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Makhana: India's Premium Superfood Export

Discover the growing global demand for India's nutrient-rich superfood and unlock profitable export opportunities in international markets.

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Versatile Applications Driving Global Demand



Healthy Snacking

Premium roasted makhana in plain and flavored varieties is revolutionizing the global health snack market.



Culinary Ingredient

Essential component in traditional Indian dishes including kheer, curries, pulao, and festive sweets like laddoo.



Functional Flour

Makhana powder serves as gluten-free flour alternative for baking, baby food, soups, and natural thickening applications.



Value-Added Products

Innovation in protein bars, coated makhana, and energy mixes is creating premium market segments worldwide.

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Quality Grades Define Market Value

Grade A - Premium

Export

Large size, brilliant white color, high puffing percentage, minimal moisture content. Commands highest prices in international markets.

Grade B - Standard Quality

Medium-sized kernels with slightly reduced whiteness and puffing efficiency. Suitable for processed foods and mainstream markets.

Chipta/Thurri - Economy Grade

Broken or flattened pieces utilized in cost-effective snacks and domestic consumption applications.



Quality assessment focuses on size uniformity, color consistency, puffing percentage, moisture levels, breakage rates, and taste profiles.

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Export-Ready Product Portfolio

01

Retail Snack Packs

Ready-to-eat roasted and flavored makhana in consumer-friendly packaging for supermarkets and health stores.

02

Functional Ingredients

Makhanapowder and flour for gluten-free baking, baby food manufacturers, and food processing companies.

03

Premium Mixes

Trail mixes, protein bars, and energy snacks targeting health-conscious consumers in developed markets.

04

Value-Added Processing

Chocolate-coated makhana, masala varieties, and gourmet snacks for premium retail channels.

05

Bulk Kernels

Grade A whole kernels for international wholesalers and food processors requiring high-volume supplies.

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Bihar: The Makhana Capital of India

Top Production Districts



Mithila Region Excellence

Bihar produces over 80% of India's makhana, with the Mithila region renowned for premium quality cultivation.

- Darbhanga
- Madhubani
- Purnia
- Katihar
- Sitamarhi
- Saharsa
- Supaul
- Araria
- Madhepura
- Samastipur

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① Grade A export quality: Large, uniform, white kernels with crisp texture and minimal moisture content



Export-Grade Packaging Solutions

1

Nitrogen-Flushed Pouches

Laminated pouches with nitrogen flushing or vacuum packing ensure maximum freshness and extended shelf life for retail markets.

2

Premium Retail Containers

PET jars and decorative tins designed for high-end retail positioning in international supermarket chains.

3

Bulk Export Packaging

HDPE/PP woven bags with moisture-barrier liners and protective cartons for large-volume international shipments.

4

Advanced MAP Technology

Modified Atmosphere Packaging extends shelf life up to 12 months, enabling global distribution and reducing waste.

Regulatory Framework & Export Support

Essential Certifications



IEC & FSSAI License

ImportExportCodeandFood Safety & Standards Authority licensing for legal export operations.



APEDA Registration

Agricultural & ProcessedFood Products Export Development Authority registration for government support.



International Standards

ISO22000,HACCP,BRC, orIFS certification based on specific buyer requirements and target markets.



Quality Assurance

Phytosanitarycertificates, Certificate of Analysis, and optional organic certification for premium positioning.



Government Support

APEDAoverseesmakhana exports, while Bihar is establishing a dedicated Makhana Board to promote sector growth and quality standards.



Profit Potential in Makhana Exports



Strategies to Maximize Profitability





Global Markets & Applications

Top Importing Markets

1. **USA** - Healthsnacks, retail chains
2. **UK** - Supermarkets, ethnic stores
3. **Canada** - Diaspora, health food stores
4. **Australia** - Fitness, wellness markets
5. **UAE** - Gulf retail, re-export hub

Emerging Opportunities

1. **Singapore** - Premium snackmarket
2. **Malaysia** - Ethnic food retailers
3. **Germany** - Organic, health stores
4. **Middle East** - Food processing
5. **Hong Kong** - Niche health foods

Each market presents unique opportunities, from health-conscious consumers in Western markets to diaspora communities maintaining cultural food traditions.

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Ready to Export?

Your Path to Makhana Export Success

India's makhana industry offers exceptional opportunities for exporters ready to meet international quality standards and tap into growing global demand for healthy, sustainable superfoods.

01

Source Grade A Quality

Establish relationships with top producers in Bihar's premium districts

02

Obtain Certifications

Secure necessary export licenses and international quality standards

03

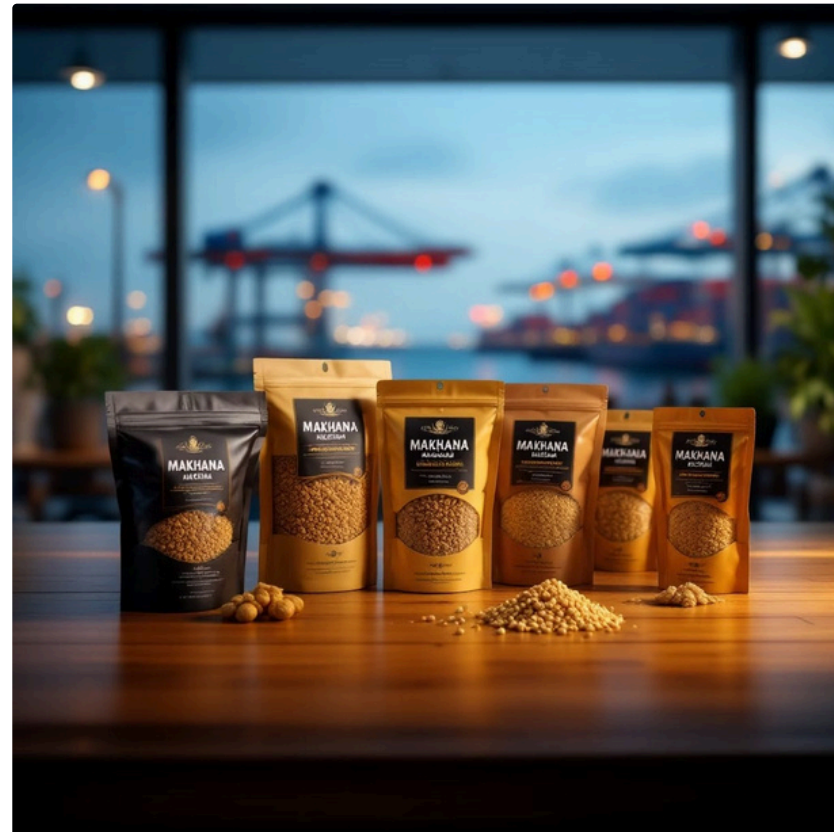
Develop Value-Added Products

Create branded, retail-ready products for maximum profitability

04

Enter Global Markets

Target high-demand markets with proper packaging and marketing strategy



Market Potential

With growing health consciousness worldwide, makhana exports represent a [high-growth, sustainable business opportunity](#) for Indian exporters.

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BOOK NOW +91 8130880568 / +91 9319001248 www.expertexpertglobal.com