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# COMMERCIAL GUIDE TO PAPAD EXPORTS FROM INDIA

A practical resource for exporters , trade managers , and international buyers focused on building profitable , sustainable papad export operations from India.

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# WHY PAPAD REMAINS A HIGH-REPEAT EXPORT PRODUCT

Papad offers a unique value proposition in international food trade: low production costs, long shelf life, lightweight shipping, and strong repeat-purchase behaviour among diaspora and mainstream consumers.

Its versatility as a standalone snack, meal accompaniment, or ingredient in fusion cuisine makes it appealing across diverse market segments. The product requires minimal cold chain infrastructure, reducing logistics complexity and cost.

18%

Annual  
growth

Global demand trajectory

24...

MARKET SIZE

Estimated export value  
(USD)

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# EXPORT-READY PAPAD VARIETIES AND MARKET PREFERENCES

1

## URAD DAL PAPAD

Highest demand in UK,USA, and Middle East. Known for crisp texture and strong flavour profile. Commands premium pricing in ethnic retail channels.

2

## MOONG DAL PAPAD

Popular in health-conscious segments. Lighter taste appeals to mainstream buyers. Growing demand in Australia and Canada.

3

## RICE PAPAD

Gluten-free positioning drives demand in Western markets. Preferred by foodservice operators for fusion applications.

4

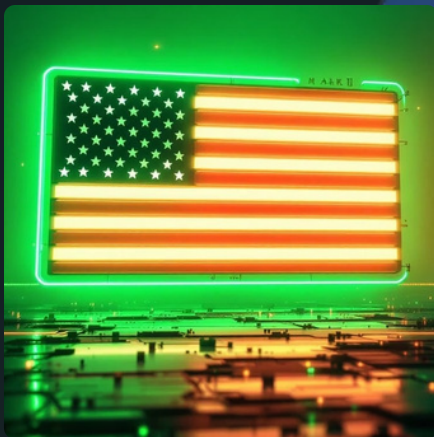
## APPALAM (SOUTH INDIAN STYLE)

Strong niche demand in Southeast Asia and Gulf regions .Traditional preparation methods command loyalty among specific buyer segments.





# Key Import Destinations for Indian Papad



## UNITED STATES

Largest volume market. Strong presence in ethnic grocers, specialty stores, and increasingly mainstream retail. Tier-2 cities show emerging demand.



## UNITED KINGDOM

Mature market with established distribution networks. High repeat-order frequency. Quality standards strictly enforced by major retailers.



## UAE & GULF STATES

Consistent year-round demand driven by large expatriate populations. Halal certification essential. Price-sensitive but quality-conscious buyers.



## Australia & New Zealand

Fast-growing markets with increasing acceptance in mainstream channels. Strict biosecurity and labelling compliance required.

# Critical Quality Parameters for Export-Grade Papad

## MOISTURE CONTENT

Must not exceed 10–12% for optimal shelf life. Higher moisture invites microbial growth and reduces crispness after frying or roasting.

## Uniform Thickness

Consistency of 0.5–1.0 mm ensures even cooking and professional presentation. Variations lead to buyer complaints and reduced reorders.

## Taste Consistency

Standardised spice blends and ingredient ratios across batches. Buyers expect identical flavour profiles in every shipment.

## Physical Integrity

Minimal breakage during transit. Packaging must protect product without adding excessive weight or cost.



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# Shelf Life, Packaging, and Storage Standards

01

## **Shelf Life Requirements**

Minimum 9–12 months from production date for international shipments. Buyers reject products with less than 75% remaining shelf life upon arrival.

02

## **Primary Packaging**

Food-grade metallised polyester or multi-layer laminate pouches. Must provide moisture barrier (WVTR <5 g/m<sup>2</sup>/day) and light protection.

03

## **Secondary Packaging**

Corrugated cartons with adequate crush resistance. Inner liners prevent moisture ingress during sea freight.

04

## **Storage Conditions**

Cool, dry environment (below 25°C, relative humidity <60%). Avoid direct sunlight and proximity to strong-smelling goods.

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# Mandatory Certifications and Registrations



## FSSAI Licence

Central or State licence required for all food manufacturers. Ensure compliance with Food Safety Standards regulations.



## APEDA Registration

Mandatory for processed food exports. Provides access to export incentives and quality monitoring systems.



## Halal Certification

Essential for Gulf markets. Recognised certifying bodies include Halal India and Jamiat Ulama-i-Hind.



## Organic Certification

Optional but advantageous for premium positioning. NPOP or equivalent EU/USDA organic standards.



**Pro tip:** Buyers increasingly request third-party food safety certifications (BRC, IFS, FSSC 22000) for direct retail supply. Consider these for long-term market access.

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## HS CODE CLASSIFICATION AND EXPORT DOCUMENTATION

**HS CODE: 1905.90**

Papad typically falls under HS Code **1905.90** (Bread, pastry, cakes, biscuits, and other bakers' wares). Verify with local

## • CORE EXPORT DOCUMENTS

- Commercial invoice and packing list
- Bill of lading or airway bill
- Certificate of origin (preferential or non-preferential)
- Phytosanitary certificate (if required)
- Health certificate from authorised agencies



Ensure all documents align with letter of credit terms or payment milestones. Discrepancies delay payments and damage buyer relationships.

# Export Price Structures: EXW, FOB, and CIF



## **EXW (Ex Works)**

Buyer arranges all transport and assumes risk from factory gate. Lowest seller responsibility. Price reflects product cost plus minimal handling.



## **FOB (Free on Board)**

Seller delivers goods to port and covers inland freight, export clearance. Risk transfers at ship's rail. Most common term for papad exports.



## **CIF (Cost, Insurance, Freight)**

Seller pays ocean freight and insurance to destination port. Buyer handles import clearance and inland transport. Offers pricing certainty to importers.

Choose terms based on buyer preferences and your logistics capabilities. FOB gives control over freight forwarders whilst limiting exposure. CIF simplifies buyer decision-making but requires reliable shipping partners.

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# Building Repeat Orders: Buyer Segments and Sourcing Strategies



## Ethnic Retail Distributors

Target established importers serving Indian grocery chains. Build relationships through trade shows (SIAL, Anuga) and APEDA buyer-seller meets. Offer flexible MOQs during trial phases.



## Foodservice Operators

Approach restaurant chains and catering companies seeking authentic Indian ingredients. Provide product samples, recipe suggestions, and chef training support.



## Private Label Buyers

Supermarket chains and specialty retailers seek white-label suppliers. Requires higher volume commitments but ensures steady orders. Invest in co-packing capabilities and labelling flexibility.

## Proven Sourcing Tactics

- Maintain active profiles on B2B platforms (India MART, Alibaba, Trade India) Respond to
- enquiries within 24 hours with detailed quotations Offer product samples with clear pricing for
- commercial orders Build long-term trust through consistent quality, timely delivery, and
- transparent communication

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