



Disclaimer

This project report has been prepared and submitted as part of an academic requirement. The information contained within this report is based on research, data analysis, and personal insights, and is intended solely for educational purposes.

While every effort has been made to ensure the accuracy and reliability of the information presented, Export Experts Global and the team do not make any warranties or representations regarding the completeness, validity, or currentness of the content. Any action taken based on the information in this report is strictly at the reader's own risk, and neither Export Experts Global nor the presenter will be held liable for any potential consequences.

This report may not be reproduced, distributed, or used for commercial purposes without prior written permission.

www.expertexpertsglobal.com

Water Import Business Ideas

A practical guide for Indian importers, entrepreneurs, and traders exploring 10 high-potential water-related import opportunities — from premium beverages to purification equipment and industrial treatment solutions.

10 OPPORTUNITIES

BEVERAGES · EQUIPMENT · INDUSTRIAL

INDIA IMPORT GUIDE

Export Experts



The Water Opportunity Landscape

India's growing urban middle class, wellness awareness, and water-quality concerns are opening doors across three distinct import segments.

Premium Beverages

- Mineral Water
- Alkaline Water
- Flavoured Water
- Coconut Water
- Electrolyte Water
- Sparkling Water

Equipment & Devices

- Water Purification Equipment
- Water Testing Kits
- Water-Saving Products

Industrial Solutions

- Industrial Water-Treatment Chemicals
- Filtration Media
- Ion-Exchange Resins

 Each segment carries different HS codes, duty structures, licensing requirements, and regulatory frameworks under Indian law. Verify current rules before ordering.

Mineral Water & Alkaline Water

IDEA 1

Mineral Water Import

International premium brands (e.g., European or Himalayan origin) targeting luxury hotels, fine-dining restaurants, and specialty retail.

- **Target buyers:** 5-star hotels, premium HoReCa, gourmet stores
- **Sourcing:** Verify natural mineral water certification at source
- **Compliance:** FSSAI licensing, packaged drinking water standards, labelling rules, BIS/IS standards (verify current applicable norms)
- **Landed cost:** Include customs duty, IGST, freight, cold-chain if needed

IDEA 2

Alkaline Water

Ionised or naturally alkaline water for premium wellness consumers, gyms, and health-food retailers increasingly popular in metro cities.

- **Target buyers:** Wellness centres, yoga studios, premium gyms, D2C
- **Sourcing:** Confirm pH levels, mineral composition, and source authentication
- **Compliance:** FSSAI approval for health/functional claims; labelling must not make unapproved medical claims
- **Key risk:** Health-claim regulations are strict — verify permissible claims before marketing

Export Experts Global

Flavoured Water & Coconut Water



IDEA 3

Flavoured Water

Sparkling, vitamin-infused, and fruit-flavoured water targeting young urban consumers and modern trade.

- **Buyers:** Modern retail, cafés, quick-service restaurants
- **Compliance:** FSSAI; added vitamins/minerals may need specific approvals; sugar content labelling
- **Watch:** Carbonated beverage classification may attract additional levies — verify GST/customs category



IDEA 4

Coconut Water

Packaged coconut water concentrates or ready-to-drink (RTD) products sourced from SE Asian or Caribbean producing countries.

- **Buyers:** Health food brands, modern retail, juice bars, private-label buyers
- **Sourcing:** Thailand, Philippines, Sri Lanka — assess concentrate vs. RTD format
- **Compliance:** FSSAI standards for fruit/vegetable beverages; cold-chain and shelf-life documentation essential

Electrolyte Water & Sparkling Water

IDEA 5

Electrolyte Water

Sports and hydration-focused beverages enriched with sodium, potassium, and magnesium, targeting athletes, fitness enthusiasts, and the rapidly growing sports nutrition segment.

Buyers: Sports retailers, gyms, pharmacy chains, modern trade

Compliance: FSSAI; added electrolytes/minerals may require category-specific approval; health claims must comply

Opportunity: Growing post-workout hydration culture in India's metros

IDEA 6

Sparkling Water

Premium still and carbonated sparkling water for hotels, restaurants, cafés (HoReCa), and urban consumers replacing sugary sodas.

- **Buyers:** 5-star hotels, premium restaurants, airline catering, modern retail
- **Sourcing:** European brands command strong premiums; verify natural vs. added carbonation
- **Compliance:** FSSAI; carbonated water classification; import labelling and MRP requirements

❏ For all food/beverage imports: FSSAI importer licence is mandatory. Labelling must include product name, ingredients, nutritional info, importer name/address, country of origin, net quantity, and best-before date as per Indian regulations.

