



# Disclaimer

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# Procurement & Processing Breakdown

Understanding the cost structure from farm gate to factory is essential for maintaining competitive margins whilst ensuring quality standards.

## Raw Material

₹450/kg purchased from farmers or mandis represents the largest single cost component

## Processing

₹75/kg for cleaning, roasting, and sorting ensures premium export quality

## Packaging & Labour

₹55/kg covers export-grade packaging and factory operations

Ex-factory cost: ₹580/kg (₹5,80,000 per MT)

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# Export Cost Structure

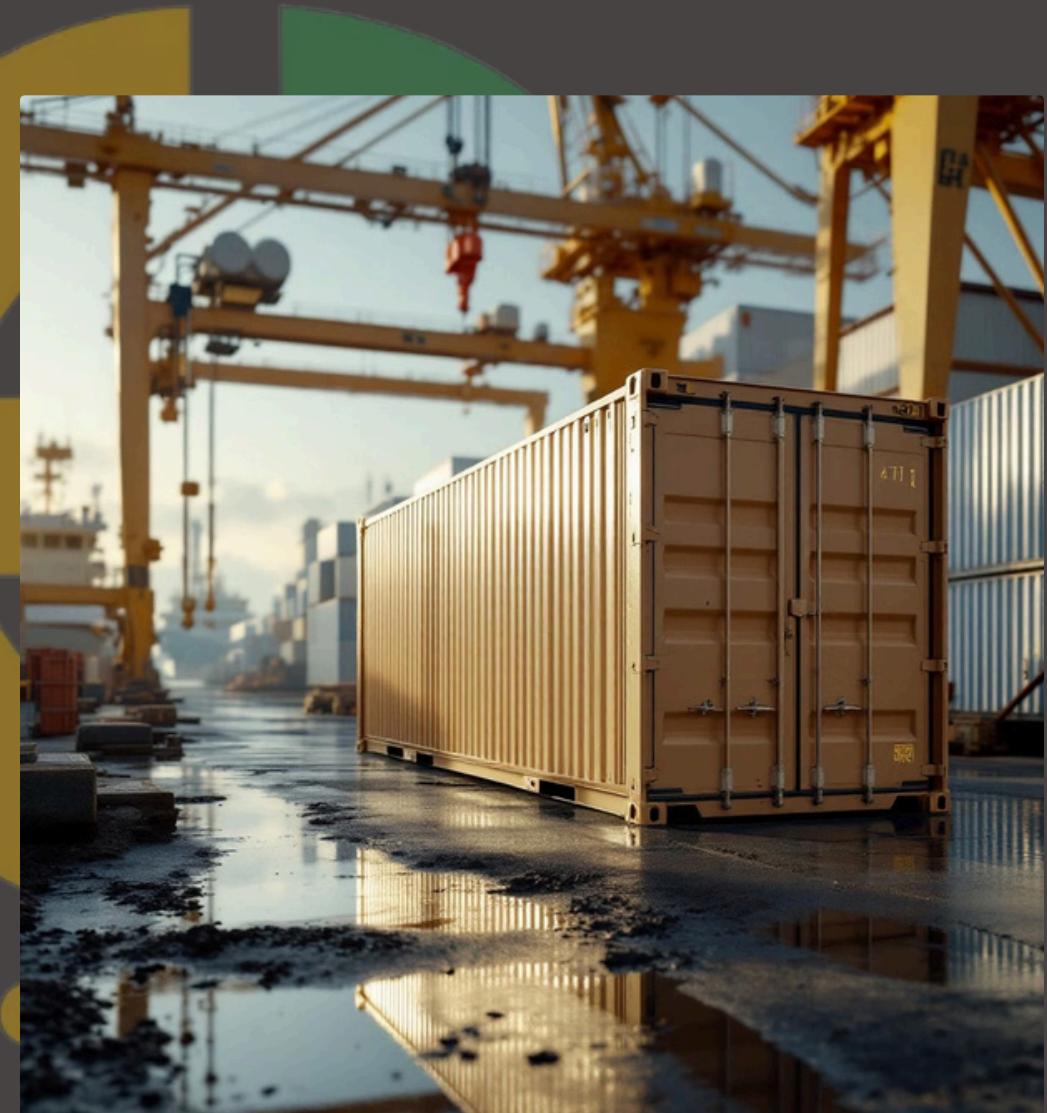
## From Factory to FOB

The journey from factory gate to port adds critical but manageable costs that must be factored into pricing strategies.

- **Inland transport:** ₹20/kg to reach port facilities
- **CHA & documentation:** ₹15/kg for customs clearance
- **Quality certification:** ₹10/kg for export compliance

