



EXIM FEDERATION

by Dattasa environment



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To,
Whom it may concern

Subject – Complete Export Business Roadmap – Step-by-Step Guide to Start & Grow International Business.

Dear Sir/Madam,

Exim Federation by Dattasa Environment is an import-export consultancy helping businesses start and grow in international markets. We support exporters with documentation, DGFT services, compliance guidance, buyer development and complete export business setup assistance. Our goal is to simplify global trade opportunities and help Indian businesses build strong international presence with proper guidance and practical execution support.

This Export Business Roadmap PDF is designed to provide a clear step-by-step understanding of how to start and grow an export business professionally. It will help entrepreneurs understand the complete export process, required documentation, market approach and execution strategy needed to secure and manage international business successfully.

PFA (Please Find Attached).



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Food Export Business Roadmap

Complete Step-by-Step Guide to Start & Grow a Successful Food Export Business from Maharashtra

Presented by Exim Federation by Dattasa Environment.

About Exim Federation

Exim Federation by Dattasa Environment is a professional import-export consultancy working with Indian businesses to start & expand business with strong international trade opportunities.

We assist exporters, manufacturers, startups and traders with complete export business support including IEC registration, DGFT consultation, export documentation, buyer development, compliance guidance, shipment coordination and international business strategy.

Our vision is to simplify the export journey for Indian entrepreneurs and help businesses transform from local suppliers into globally recognized exporters through practical guidance, professional systems and execution-based support.

This roadmap is specially designed for individuals and New businesses planning to start a food export business from India.

It provides a practical understanding of the complete export process — covering topics like selecting the right product and completing registrations to finding buyers and executing the first international shipment successfully.

1. Introduction to Food Export Business

Food export refers to supplying food products from India to international buyers, distributors, supermarkets, wholesalers and importers across global markets.

India is one of the world's largest producers & suppliers of food products as its strong agricultural base, diverse food culture, competitive manufacturing ecosystem and most important growing processing industry.

Indian food products are highly demanded globally in categories such as:

- Spices.
- Rice.
- Tea & Coffee.
- Ready-to-Eat Products.
- Snacks & Namkeen.
- Pickles & Chutneys.

- Flour & Grains.
- Frozen Foods.
- Organic Products.
- Instant Food Mixes.
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With increasing international demand for Indian flavors and packaged food products, food export has become one of the most important, scalable and high profitable business opportunities for Indian entrepreneurs.

2. Why Food Export Business is Growing Rapidly –

Key Growth factors for exports

- **Global Demand for Indian Food**
Indian spices, snacks and ready-to-eat products have created strong international demand across multiple countries.
- **Strong Indian Diaspora Market**
Countries with large Indian populations continuously import Indian food products to fulfill local market demand.
- **Growth of International Retail Chains**
Global supermarkets and food chains are expanding their Indian food product categories.
- **Increasing Demand for Organic & Ethnic Foods**
Consumers worldwide are shifting towards authentic, traditional and organic food products.
- **Expansion of E-Commerce & Distribution Channels**
International B2B platforms and global logistics have made export business more accessible for small businesses and startups.
- Food export is no longer limited to large corporations. With proper planning and guidance, even small businesses can successfully enter international markets.

3. Types of Food Export Business Models

Manufacturer Exporter

Manufactures products internally and exports directly under own brand/company.

Advantages

- Better profit margins
- Brand control
- Long-term scalability

Merchant Exporter

Purchases products from manufacturers and exports under own company or brand.

Advantages

- Lower investment requirement
- Easier for beginners
- Flexible product sourcing

Trader / Sourcing Partner

Acts as a sourcing and supply partner between manufacturers and international buyers.

Advantages

- Low operational setup
- Strong networking opportunities
- Easy market entry
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Exim Federation helps businesses identify the most suitable export model based on investment capability, product category and long-term business objectives.

4. Selecting the Right Food Product

Choosing the right product is one of the most important decisions in export business.

