE

Build a portfolio around buyer specifications

CONSTRUCTION

2-ply, 3-ply, twisted and braided
rope

FINISH

Natural brown, fine and heavy-duty
variants

SPECIFICATION

Diameter, length, ply, weight, strength and packaging

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SOURCING BASE

India offers a strong sourcing base without requiring a factory

Start with manufacturers and rope-making units in Kerala, Tamil Nadu, Karnataka and Andhra Pradesh.

EVALUATE

Exporters, cooperatives and farmer networks

BUILD

Supplier relationships before committing to owned production

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Sell through importers and distributors first



Prioritize channel partners who already serve multiple downstream customers.



MARKET SCREEN

Choose markets where sustainability meets recurring demand

RESEARCH

USA · UK · Germany ·
Netherlands

RESEARCH

Australia · Canada · France ·
Japan

Screen for gardening, landscaping, home décor and eco-product demand. Validate import demand, competition, freight and destination requirements before entry.

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BUYER TRUST

Quality consistency is the foundation of buyer trust

Check	Buyer expectation
Dimensions	Diameter, length, ply and construction
Performance	Breaking strength, moisture content and fibre quality
Order readiness	Colour, appearance, packaging, MOQ and production capacity

Reliable repeat supply is more valuable than winning one shipment on price.



EXPORT READINESS

Package for the journey and the buyer

- Offer coils, bundles, spools, cut-length packs or retail-ready packs
- Protect against moisture, compression, rough handling and contamination
- Customize labelling and pack format for B2B requirements

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