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EXPORT PLAYBOOK

Sesame oil export: a practical path from sourcing to global buyers

From sourcing and product grades to verification, compliance, and the first shipment.



THE OPPORTUNITY

Sesame oil sits at the intersection of food, wellness, and private label

Applications

Cooking, sauces, Asian foods, pickles, wellness, cosmetics, and personal care.

Business models

Manufacturer exporter, merchant exporter, private label exporter, and bulk distributor.

Opportunity

Premium cold-pressed, organic, bulk, and private-label segments.



Food applications



Wellness and personal care

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PRODUCT STRATEGY

Product strategy starts with distinct oil grades and buyer specifications

1	2	3	4	5
Cold-pressed Premium food and wellness	**Expeller-pressed** Food processing	**Refined** Commercial food production	**Toasted** Asian cuisine and sauces	**Organic** Certified food and personal care

Buyer specifications: taste, aroma, colour, FFA, peroxide value, moisture, purity, and contaminants.

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COMPLIANCE

Compliance is a commercial advantage, not just paperwork

01

Core documents

IEC, GST, invoice, packing list, shipping bill, transport document, certificate of origin, COA, TDS, FSSAI licence, and insurance where applicable.

02

HS family

151550; Indian classifications in the report include crude, edible-grade, and other sesame oil categories.

03

Verify before shipment

Verify the current ITC-HS classification and export policy before shipment.



Evidence travels with the product



Classification prevents avoidable delays



Clear files strengthen buyer confidence

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QUALITY CONTROL

A controlled process protects quality from seed to shipment

01

Procure, clean, grade, dry

Prepare sesame seeds for consistent extraction.

02

Roast when required

Build the toasted profile only when specified.

03

Extract

Use expeller or cold press.

04

Filter, refine, test

Finish the oil against the agreed specification.

05

Fill and store

Seal, label, batch-code, and store in food-grade packaging.

Asset-light start: source finished oil from established mills before investing in extraction machinery.

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SOURCING DEPTH

Sourcing depth comes from India's major sesame-growing regions

Key states

West Bengal, Uttar Pradesh, Gujarat, Madhya Pradesh, Rajasthan, and Tamil Nadu.

Potential districts

Rajkot, Junagadh, Bhavnagar, Kota, Baran, Sagar, Vidisha, Viluppuram, Erode, Purba Medinipur, and Murshidabad.

Route to supply

Farmers and FPOs, mandis, oil mills, cold-pressed manufacturers, processors, and distributors.

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DEMAND VALIDATION

The merchant-exporter model can validate demand before heavy capex

₹150–₹250+

Illustrative buying range · per litre

$2–$5+

ILLUSTRATIVE EXPORT SELLING RANGE · PER KG

Example order: 1,000 litres, 920 kg exportable weight, $3.50/kg assumed selling price, ₹85/USD assumed exchange rate.

₹2,73,700	₹2,20,000	₹53,700
ILLUSTRATIVE REVENUE	ESTIMATED COST	GROSS OPERATING SURPLUS

Planning estimates only; freight, insurance, financing, taxes, and destination-side expenses are excluded.



MARKET PRIORITIZATION

Prioritize markets where sesame oil already has buyer demand

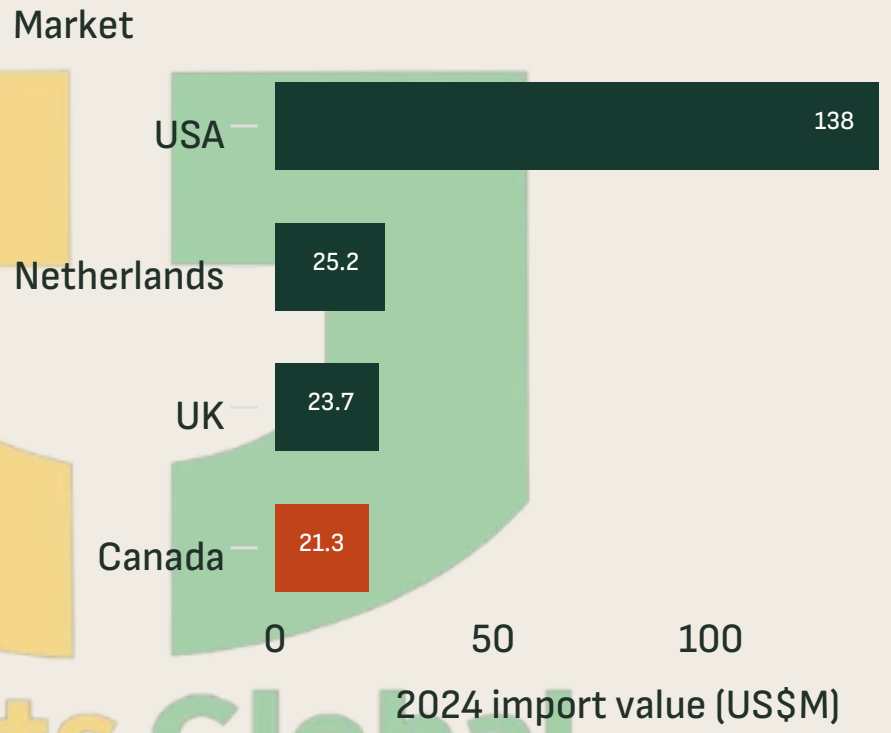
TARGET SEGMENTS

Importers, food manufacturers, Asian distributors, sauce and dressing companies, organic brands, cosmetic ingredient distributors, Ayurvedic manufacturers, and private-label brands.

Food and distribution

Organic and wellness

Private label



2024 import values reported in the source. India's 2024 sesame oil exports: approximately $39.04M.

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EXPORT READINESS

Testing, certification, and packaging make the product export-ready

1	2	3
Test the oil FFA, peroxide, moisture, acid value, iodine value, fatty acid profile, adulteration, pesticide residues, and heavy metals.	**Build credentials** FSSAI, HACCP, ISO 22000, GMP, organic, Halal, and Kosher certifications may be relevant.	**Protect the shipment** Food-grade, leak-proof, light- and oxygen-protective packaging.

PACK INFORMATION

Batch, date, nutrition, ingredients, shelf-life, and storage information.

COMMERCIAL RESULT

A buyer can verify the oil, understand the pack, and receive it without avoidable quality loss.

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FIRST SHIPMENT

Build the first shipment around verification and risk control

01

Select and approve

Select grade and supplier; approve samples.

02

Test and document

Test purity and prepare COA and specifications.

03

Verify the buyer

Verify buyer, negotiate terms, and confirm packaging.

04

Clear and ship

Complete customs documentation and ship.

05

Control the downside

Manage oxidation, contamination, price volatility, freight cost, storage, and payment risk with batch testing, protective packaging, and buyer verification.

First-shipment principle: verify every commercial and quality assumption before scaling the model.

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