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# The Complete Guide to Buying Raisins from Nashik

A comprehensive step-by-step purchasing guide for exporters and wholesale buyers seeking quality dried fruit from India's premier raisin-producing region.

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# Understanding Nashik's Raisin Ecosystem

## Why Nashik?

Nashik is India's largest grape-growing belt and the epicentre of raisin production. The region benefits from ideal climate conditions, established supply chains, and generations of agricultural expertise.

The ecosystem comprises farmers, processors, and packers working in coordinated clusters to produce export-quality raisins.

## Key Production Areas

- Lasalgaon 3 primary processing hub
- Niphad 3 extensive grape belt
- Pimpalgaon Baswant 3 farmer cooperatives
- Dindori 3 quality-focused production

These areas host farmers, processors, and established raisin packers with export capabilities.

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# Defining Your Product Requirements

Before contacting suppliers, establish clear specifications for your order. This prevents miscommunication and ensures you receive exactly what your market demands.

## Golden Seedless

Sulphur-treated variety with highest export demand. Premium appearance and longer shelf life make it ideal for retail markets.

## Brown/Black Seedless

Naturally dried without sulphur treatment. Popular in price-sensitive markets and among buyers seeking traditional processing methods.

## Organic Raisins

Premium niche product with certified organic credentials. Commands higher prices in health-conscious Western markets.

- Critical Quality Parameters:** Moisture 13-15% max, uniform size (medium/jumbo), consistent colour, zero foreign matter, and clearly defined grade (special/standard).

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# Sourcing Options in Nashik

01

## Direct from Processors (Recommended)

Purchase from raisin processing units, established packers/exporters, or large farmer-processor groups. These are primarily located in Lasalgaon MIDC area, Niphad grape belt, and Pimpalgaon industrial clusters. **Advantages:** Better pricing, consistent quality control, export-ready documentation, and capacity for large orders.

02

## Through Dry Fruit Wholesalers

Located in Nashik city dry fruit markets. This option works well for small quantities or initial trial orders.

**Trade-offs:** Easier access and lower minimum quantities, but margins are slightly higher due to intermediary costs.

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# Essential Documentation Checklist

Never proceed with a purchase without verifying these critical documents. This protects you from quality issues and legal complications.

## Supplier Credentials

- Valid FSSAI licence
- GST registration certificate
- Verified factory address with photographs
- Previous export history records

## Product Documentation

- Moisture test report
- Detailed grading specifications
- Packing type confirmation (bulk/consumer)
- Quality certifications

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# Sample Testing Protocol

Rigorous sample testing is non-negotiable before committing to bulk orders. This step prevents costly mistakes and ensures product meets your market requirements.

1

## Obtain Sample

Request 132 kg sample from supplier. Ensure it represents the actual bulk product, not a specially prepared sample.

2

## Visual Inspection

Check stickiness, smell (no sour odour), uniform colour, and absence of fungus or insects.

3

## Laboratory Testing

For export orders, send samples to accredited labs to test moisture percentage, sulphur residue (golden raisins), and pesticide residue (EU markets).

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# Pricing and Cost Structure

Understanding the complete cost structure helps you negotiate effectively and calculate realistic profit margins.

## Purchase Price

Brown raisins command lower prices, golden raisins are mid-range, whilst organic varieties attract premium pricing. Expect ₹140-180 per kg ex-factory.

## Processing Costs

Sorting and packing add ₹10-15 per kg. Transport to Mumbai port costs ₹3-5 per kg. Testing and certificates contribute ₹2-4 per kg.

## Export Documentation

Port handling and documentation fees typically add ₹10-15 per kg to your total cost structure.

**Negotiation Strategy:** Always quote per kg for 1 MT minimum, request EX-FACTORY pricing, confirm whether packing is included, and enquire about seasonal discounts (February/May offers best rates).





# Packing and Export Logistics

## Packing Options

**For Export Bulk:** Use 5 kg or 10 kg food-grade boxes with compulsory inner poly liner to maintain freshness and prevent moisture contamination.

**For Retail/Value-Added:** Package in 250 g, 500 g, or 1 kg pouches with printed labels. Branded packaging increases your margin by 233 times.

## Transport to Port

Nashik to Mumbai (JNPT port) takes approximately one day by truck. Use shared or full vehicle depending on volume. Ensure dry vehicle conditions, no moisture exposure during transit, and palletised boxes when possible.

## Export Documents

- IEC Code
- GST registration
- Commercial invoice
- Packing list
- Phytosanitary certificate
- FSSAI export compliance
- Bill of Lading/Airway Bill

Your freight forwarder in Mumbai typically handles documentation.

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# Target Markets and Profit Margins

Strategic market selection directly impacts your profitability and long-term success in the **Global** export business.



## Middle East

UAE leads in retail and gifting demand. Saudi Arabia shows high consumption patterns. Strong cultural demand for dried fruits.



## Europe

UK bakery industry requires consistent supply. Germany's food processing sector values reliability and quality standards.



## Asia

Bangladesh and Vietnam represent price-sensitive bulk markets with growing demand and proximity advantages.

**5-15% Commodity Margin** **25-50% Premium Margin**

Bulk shipments in standard grades

Branded, packed, or organic products

# Your Path to Success



## Start Smart

Begin with 1MT trial order to test your supply chain, quality control processes, and market reception without excessive financial exposure.



## Build Relationships

Concentrate on securing repeat buyers. Long-term relationships provide stable revenue and reduce marketing costs significantly.



## Focus Strategy

Target one country and one grade initially. Master this combination before expanding to additional markets or product varieties.



## Scale Gradually

Once established, move towards branding and retail packs. This transition dramatically improves margins and brand equity.

## Critical Mistakes to Avoid

- Buying without thorough sample testing
- Ignoring moisture percentage specifications
- Proceeding without written quality agreements
- Selling without confirmed buyer commitments
- Mixing different grades in single shipments

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Nashik is one of the best places in India to source raisins. Profit potential ranges from moderate to high, depending on quality control, market selection, and timing. Success depends on rigorous quality control, securing the right buyers, and strategic market timing.



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