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PREMIUM TURMERIC POWDER EXPORT

A comprehensive profitability analysis of
retail-packed turmeric exports from India to
premium international markets

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PRODUCT SPECIFICATION

EXPORT-GRADE TURMERIC POWDER

1

Premium Quality Product

Finely ground turmeric powder (100– 120 mesh) sourced from prime growing regions of Dhule and Nashik, known for high curcumin content and rich colour

2

Retail-Ready Packaging

Professional 1 kg laminated pouches designed for premium retail markets, meeting international food safety and labelling standards

3

Shipment Volume

10MT (10,000 kg) consolidated shipment size, optimising freight costs whilst maintaining quality control throughout the supply chain

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COMPLETE COST STRUCTURE ANALYSIS

Detailed breakdown of all expenses from procurement to FOB pricing, demonstrating transparent cost management across the export value chain.





Processing & Quality Enhancement

Primary Processing

₹18per kg: Traditional boiling, sun-drying, mechanical polishing to enhance colour and remove impurities

Fine Grinding

₹5 per kg: Advanced milling to achieve 100–120 mesh fineness, ensuring premium powder consistency

❑ Combined processing represents ₹2,30,000 total investment, critical for maintaining export quality standards and commanding premium pricing

RETAIL PACKAGING INVESTMENT



Laminated Retail Pouches

Food-grade, moisture-resistant packaging preserving freshness and shelf life for international retail distribution

Total packaging cost: ₹12 per kg (₹1,20,000) — a strategic investment ensuring product protection and premium shelf presence



Export Compliance

Multi-language labelling with nutritional information, batch codes, and certification marks meeting destination country requirements

LOGISTICS & DOCUMENTATION

01

Inland Transport to Mumbai Port

₹4 per kg — Temperature-controlled transport ensuring product integrity from processing facility to port warehouse

03

International Freight

₹8 per kg — Container shipping with proper storage conditions maintaining product quality throughout transit

02

Export Documentation & Lab Testing

₹3 per kg — FSSAI certificates, phytosanitary clearances, curcumin content testing, and microbiological analysis

04

Insurance & Banking Charges

₹2 per kg — Comprehensive cargo insurance and Letter of Credit processing fees protecting the transaction

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REVENUE & PROFITABILITY METRICS

₹1...

**Total Cost
per kg**

Comprehensivelanded
cost including all
processing, packaging,
and logistics expenses

₹1...

**FOB
Selling
Price**

Premium market
positioning reflecting
superior quality and
retail-ready packaging

₹63

**Net Profit
per kg**

Strong margin
demonstrating
competitive advantage
and market demand

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OUTSTANDING PROFIT PERFORMANCE



37%

Profit Margin

Exceptional return on investment

Total Shipment Profitability

Revenue: ₹17,00,000

Total Costs: ₹10,70,000

Net Profit: ₹6,30,000

This represents a very strong export margin in the spice commodity sector, significantly above industry averages of 15–25% for processed agricultural exports

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WHAT DRIVES THIS PROFITABILITY?

Strategic Sourcing

Seasonal bulk purchasing from Dhule/Nashik at ₹55/kg secures cost advantage whilst ensuring premium quality raw material

Value Addition

Fine grinding and retail packaging transforms commodity turmeric into premium product commanding 3x markup

Market Positioning

Premium retail segment targets health-conscious international consumers willing to pay for certified quality



Export Opportunity Summary



Proven Business Model

37% margin demonstrates sustainable profitability with clear cost structure and premium market demand



Quality Differentiation

Investment in processing, testing, and packaging creates competitive advantage in international markets



Scalable Operations

10MT shipment size balances volume efficiency with manageable working capital requirements for SME exporters

- ❏ This model demonstrates how Indian spice exporters can capture premium margins through strategic value addition, quality certification, and professional retail packaging rather than competing solely on commodity pricing

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