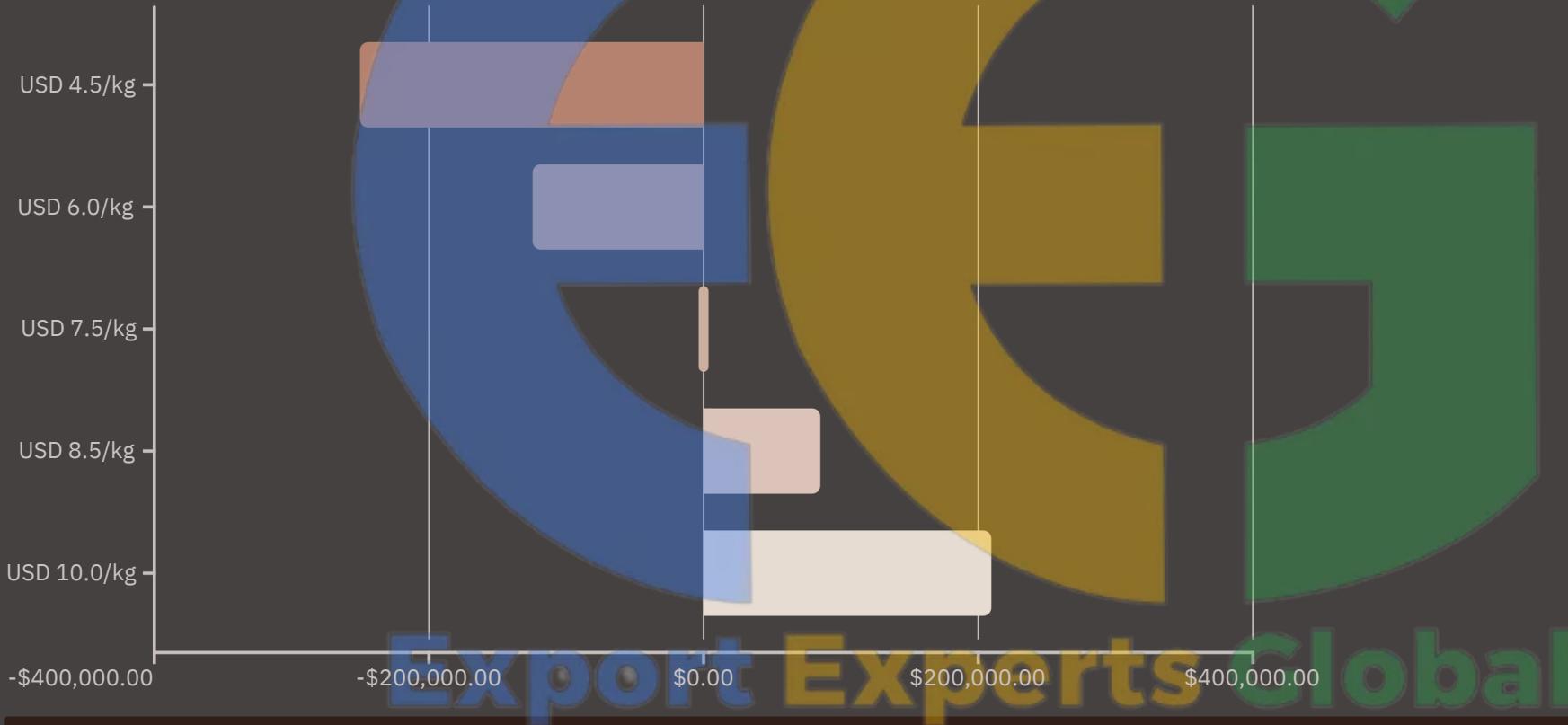
**Total FOB cost: ₹625/kg**

Export Export



# Profitability Analysis

Export pricing directly determines viability. The market demands strategic positioning above the break-even threshold.



**Critical insight:** Export becomes profitable above USD 8.00/kg FOB. Premium grading and branding unlock high-margin opportunities.

# Top 5 Applications of Makhana



## Healthy Snack Food

Roasted, flavoured varieties dominate the keto, gluten-free and health snack segments globally



## Ayurvedic Medicine

Enhances digestion, kidney health and energy levels in traditional wellness practices



## Fasting Food

Essential during vrat (religious fasting) across Hindu households and communities



## Breakfast Cereals

Premium ingredient in granola, muesli and trail mixes for health-conscious consumers



## Confectionery

Featured in chocolates, laddoos and energy bars as a nutritious ingredient

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# Global Market Landscape

## Top 5 Importing Countries

01

### United States

Leading market driven by health snack trends and major retail chains

02

### United Arab Emirates

Strong demand from Indian diaspora and premium food market segments

03

### United Kingdom

Growing appetite for organic and ethnic foods in mainstream retail

04

### Australia

Health and fitness consumers driving consistent demand growth

Emerging opportunities: Singapore, Germany, Netherlands, Saudi Arabia

05

### Canada

Dual appeal to ethnic communities and wellness-focused buyers

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# Market Positioning by Region

North America

**USA & Canada**

Premium health snacks, keto products,  
retail chains

Price point: USD 10312/kg

Europe & UK

**Organic focus**

Ethnic foods, wellness stores, certified  
organic demand

Price point: USD 9311/kg

Middle East & Asia-Pacific

**Diaspora markets**

Traditional use, premium gifting,  
health-conscious buyers

Price point: USD 8310/kg

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# Five Strategies to Maximise Profit

1

## Export Premium Grades

Focus on larger sizes(436 mm,537 mm grades) which command higher prices and better margins in international markets

2

## Value-Added Processing

Develop flavoured variants and retail-ready packs (303100 g) to capture premium pricing in consumer markets

3

## Quality Certifications

Obtain FSSAI,ISO 22000 and HACCP certification to access regulated markets and premium buyers

4

## Brand Development

Launch private label products to build brand equity and capture retail margins beyond commodity pricing

5

## Channel Targeting

Partner directly with health food distributors and keto snack retailers for higher-margin sales channels

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# Profit Enhancement Impact

Strategic intervention can transform margins significantly. Compare standard commodity export versus value-added approaches.



- Value addition through grading, flavouring and branding can increase profit margins by over 300%

# Key Takeaways for Exporters

## Minimum viable pricing

Maintain FOB pricing above USD 8.00/kg to ensure profitability on standard grades

## Quality drives premiums

Invest in superior grading, certifications and processing to access high-value markets

## Brand differentiation

Move beyond commodity export through private labelling and value-added products

## Strategic market selection

Target developed markets (USA, UK, Australia) for premium positioning and margins

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