

📘 Milestone 4 – How to Actually Get Export Orders from India (Real Strategy)

By CA Devesh Thakur – Export & Taxation Educator | Founder – Export Roadmap Initiative

Exporting does not begin with documentation.

Exporting begins with demand.

And demand is created only when you successfully **find the right market and the right buyer.**

In my Export Roadmap Series, after covering **Business Setup, IEC, Documentation, Customs & Logistics**, this is the **most important milestone**:

✅ How to Actually Get Export Orders – Practically, Legally & Profitably

This blog is specially written for:

- New exporters
- MSME manufacturers
- Merchant exporters
- E-commerce exporters
- Startups planning global expansion

✅ STEP 1: Market Research – The Foundation of Export Success

Many exporters fail not because their product is bad, but because they **choose the wrong market**. Export is not “sell anything anywhere”. It is a **data-driven decision**.

🔍 What is Export Market Research?

Export market research means:

- Studying **global demand**
- Understanding **buyer behavior**
- Checking **competition**
- Analyzing **price trends**
- Reviewing **trade regulations & duties**

Without market research, exporting becomes gambling instead of business.

✓ Key Factors You Must Analyze Before Selecting a Country

Factor	Why It Matters
Market Size	Confirms whether demand actually exists
Competition	Tells you how tough the market is
Import Regulations	Avoids compliance and rejection issues
Payment Culture	Helps manage credit risk
Logistics Cost	Impacts your final pricing
Quality Standards	Determines your product acceptability

✓ Best Sources for Export Market Research

1. **DGCIS Export-Import Data** – Product-wise and country-wise trade data
2. **Export Promotion Councils (EPCs)** – Sector-based market intelligence
3. **Indian Trade Missions & Embassies** – Country demand reports
4. **International Trade Portals** – Global buying trends
5. **Free Trade Agreements (FTAs & PTAs)** – Lower duty markets

✦ Example:

If you are exporting:

- **Handicrafts** → Target: USA, Germany, France
- **Leather Products** → Target: Italy, UK, UAE
- **Spices** → Target: Middle East, Europe

✓ STEP 2: How to Find Genuine International Buyers (Proven Methods)

Finding buyers is not luck. It is a **structured process**. Let's break down the most powerful buyer sourcing methods used globally.

◆ Method 1: International B2B Portals

These are *digital marketplaces of global trade*.

Popular Platforms:

- Alibaba.com

- Global Sources
- IndiaMART International
- TradeIndia Global
- ExportersIndia

✓ **Best Practices for These Platforms:**

- Upload **HD product images**
- Mention **MOQ (Minimum Order Quantity)**
- Add **HS Code**
- Specify **Payment Terms**
- Show **Certifications & IEC Details**

A weak profile = No inquiries.

A professional profile = Daily buyer leads.

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

Trade fairs are still the **most powerful offline buyer acquisition channel**.

Benefits:

- Face-to-face interaction
- Bulk order negotiations
- Trust building
- Distributor appointments

Examples:

- Canton Fair – China
- Heimtextil – Germany
- Dubai Expo – UAE
- IHGF Delhi Fair – India

Government EPCs also provide **subsidies for MSME exhibitors**.

♦ Method 3: Buyer–Seller Meets via Export Promotion Councils

India has **27 Export Promotion Councils**, each representing a specific sector.

Industry	Export Council
Handicrafts	EPCH
Apparel	AEPC
Engineering	EEPC
Spices	Spices Board
Pharmaceuticals	Pharmexcil

After **RCMC Registration**, you get access to:

- Verified buyer databases
- International delegations
- Trade intelligence
- Financial assistance

♦ Method 4: Direct Buyer Outreach (Most Powerful & Underutilized)

This method brings you:

- Direct control
- Higher margins
- Long-term relationships

✅ How to Find Buyers on Google:

Search:

- “Importers of [product] in USA”
- “Wholesale [product] distributors Europe”
- “[Product] bulk buyers Middle East”

Once buyers are found, you move to the most important stage:

✅ Professional Buyer Communication

✓ STEP 3: Buyer Outreach Scripts (DM + Email Templates)

✓ Professional DM Script

Hello, we are a registered exporter from India dealing in **[product name]**.
We supply to international markets with competitive pricing and quality compliance.
May I share our catalogue and pricing with you?

✓ Professional Email Outreach Script

Subject: Reliable Indian Exporter for [Product Name]

Dear [Buyer Name],

We are a registered Indian exporter (IEC & RCMC holder) engaged in the manufacturing and export of **[product name]** under ITC-HS Code **[XXXX]**.

We offer:

- International quality compliance
- Custom packaging
- FOB / CIF / DDP shipping options
- Competitive pricing
- Fast sampling support

We would be pleased to share our product catalogue and commercial quotation.

Warm Regards,

CA Devesh Thakur

Export Mentor – India

✓ What Builds Buyer Trust Instantly?

- IEC & GST credibility
- Proper HS Code usage
- Clear Incoterm
- Sample readiness
- Fast reply time
- Transparent pricing

Export is not only about pricing — **it is about credibility first.**

✓ Why This Milestone is the Backbone of Your Export Business

Documentation can be outsourced.

Logistics can be outsourced.

Even manufacturing can be outsourced.

But **buyer creation cannot be outsourced.**

It is the **real profit engine of your export journey.**

📁 Important Export Terms Used in This Blog – Short Form vs Full Form

Short Form	Full Form
IEC	Importer Exporter Code
DGCIS	Directorate General of Commercial Intelligence and Statistics
EPC	Export Promotion Council
RCMC	Registration Cum Membership Certificate
FTA	Free Trade Agreement
PTA	Preferential Trade Agreement
HS Code	Harmonized System Code
ITC-HS	Indian Trade Classification – Harmonized System
MOQ	Minimum Order Quantity
DM	Direct Message
FOB	Free on Board
CIF	Cost, Insurance and Freight
DDP	Delivered Duty Paid
B2B	Business to Business
MSME	Micro, Small and Medium Enterprises

IN Why I Started This Export Roadmap Initiative

As a **Chartered Accountant**, I have seen:

- Genuine exporters fail due to wrong guidance
- Fraud buyers destroy businesses
- Poor compliance block foreign payments

This initiative is my way to:

- ✓ Educate India
- ✓ Create global exporters
- ✓ Strengthen “Make in India”
- ✓ Build legally compliant export businesses

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:

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