Water Purification Equipment

IDEA 7

Import RO membranes, filtration cartridges, UV disinfection systems, and commercial water-treatment components for households, commercial buildings, and industry.

Why Consider It

India's water quality challenges drive consistent demand from housing projects, commercial real estate, food processing, and healthcare.

Key Import Considerations

- **HS Classification:** Varies by equipment type — verify correct heading
- **Standards:** BIS certification may be applicable for certain components; verify mandatory BIS products list
- **Documentation:** Technical specs, test reports, conformity certificates from supplier
- **After-sales:** Service network and spare-parts availability critical for commercial buyers



Export Experts Global

Water Testing Kits

IDEA 8

Portable and laboratory-grade kits for testing pH, TDS, hardness, heavy metals, and microbial contaminants — serving households, municipalities, food processors, and field inspectors.



Target Customers

Municipal bodies, food & beverage manufacturers, hospitality groups, NGOs, households in water-stressed regions

Compliance Notes

Classification as scientific instruments or medical devices may differ; verify applicable BIS/CDSCO requirements. Some kits with reagent chemicals need careful import documentation.

Sourcing Tips

Source from established brands; request calibration certificates and third-party accuracy data. Localised instruction manuals add significant value in the Indian market.



Water-Saving Products

With water scarcity affecting large parts of India, conservation devices offer strong commercial and institutional demand — from smart meters for utilities to aerators for green-certified buildings.



Aerators & Flow Controllers

Reduce consumption on taps and showers without affecting user experience. Popular in green-building projects and hospitality refurbishments.



Smart Water Meters

IoT-enabled meters for real-time consumption monitoring. Target: municipal utilities, large housing societies, commercial complexes.



Pressure Reducing Valves

Flow-control devices that reduce pipe pressure and water wastage in large buildings and industrial facilities.



Idea 9 — Equipment imports: Verify HS code, applicable BIS standards, and whether mandatory testing/certification applies to your specific product before importing.

Industrial Water-Treatment Chemicals & Media

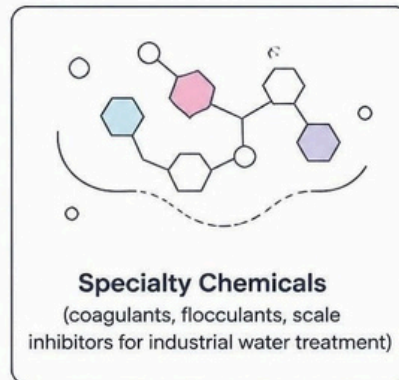
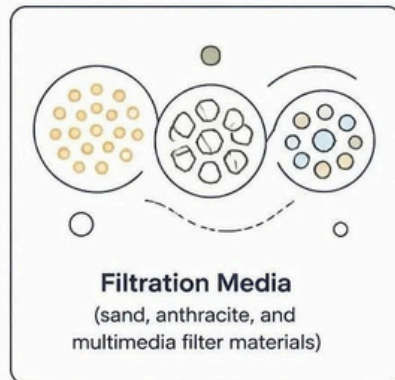
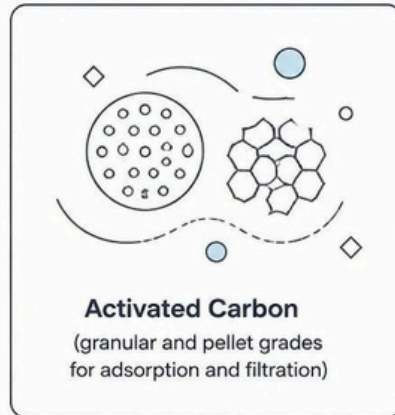
IDEA 10

Market Opportunity

Demand from power plants, pharmaceuticals, textiles, food processing, and municipal water treatment makes this a large B2B segment.

