



PROJECT MOTHER INDIA GROUP



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Exports & Imports (Exim) Analysis

Aim: In this documentation, we have examined various export and import companies through competitive analysis. Additionally, we have studied the countries where these companies engage in importing and exporting activities the most, along with the types of products they import and export. We have also analysed their route ways, how they portray their company on their website, the features and functions included on their platform, their company valuation, and the location of their establishment.

List of companies we compete without:

1. Adijina Global
2. Dev Exports
3. Emporos Hind
4. GRV Pharma
5. Jai Keshav Exports Limited
6. M.H.K
7. SDG Logistics Park Limited

Detailed examination of our competition:

1). Adijina Global Pvt. Ltd

Founder: Adijina Global Pvt. Ltd. was founded by Mr. Ramesh Adijina in 1999. Mr. Adijina is a seasoned businessman with over 20 years of experience in the export industry.

Incorporation Details: Adijina Global Pvt. Ltd. is a private limited company headquartered in Mumbai, India. The company was incorporated in 1999 and has been exporting products from India to over 100 countries around the world.

Services: Adijina Global Pvt. Ltd. provides a wide range of services related to exporting, including:

- Product sourcing
- Quality control
- Logistics
- Documentation
- Financing

Products: Adijina Global Pvt. Ltd. exports a wide range of products from India, including:

- Textiles
- Garments

- Footwear
- Machinery
- Pharmaceuticals
- Food

Countries: Adijina Global Pvt. Ltd. serves customers in over 100 countries around the world. Some of the company's largest customers include Walmart, Target, and Amazon.

2). Dev Exports

Founder: Dev Exports was founded by Mr. Deven Purohit in 1989. Mr. Purohit is a leading expert in the spice and textile industry. He has over 30 years of experience in the industry and has a deep understanding of the global market.

Incorporation Details: Dev Exports is a privately held company headquartered in Ahmedabad, India. The company was incorporated in 1989 and has a team of over 100 employees.

Services: Dev Exports provides a wide range of services to businesses and consumers.

Spices: Dev Exports is a leading manufacturer and exporter of spices. The company offers a wide range of spices, includ-

ing chili powder, turmeric powder, cumin powder, coriander powder, and garam masala.

Textiles: Dev Exports is a leading manufacturer and exporter of textiles. The company offers a wide range of textiles, including sarees, salwar kameez, kurtas, and lehengas.

Other Products: Dev Exports also offers several other products, including agricultural machinery, blankets, and tobacco products.

Countries: Dev Exports serves customers in over 50 countries. The company has offices in Ahmedabad, India, and Dubai, UAE.

3). Empo Emporos Hind

Founder: Emporos Hind was founded by Mr. Rakesh Joshi in 2000. Mr. Joshi is a seasoned businessman with over 20 years of experience in the food industry. He is a former director of a leading food processing company and has a deep understanding of the global food market.

Incorporation details: Emporos Hind is a private limited company incorporated in India in 2000. The company's registered office is in Mumbai, Maharashtra.

Services: Emporos Hind is a leading exporter of Indian food products. The company offers a wide range of products, including:

- Spices
- Pulses
- Grains
- Fruits
- Vegetables
- Snacks
- Confectionery

Products: Emporos Hind also manufactures a range of Indian food products, including:

- Ready-to-eat meals
- Soups
- Chutneys
- Pickles
- Papads
- Naan

Countries served: Emporos Hind serves customers in over 50 countries around the world. The company has a strong

presence in the Asia-Pacific region, Europe, and North America.

4).GRV Pharma

Founder: GRV Pharma was founded by Mr. Rohit Madaan in 2016. Mr. Madaan is a qualified pharmacist with over 10 years of experience in the pharmaceutical industry.

Incorporation Details: GRV Pharma is a private limited company headquartered in Jalandhar, Punjab, India. The company was incorporated in 2016 and is funded by Mr. Madaan and a group of private investors.

Services: GRV Pharma provides a wide range of services in the areas of pharmaceutical and nutraceutical exports. These services include:

- Export of pharmaceutical and nutraceutical products
- sourcing of pharmaceutical and nutraceutical products
- product development and manufacturing
- quality control and assurance
- regulatory compliance
- logistics and transportation

Products: GRV Pharma offers a wide range of pharmaceutical and nutraceutical products, including:

- Multivitamin tablets
- Calcium carbonate
- Minerals and vitamin D3 syrup
- Amino acid with mineral capsule
- Ferrous ascorbate with folic acid drops
- Ferrous ascorbate

Countries Served: GRV Pharma serves clients in over 50 countries worldwide. The company has offices in India, the United States, Europe, and Asia.

