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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.

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# 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 ensure 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.

# 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

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## 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)

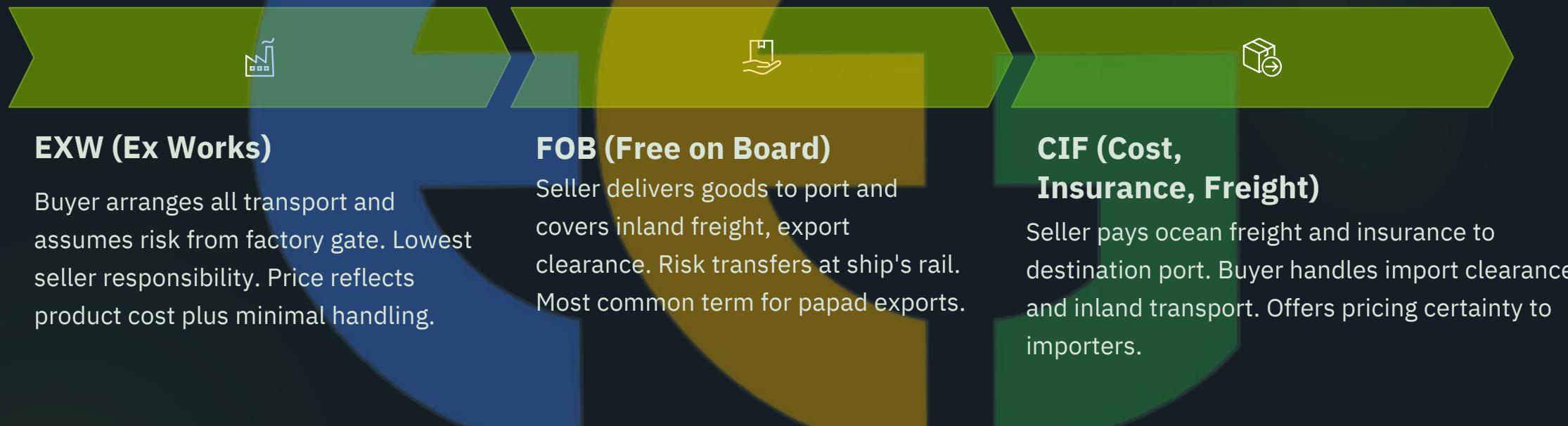
Health certificate from authorised agencies

Export Ex



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



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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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