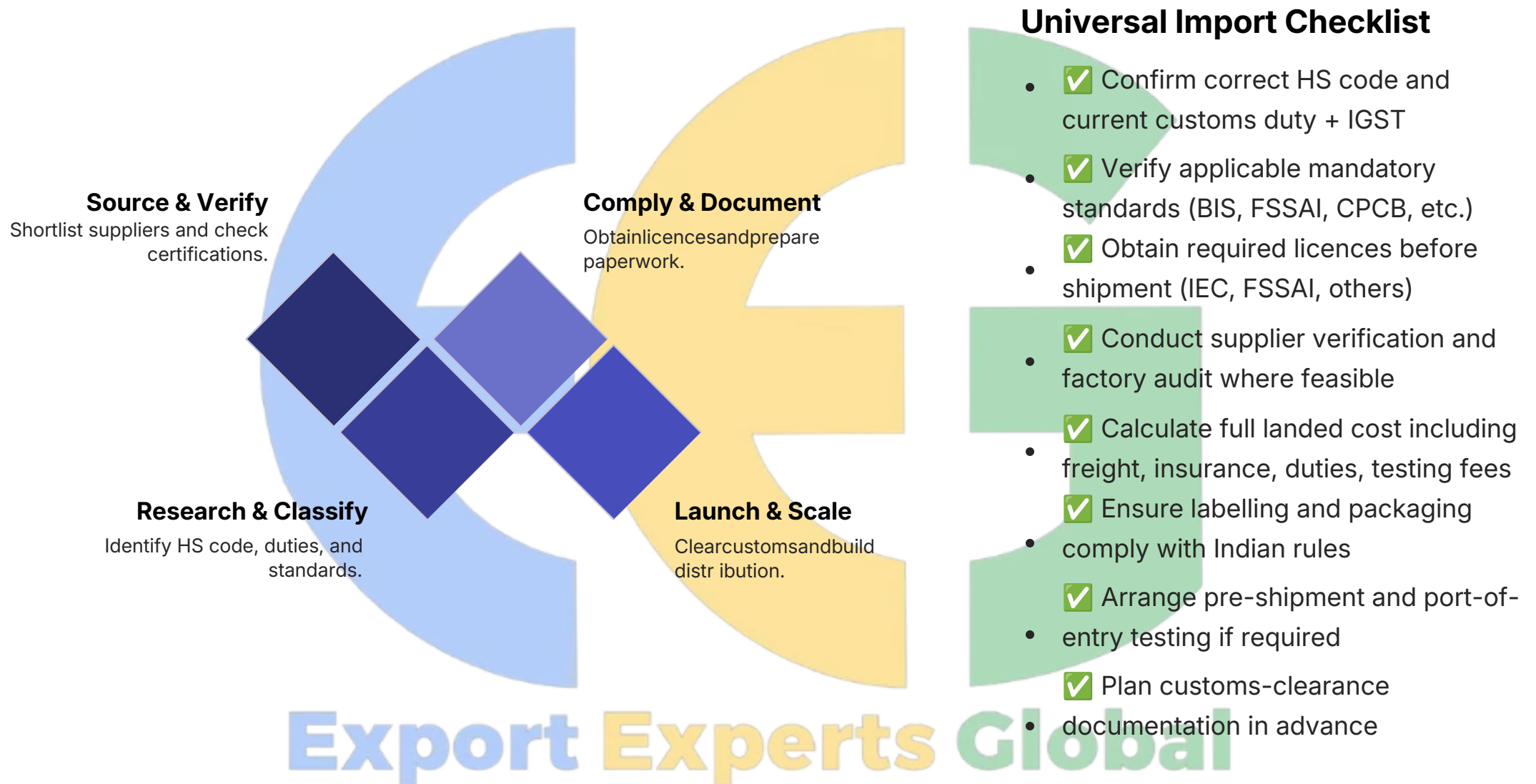
Critical Compliance Considerations

- **Chemical imports:** Subject to applicable Indian regulations including Hazardous Substances Rules, Environment Protection Act, and REACH-equivalent documentation
- **Licensing:** Certain chemicals may require specific import licences or CPCB/state pollution board approvals — verify before ordering
- **HS Classification:** Critical for correct duty assessment; chemicals and media may fall under very different headings
- **SDS/TDS:** Safety Data Sheets and Technical Data Sheets mandatory; proper labelling and packaging per Indian hazardous-goods norms



Export Experts Global

Practical Import Checklist & Action Plan



 **Disclaimer:** This presentation is for general informational purposes only. Importability, applicable duties, GST rates, mandatory certifications, licences, labelling requirements, standards, and regulatory approvals vary by product category and change over time. Always verify current requirements with FSSAI, BIS, DGFT, Customs, CPCB, and other relevant Indian authorities before placing any import orders. This is not legal or regulatory advice.



LEARN IMPORT-EXPORT BUSINESS PRACTICALLY & LOGICALLY



DELHI-MUMBAI-KOLKATA-ONLINE

BOOK NOW +91 92059 08400/+91 81308 80568 www.expertexpertglobal.com