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Unlocking Global Opportunities: Exporting Pad Thai Noodles from India

A comprehensive guide for Indian food entrepreneurs and manufacturers looking to enter the international market.

What are

Pad Thai Noodles?

A traditional Thai dish made from flat rice noodles.
Considered Thailand's national street food.

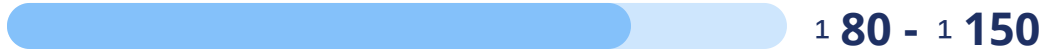
Globally popular in restaurants and households. Versatile and a staple in Asian cuisine.

- Main dish (Pad Thai stir fry)
- Ready-to-cook packaged meals
- Healthy, gluten-free alternative to wheat noodles

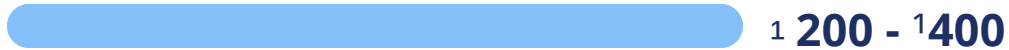


Market Potential: Pricing & Products

Pricing Comparison(200gpack)



Indian Market Price



Export Price (Global)

Note: Branded, organic, or gluten-free versions command higher export prices.

Product Spectrum

- **FlatRiceNoodles:**The core product.
- **Instant Pad Thai Noodle Kits:** Includes sauce & condiments.
- **Gluten-Free Pad Thai Noodles:** For health-conscious markets.
- **Organic Rice Noodles:** Premium segment.
- **Ready-to-Eat Meal Packs:** Convenience-driven markets.

Indian Manufacturing & Wholesale Hubs

2

1

Production States & Districts

TamilNadu: Madurai, Salem, Thanjavur (rice milling hubs)

Andhra Pradesh: Nellore, East Godavari (rice production)

West Bengal: Burdwan, Birbhum (rice base raw material)

Punjab & Haryana: Small-scale rice noodle units

Manufacturing Hubs

Chennai, Tamil Nadu

Hyderabad, Telangana

Kolkata, West Bengal

Delhi NCR (packaged Asian food units)

3

Wholesale Markets

Delhi: Khari Baoli, INA Market

Mumbai: Crawford Market

Kolkata: Bara Bazaar

Chennai: Koyambedu Market

Pad Thai Noodles: Quality & Grades



- **Standard Rice Noodles**
Basic, versatile, widely used.
- **Premium Rice Noodles**
Organic, long shelf-life, enhanced texture.
- **Gluten-Free Noodles**
Catering to dietary restrictions.
- **Instant Pad Thai Kits**
Convenience-focused, complete meal solution.

Manufacturing Essentials: Machinery & Certifications

Key Machinery

- Rice flour grinder/ wetmillingmachine
- Noodle sheet making machine
- Extruder & cutting machine
- Steaming & drying equipment
- Packaging machine (vacuum/sealed packs)



Essential Quality & Test Reports

- **FSSAI Certification:** Mandatory in India.
- **HACCP & ISO 22000:** International food safety standards.
- **SGS / Intertek:** Third-party quality inspection.
- **Shelf-life & Microbiological Test Report:** For product stability.
- **Gluten-Free / Organic Certification:** For EU/US markets.



Global Demand: Top Importing Countries

Pad Thai Noodles are highly sought after across diverse markets.



USA & Canada

Thai restaurants, retail kits, ethnic food markets.



UK & Europe

Asian food stores, organic/gluten-free sections, restaurants.



Australia

Household consumption & restaurants.



Japan & South Korea

Restaurants, fusion dishes, street food.



UAE

Hotels, airlines, high-end restaurants.

Packaging for Export Success

Vacuum-Sealed Plastic Packs

Ensures freshness and extends shelf-life for long transit.

Eco-Friendly Paper Pouches

Preferred in environmentally conscious markets like the EU.

Box/Carton Packaging

For bulk supply, protecting against damage.

Retail Packaging

With clear cooking instructions and scannable barcodes.