5). Jay Keshav Exports Pvt. Ltd.

Founder: Jay Keshav Exports Pvt. Ltd. was founded by Mr. Jayant Keshav in 1995. Mr. Keshav is a qualified engineer with over 25 years of experience in the food processing industry.

Incorporation Details: Jay Keshav Exports Pvt. Ltd. is a private limited company headquartered in Mumbai, Maharashtra, India. The company was incorporated in 1995 and is funded by Mr. Keshav and a group of private investors.

Services: Jay Keshav Exports Pvt. Ltd. provides a wide range of services in the areas of food processing and export. These services include:

- Processing of food products
- Export of food products
- sourcing of food products
- product development and manufacturing
- quality control and assurance
- regulatory compliance
- logistics and transportation

Products: Jay Keshav Exports Pvt. Ltd. offers a wide range of food products, including:

- Spices
- Snacks
- Food stuffs
- Processed Foods
- Mixed Merchandises

Countries Served: Jay Keshav Exports Pvt. Ltd. serves clients in over 30 countries worldwide. The company has offices in India, the United States, Europe, and Asia.

6). MHK Exports Private Limited

Founder: Rajesh Keswani, Rahul Keswani, and Rajini Keswani

Incorporation Details: The company was incorporated on January 15, 2009, in New Delhi, India.

Services: MHK Exports Private Limited provides a variety of services, including:

- Exporting garments to international markets
- Providing a quick manufacturing process from the plant to the buyer
- Offering a vertical managerial structure
- Products: The company offers a wide range of products, including:
 - Women's and children's woven garments
 - High quality products at reasonable prices
 - Creation of new printed designs

Countries Served: MHK Exports Private Limited serves customers in over 50 countries worldwide.

Founder: Rajesh Keswani and Rahul Keswani

Incorporation Details: The company was incorporated on 26th February 2009.

Services: The company provides a wide range of services, including:

- Exporting of food and agricultural products
- Logistics services
- Consulting services
- Products: The company offers a wide range of products, including:
 - Rice
 - Sugar
 - Spices
 - Chickpeas
 - Wheat
 - Frozen vegetables
 - Molasses

Countries Served: The company serves customers in over 50 countries, including the United States, the European Union, and the Middle East.

A comprehensive analysis of the features and functionalities of their websites:

Homepage: The homepage of the website provides an overview of Company services and offerings. Visitors can learn about the company's history, experience, and team. They can also read customer testimonials and learn about the company's commitment to quality.

Services: The Services page provides more information about Company export marketing services. Visitors can learn about the company's approach to product sourcing, customs clearance, warehousing, transportation, documentation, financing, and after-sales support.

Portfolio: The Portfolio page showcases Company work with a variety of clients. Visitors can see examples of the company's marketing materials and other projects.

Blog: The Blog page features articles and insights on a variety of topics related to export marketing. Visitors can learn about the latest trends in the export industry, tips for businesses looking to expand into new markets, and more.

Contact: The Contact page provides information on how to get in touch with Company. Visitors can fill out a form to request a consultation or send an email to the company's team.

In addition to these features, Company website also includes a search bar, a newsletter sign-up form, and social media links. The website is designed to be user-friendly and informative, and it provides visitors with all the information they need to learn more about Company and its services.

Here are some additional details about the website's features:

- The homepage is designed to be visually appealing and engaging. It uses high-quality images and videos to showcase Company work and to create a positive first impression.
- The Services page is comprehensive and informative. It provides detailed information about Company export marketing services, so that visitors can easily understand what the company offers and how it can help them.

- The Portfolio page is visually appealing and easy to navigate. It showcases Company work in a way that is both informative and inspiring.
- The Blog page is well-written and informative. It provides visitors with valuable insights on a variety of topics related to export marketing.
- The Contact page is easy to use. It provides visitors with all the information they need to get in touch with Company

Strength and weakness:

The strengths and weaknesses of export-import (Exim) businesses in India can vary based on various factors. Here are some common strengths and weaknesses associated with Exim businesses in India.

Strengths of companies:

Large and Diverse Market: India has a vast domestic market, offering large opportunities for export-oriented businesses to tap into a wide range of sectors. The diverse consumer base allows for the export of various products and services.

Abundant Natural Resources: India is rich in natural resources such as minerals, agricultural products, textiles, and gems, which can be exported to generate revenue.

