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# Varanasi's Export Treasures

Discover the rich tapestry of products that Varanasi offers to global markets, from its world-renowned textiles to spiritual artifacts and agricultural specialties.

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# Textiles & Handloom Excellence

## Banarasi Sarees & Fabrics

World-famous for zari, brocade, silk, and intricate embroidery work.

## Handwoven Carpets & Rugs

Mirzapur & Bhadohi (near Varanasi) are renowned carpet manufacturing hubs.

## Scarves, Shawls & Stoles

Crafted from silk, cotton, and blended fabrics with traditional designs.

## Banarasi Dupattas & Dress Materials

High export demand in the USA, Europe, and Gulf countries.



# Exquisite Handicrafts



## Diverse Artisanal Creations

- Wooden Handicrafts - toys, carved furniture, decorative items
- Metal Crafts - brassware, copperware, utensils, puja items
- Glass Beads & Artificial Jewelry - Varanasi is one of the largest centers for beads
- Stone & Marble Inlay Work - decorative items, statues, gift articles



# Spiritual & Cultural Products



## Sacred Jewelry

Rudraksha & Tulsi Mala - traditional prayer beads with spiritual significance



## Fragrant Offerings

Incense Sticks (Agarbatti) & Dhoop - used in ceremonies worldwide



## Ritual Items

Brass Puja Articles (bells, diyas, idols) and Ganga Jal (Holy Water) - packaged for export

Religious texts, yantras, and rosaries are also popular export items with cultural significance.

# Agro & Food Products

## 1 Banarasi Paan Ingredients

Betelleaves,catechu,andarecanutpreparations - traditional mouth fresheners

## 2 Langra Mangoes

Popularvarietyexported to Gulf countries & Europe for their distinctive flavor

## 3 Traditional Foods

Pickles,papad&spices - authentic Indian flavors for global markets

## 4 Ayurvedic Products

Herbal products&Ayurvedic medicines - powders, oils, and honey with healing properties







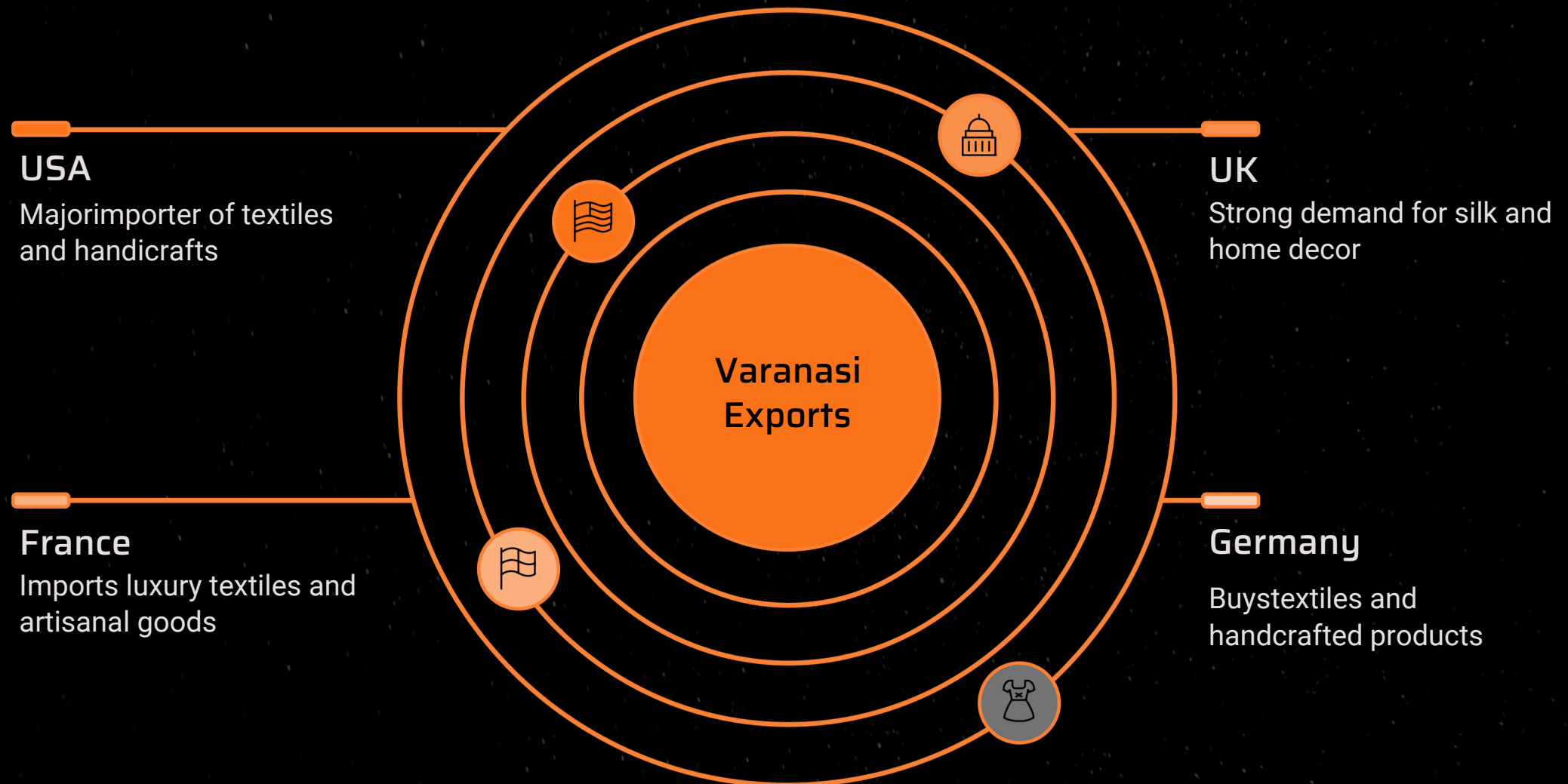
# Other Notable Products

## Artisanal Goods

### Specialty Textiles

- Banarasi Carpets(Hand-knotted) - exported to USA, Europe
- Banarasi Silk Blend Fabrics for Upholstery - luxury home décor
- Terracotta Pottery - decorative and eco-friendly products
- Leather Items - wallets, belts, footwear from small-scale production nearby

# Global Reach: Major Importing Countries



Varanasi's unique products have found markets across continents, with particularly strong demand in North America, Europe, the Middle East, and Asia-Pacific regions.



# Export Promotion Support

## EPCH

Export Promotion Council for Handicrafts - supports handicrafts and textile exports

## APEDA

Agricultural and Processed Food Products Export Development Authority - facilitates agro/food exports

## HEPC

Handloom Export Promotion Council - specializes in promoting Banarasi sarees & silk products

These organizations provide crucial support for local artisans and businesses to reach international markets.

# The Varanasi Advantage



## What Makes Varanasi Products Special?

- **Centuries of Tradition** - Techniques passed down through generations
- **Artisanal Craftsmanship** - Handmade with meticulous attention to detail
- **Cultural Significance** - Products embedded with spiritual and historical value
- **Unique Materials** - Local resources and traditional ingredients



# Export Opportunities & Future Growth



## E-commerce Expansion

Growing digital platforms connecting Varanasi artisans directly to global consumers



## Sustainable Products

Increasing demand for eco-friendly handicrafts and organic food products



## New Markets

Emerging opportunities in Southeast Asia, Latin America, and Eastern Europe

With government support and growing global interest in authentic, handcrafted products, Varanasi's export potential continues to expand into new markets and product categories.





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