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Hilsa Fish Export from India

A Complete Guide to the Cultural Delicacy and High-Value Export Opportunity



The Golden Fish of Bengal

Culinary Treasure

Delicacy in Bengal, Odisha, Assam, and Bangladesh. Famous for Shorshe Ilish (mustard curry).

Nutritional Powerhouse

Rich in Omega-3 fatty acids, vitamins A & D, and protein for heart and brain health.

Cultural Symbol

Essential for Durga Puja festivals and Bengali weddings across the region.

Quality Grades & Origins



Padma Hilsa

Bangladesh river origin. Richest oil content and highest global demand.



Ganga Hilsa

West Bengal, India. High quality, slightly smaller than Padma variety.



Godavari Hilsa

Andhra Pradesh estuaries. Medium quality with moderate fat content.



Marine Hilsa

Bay of Bengal. Bulk export grade with moderate taste profile.

 Export Focus: Large-size Hilsa (1.2-2.5 kg) from West Bengal's Ganga & Hooghly regions commands highest demand.

Product Portfolio



Fresh & Frozen Hilsa

Direct consumption in hotels, restaurants, and homes worldwide.



Canned Hilsa

Long shelf life, perfect for diaspora communities globally.



Smoked Hilsa

Premium gourmet product for international specialty markets.



Fish Oil & Extracts

Dietary supplements, flavoring, pet food, and nutraceuticals.

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Prime Export Sources

Best Quality Regions

- **West Bengal:** Hooghly, Howrah, Diamond Harbour, Malda
- **Odisha:** Paradeep coast, Chilika Lake
- **Andhra Pradesh:** Godavari delta region
- **Assam:** Brahmaputra river basin

✓ Ganga Hilsa from West Bengal offers the optimal balance of quality and export viability.



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Export Economics

₹1,100

Total Cost per kg

Including processing, packaging, and freight

\$15-20

Export Price per kg

International market rates (₹1,300-₹1,700)

15-25%

Profit Margin

Depending on destination and quality grade

"Hilsa is not just a fish—it's a cultural bridge and high-value export product. Success requires strict quality, proper certification, and knowledge of diaspora-driven markets." – Harsh Dhawan

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Packaging & Quality Standards

¹ Fresh Chilled

Food-grade polyethylene bags with insulated thermocol boxes and crushed ice.

² Frozen Products

Vacuum-sealed packs, blast frozen at -18°C or below for preservation.

³ Canned Varieties

Tin cans with brine or mustard oil for extended shelf life.

⁴ Bulk Shipments

Corrugated fiber cartons with polythene liners for large orders.

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Required Certifications

1

MPEDA Registration

Mandatory for all seafood exporters under Ministry of Commerce, India.

2

FSSAI License

Food safety compliance for domestic processing and export.

3

EIC Certificate

Export Inspection Council certification for seafood quality assurance.

4

HACCP Certification

Food processing hygiene standards for international markets.

5

International Standards

EU/USFDA compliance and CITES sustainability certification as required.

Global Market Destinations

Top Importing Countries

- Bangladesh (cultural demand)
- UAE (diaspora market)
- Saudi Arabia
- Kuwait & Qatar
- UK (Bengali communities)
- USA (Indian diaspora)
- Malaysia & Singapore

Primary Uses: Festival celebrations, diaspora restaurants, frozen retail in supermarkets, and cultural events.



Export Success Formula



Premium Quality

Source from Ganga Hilsa regions for best market value



Full Compliance

Obtain all required certifications through MPEDA



Diaspora Focus

Target Bengali communities in UAE, UK, and USA

Ready to dive into the lucrative Hilsa export market? Combine tradition with compliance for long-term success.

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