Product Selection Criteria

Before finalizing a product, evaluate:

- International demand
- Product shelf life
- Packaging feasibility
- Market competition
- Profit margins
- Supply consistency
- Export viability

Beginner-Friendly Food Export Products

- Turmeric Powder
- Red Chilli Powder
- Cumin Seeds
- Tea & Coffee
- Instant Mixes
- Namkeen
- Biscuits
- Pickles
- Dry Snacks
- Basmati Rice

For beginners, focusing on limited products initially helps maintain quality control and operational stability.

5. International Market Research & Country Selection

Selecting the correct international market is essential for long-term export success.

Important Factors Before Selecting a Country

- Product demand
- Import regulations
- Competition level
- Consumer preferences
- Packaging requirements
- Freight costs
- Buyer categories

Popular Countries for Indian Food Export

- UAE
- Saudi Arabia
- USA
- UK
- Canada
- Australia
- Singapore
- Malaysia
- South Africa

Market research helps businesses reduce risks, improve pricing strategy and identify genuine buyer opportunities.

6. Business Registration & Legal Setup

A properly structured business creates credibility and supports smooth export operations.

Business Structure Options

Proprietorship

Simple and cost-effective for beginners.

Partnership Firm

Suitable for businesses with multiple partners.

LLP

Professional and flexible structure with limited liability benefits.

Private Limited Company

Ideal for scaling internationally and building long-term business operations.

Exim Federation supports businesses in understanding suitable business structures based on operational and export requirements.

7. Essential Documents Required -

Basic Documents for Starting Export Business

- PAN Card
- Aadhaar Card
- GST Registration
- Business Registration
- Address Proof
- Current Account

Maintaining proper documentation from the beginning creates smoother operational flow and builds stronger buyer confidence.

8. IEC Registration (Import Export Code)

What is IEC?

IEC (Import Export Code) is a mandatory license required for conducting export business from India.

Issued by:

Directorate General of Foreign Trade (DGFT)

IEC Registration Process

1. Register on DGFT portal
2. Upload required documents
3. Verify bank details
4. Submit application
5. Receive IEC certificate

Without IEC, export shipments cannot be processed legally.

9. FSSAI Registration for Food Export

Why FSSAI is Important

Food businesses involved in manufacturing, trading, or exporting food products require FSSAI registration or licensing.

Benefits of FSSAI

- Legal food business operations
- Professional business credibility
- Improved buyer trust
- Better compliance management

Compliance creates confidence in international trade operations.

10. Current Account & AD Code Registration

Export Current Account

Businesses should open a dedicated export current account in an authorized bank.

AD Code Registration

AD Code is required for customs clearance at export ports.

AD Code Process

1. Request AD Code letter from bank
2. Register at customs port
3. Activate export clearance access
- 4.

Proper banking setup is essential for international payment processing.

Exim federation provide complete port & AD code setup for business to be ready for their 1st international shipment of import and exports.

11. Packaging & Labeling Preparation

Packaging is one of the most important aspects of food export business.

Packaging Must Include

- Product name
- Ingredients
- Net weight
- Manufacturing date
- Expiry date
- Country of origin
- Batch number

Importance of Good Packaging

- Product protection
- Shelf life management
- International compliance
- Brand presentation
- Buyer attraction

In international markets, packaging quality directly influences product perception and repeat orders.

12. Branding for Food Export Business

Strong branding helps businesses create long-term recognition in global markets.

Professional Branding Includes

- Company logo
- Product catalog
- Packaging design
- Professional website
- Business email
- Social media presence
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Professional presentation improves buyer trust and creates better opportunities with distributors and importers.

13. Finding International Buyers

Buyer development is one of the most critical stages in export business growth.

Online Buyer Platforms

- Alibaba
- IndiaMART
- TradeIndia
- LinkedIn
- Global Sources

Offline Buyer Development Methods

- International trade fairs
- Food exhibitions
- Distributor meetings
- Embassy trade events

Exim Federation helps businesses understand practical buyer communication methods and international business development strategies.

