

● Milestone 3: How to Actually Get Export Orders from India

(Part of the 6-Milestone Export Roadmap Initiative by CA Devesh Thakur)

Starting an export business is not only about registration, IEC, and documentation. The **real success begins when you receive your first genuine international export order**. Through this initiative, my mission is to **educate, guide, and empower Indian entrepreneurs** to become successful global exporters.

This blog covers **Milestone 3** of the Export Roadmap—**How to actually get export orders**, which I also explained in my Instagram reel for practical understanding.

🌐 1. Importance of Market Research Before Finding Buyers

Before approaching any international buyer, you must clearly understand:

- Which **countries import your product**
- What is the **market demand**
- Who are your **competitors**
- What are the **quality standards**
- What are the **payment terms commonly followed**

✓ Reliable Market Research Sources:

- DGCIS Export-Import Data
- Export Promotion Councils (EPCs)
- Indian Embassies & Trade Missions Abroad
- Free Trade Agreements (FTA) & Preferential Trade Agreements (PTA)

♦ Example: If you are exporting handicraft products, major markets include the **USA, Germany, UAE, UK, and France**.

🔍 2. Practical Ways to Find Genuine International Buyers

✓ Method 1: International B2B Platforms

These platforms connect exporters and importers globally:

- Alibaba
- IndiaMART International
- Global Sources
- TradeIndia
- ExportersIndia

♦ A strong profile must include:

- Clear product images
- Certifications
- MOQ (Minimum Order Quantity)
- Packaging & shipping options
- Payment terms

✅ **Method 2: International Trade Fairs & Exhibitions**

Trade fairs provide **face-to-face buyer interactions** and bulk order opportunities.

Popular fairs include:

- **IHGF Delhi Fair (India)**
- **Canton Fair (China)**
- **Heimtextil (Germany)**
- **Dubai Trade Expo**

✅ **Method 3: Buyer-Seller Meets via Export Promotion Councils (EPCs)**

India has **27 Export Promotion Councils**, each dedicated to specific industries.

Examples:

- **EPCH** – Handicrafts
- **AEPC** – Apparel
- **Spices Board** – Spices
- **APEDA** – Agricultural exports

Registering under **RCMC** gives you official access to buyers.

✅ **Method 4: Direct Buyer Outreach (Most Powerful Strategy)**

You can directly search buyers on Google using keywords:

- “Wholesale importers of leather bags in USA”
- “Bulk buyers of handicrafts in Europe”

After finding leads, send:

- Company introduction

- Product catalogue
- Certifications
- Pricing & shipping options
- Sample policy

3. Professional Buyer Outreach Scripts

✓ Short DM Script:

“Hello, we are an Indian exporter of [product], supplying to global markets. May I share our catalogue & pricing with you?”

✓ Professional Email Script:

Subject: Reliable Export Supplier from India – [Product Name]

Hello [Name],

We are registered exporters from India (IEC & RCMC holder) dealing in [product]. We offer competitive pricing, custom packaging, and global shipping under FOB/CIF/DDP terms.

We would be pleased to share our catalogue and samples.

Regards,

CA Devesh Thakur

4. Export Pricing Formula – Step-by-Step

Your export price must include:

✓ Base Cost:

- Raw material
- Labour
- Factory overheads

✓ Export-Specific Costs:

- Packaging
- Inland transport
- CHA Charges
- Freight
- Insurance (if CIF)
- Bank & ECGC charges

✓ Incoterms (Decide Cost & Responsibility):

- EXW – Ex Works

- FOB – Free on Board
- CIF – Cost, Insurance & Freight
- DAP – Delivered at Place
- DDP – Delivered Duty Paid

✅ **Profit Margin:**

Normally **10% – 30%**, depending on product & market.

📦 **5. Understanding HS Code (ITC-HS Code)**

The **ITC-HS Code** is an 8-digit code used for:

- Product classification
- Customs duty calculation
- Export policy verification
- Government incentives

Structure:

- First 2 digits → Chapter
- First 4 digits → Heading
- First 6 digits → Subheading
- Full 8 digits → Tariff line

HS Codes can be verified on **DGFT or ICEGATE** portals.

📦 **6. Samples & Product Presentation**

Your **sample quality decides your export future**. Always ensure:

- Professional packaging
- Branding
- Clear product labeling
- Fast courier tracking
- Customization if required

🏠 **7. Payment Terms & Risk Control**

✅ Best payment methods for beginners:

- Advance 20–30% + balance before shipment
- Letter of Credit (LC) for bulk orders
- PayPal / Stripe for e-commerce

➔ Avoid full credit sales without buyer verification.

8. Psychological Closing Techniques

- ✓ MOQ Anchoring Strategy
- ✓ Incoterm flexibility
- ✓ Fast response time
- ✓ Professional mails with clear timelines

These help build **buyer trust** quickly.

Milestone 3 Summary

In this milestone, you learned:

- How to find international buyers
- How to communicate professionally
- How to price your export product
- How to identify HS codes
- How to send samples and close orders

This milestone transforms you from a **registered exporter** into a **revenue-generating global seller**.

Common Export Terms Used in Milestone 3 (Short Form & Full Form)

Short Form	Full Form
IEC	Importer Exporter Code
HS Code	Harmonized System Code
ITC-HS	Indian Trade Classification – Harmonized System
EPC	Export Promotion Council
RCMC	Registration Cum Membership Certificate
FOB	Free on Board

Short Form	Full Form
CIF	Cost, Insurance & Freight
DDP	Delivered Duty Paid
DAP	Delivered at Place
MOQ	Minimum Order Quantity
LC	Letter of Credit
CHA	Customs House Agent
ECGC	Export Credit Guarantee Corporation
DGCIS	Directorate General of Commercial Intelligence & Statistics

IN A Message from CA Devesh Thakur

Through this **Export Roadmap Initiative**, my mission is simple—

- ✓ To make exporting from India **easy, practical, and profitable**
- ✓ To encourage Indian entrepreneurs to enter **global trade confidently**
- ✓ To contribute towards **India's export growth and economic strength**

👉 Connect With Me

I, **CA Devesh Thakur**, have started this initiative to simplify exporting for Indians who wish to go global.

If you wish to learn exports, follow updates, or reach out for guidance, connect with me:

🔗 [Instagram](#)

🔗 [Facebook](#)

🔗 [LinkedIn](#)

🔗 [YouTube](#)