Palletized Cartons

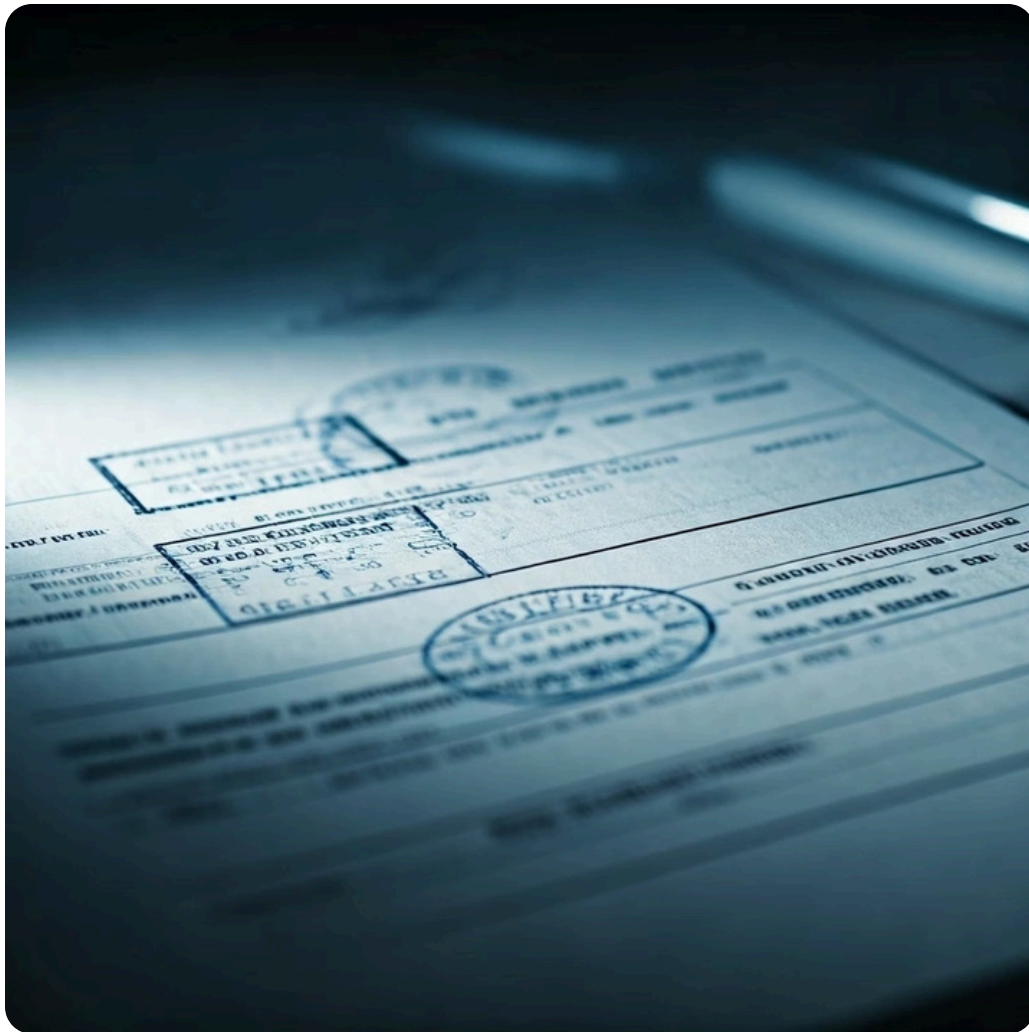
For secure and efficient international shipping.

Navigating Export Regulations & Support

HSCode

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(Other pasta, including rice noodles)