14. Professional Buyer Communication

First Buyer Communication Should Include

- Company introduction
- Product details
- Product images
- MOQ information
- Packaging options
- Export capability

Important Communication Practices

- Use professional email communication
- Maintain quick response time
- Keep communication transparent
- Avoid unrealistic commitments
- Maintain proper records

Professional communication builds long-term business relationships and improves repeat order opportunities.

15. Export Pricing Strategy

Export Pricing Includes

- Product cost
- Packaging cost
- Labeling charges
- Freight charges
- Documentation charges
- Customs-related expenses
- Profit margins

Common Export Pricing Terms

- FOB
- CIF
- EXW

Proper pricing strategy is essential for balancing profitability and international competitiveness.

16. Export Quotation & Proforma Invoice

Proforma Invoice Includes

- Buyer details
- Product details
- Quantity
- Pricing
- Delivery terms
- Payment terms
- Port details



A professionally prepared quotation creates stronger buyer confidence and reflects operational professionalism.

17. Receiving the First Export Order

Order Finalization Process

1. Confirm pricing
2. Finalize payment terms
3. Confirm packaging requirements
4. Confirm shipment timeline
5. Prepare inventory

For beginners, smooth execution and relationship management are more important than aggressive scaling during the first shipment.

18. International Payment Terms

Common Export Payment Methods

Advance Payment

Recommended for beginner exporters.

Letter of Credit (LC)

Secure banking payment mechanism.

Documents Against Payment (DP)

Documents released after payment realization.

Understanding payment security helps businesses reduce international trade risks.

19. Logistics & Shipment Planning

Shipment Methods

Air Shipment

Suitable for urgent or lightweight shipments.

Sea Shipment

Best for bulk food export consignments.

20. Important Export Documents

Must have Food Export Documents

Commercial Invoice

Final export invoice document.

Packing List

Detailed cargo packing information.

Shipping Bill

Customs export clearance document.

Bill of Lading

Sea shipment transport document.

Airway Bill

Air shipment transport document.

Certificate of Origin

Proof of country of origin.

Proper documentation is critical for customs clearance and smooth shipment movement.

21. Customs Clearance Process

Export Customs Flow

1. Cargo arrival at port
2. Shipping bill filing
3. Customs verification
4. Export approval
5. Cargo loading
6. Shipment departure

Understanding export procedures reduces confusion during actual shipment execution.

22. Shipment Tracking & Buyer Coordination

After Shipment Activities

- Share shipment updates
- Send document copies
- Monitor cargo movement
- Coordinate delivery timelines

Continuous communication improves buyer confidence and strengthens long-term relationships.

23. Export Payment Realization

Payment Cycle

1. Buyer transfers payment
2. Bank receives foreign currency
3. Amount credited to exporter account
4. Export transaction completed
- 5.

Successful payment realization completes the export cycle.

24. Common Mistakes to Avoid

Major Mistakes in Food Export

- Weak packaging quality
- Incorrect labeling
- Poor buyer verification
- Improper pricing
- Delayed communication
- Incomplete documentation

Avoiding operational mistakes improves business stability and buyer trust.

25. Important Platforms for Exporters

Useful Government & Trade Platforms

DGFT

IEC & export policy support

APEDA

Agriculture & processed food export support

FSSAI

Food business licensing

28. Final Advice for Food Export Beginners

- Work with experience consultant not coach.
- No import export course can teach you business, courses can teach you the process business you need to learn on your own.
- Focus on product quality.
- Invest in professional packaging.
- Maintain proper documentation.
- Build long-term buyer trust.
- Start with one market initially.
- Avoid overcommitting in early shipments.
- Maintain professional communication.
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Export business success is built through discipline, consistency and trust.

Conclusion

Food export business is one of the fastest-growing international business opportunities for Indian entrepreneurs.

Success in food export depends on:

- Product quality
- Professional packaging
- Documentation accuracy
- Buyer relationship management
- Shipment execution
- Consistent supply capability

With the right guidance, strategic planning and professional execution, even a small business can gradually build a strong international export presence.

Exim Federation by Dattasa Environment

Helping Businesses Build Global Opportunities Through Professional Export Guidance, International Trade Support & Practical Execution Assistance.