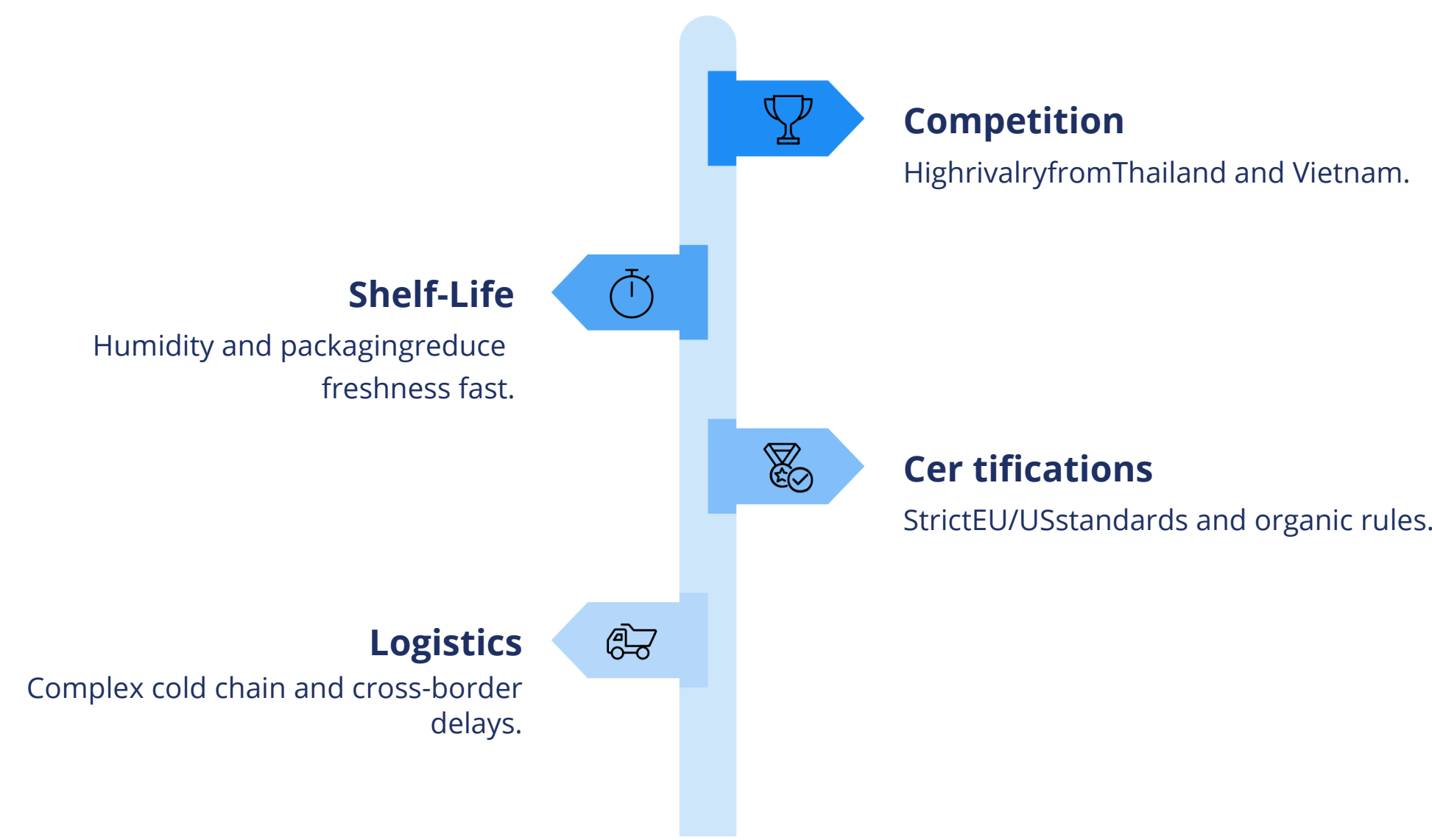
Export Promotion Councils

- **APEDA** (Agricultural & Processed Food Products Export Development Authority)
- **FIEO** (Federation of Indian Export Organisations)

Fees: Approx. 15,900 3 17,500/year (membership, varies by category)



Key Challenges in Exporting from India



Intense Competition
From traditional producers like Thailand & Vietnam.

Shelf-Life & Packaging
Issues in humid climates, demanding robust solutions.

Strict Certifications
Required for major markets (EU/US) 3 organic, gluten-free.

High Logistics Costs
For bulky food items, impacting profitability.

Branding
Need for strong branding to compete with established players.