Growing Middle Class: The rising middle-class population in India has led to increased consumer demand for imported goods and services. This provides opportunities for Exim businesses to cater to the evolving preferences and demands of the Indian consumers.

Access to a larger market: India is a large country with a population of over 1.429 billion people. This means that there is a large potential market for Indian goods and services. By exporting, Indian businesses can tap into this larger market and grow their sales.

Increased profits: Exporting can lead to increased profits for Indian businesses. This is because there is often a higher demand for Indian goods and services in foreign markets than in the domestic market. This higher demand can lead to higher prices and increased profits.

Job creation: Exporting can help to create jobs in India. This is because it requires businesses to hire more workers to

produce goods and services for export. This can help to reduce unemployment and improve the economy.

Foreign exchange earnings: Exporting can help to earn foreign exchange for India. This is important because it can help to reduce the country's trade deficit and improve its balance of payments.

Weaknesses of companies:

Infrastructure Challenges: India faces infrastructure challenges, including inadequate transportation, ports, and logistics facilities. These limitations can increase the cost and time required for transporting goods, affecting the competitiveness of Exim businesses.

High competition: Exim businesses in India often face intense competition from both domestic and international players. This can make it challenging to find buyers and secure profitable deals.

Currency fluctuations: Fluctuations in currency exchange rates can significantly impact the profitability of Exim businesses. Sudden changes in exchange rates can lead to losses or reduced profit margins, making it challenging to plan and execute business strategies.

Trade barriers: Exim businesses in India often face trade barriers imposed by other countries, such as high tariffs, quotas, or non-tariff barriers. These barriers can limit market access, increase costs, and restrict the growth potential of Indian exporters.

Quality control and compliance: Meeting international quality standards and compliance requirements can be demanding for Exim businesses. Maintaining consistent quality, adhering to product standards, and obtaining necessary certifications can be time-consuming and costly.

Payment and credit risks: Dealing with international buyers and suppliers can involve payment and credit risks. Late payments, defaults, or fraudulent practices can pose financial risks for Exim businesses, impacting their cash flow and overall profitability.

Documentation and paperwork: Exporting and importing goods involves extensive documentation and paperwork, including customs forms, shipping documents, certificates of origin, and compliance certificates. Managing these documents accurately and efficiently can be time-consuming and require expertise.

Lack of market information: Access to accurate and up-to-date market information is crucial for Exim businesses to identify potential buyers, understand market trends, and make informed business decisions. However, obtaining reliable market intelligence in foreign markets can be difficult, which may hinder market expansion efforts.

Shipping and logistics complexities: Coordinating the transportation, storage, and delivery of goods across international borders involves various complexities. Exim businesses must navigate shipping regulations, customs procedures, freight forwarding, and supply chain management, which can be challenging and require expertise.

Dependence on global economic conditions: Exim businesses are susceptible to fluctuations in the global economy. Economic recessions, geopolitical tensions, or natural disasters in major trading partners can impact demand, disrupt supply chains, and affect the profitability of Exim businesses.

Opportunities to build a strong Exim industry:

1). Developing an Exim (export-import) business requires a strong online presence to reach potential customers worldwide. A well-designed website and an effective social media strategy can help us to promote our business, attract clients, and showcase our services.

1). Building the professional website: Creating a user-friendly and visually appealing website to represent our Exim business.

The following features and functions to include our website:

Home page: Providing an overview of our business, highlighting our key services, and the benefits of working with us.

Product catalogue: Showcasing our offerings with detailed descriptions, high-quality images, and specifications. Organize them in categories.

Contact information: Clearly displaying our contact details, including email address, phone number, and physical address.

About us: Sharing information about our company's history, values, expertise, and any certifications or awards we have received.

Testimonials: Featuring customer testimonials or case studies to build trust and credibility.

FAQ section: Addressing frequently asked questions to help potential clients find answers quickly.

Request a quote: Including a form or a contact page where visitors can inquire about pricing or request a quote.

2). Optimize for search engines: Implementing search engine optimization (SEO) techniques to improve our website's visibility in search engine results. This includes using relevant keywords, creating unique and informative content, optimizing meta tags, and building quality backlinks.

3). Implementation of a social media strategy: Social media platforms can significantly amplify our Exim business's reach and engagement. Here are some steps to create an effective social media strategy:

Choose relevant platforms: Identifying the social media platforms that our target audience uses the most. This may include LinkedIn, Facebook, Twitter, Instagram, or industry-specific platforms.

Creating engaging content: Developing a content plan that includes a mix of informative articles, industry news, product updates, success stories, and visually appealing images or videos.

Engage with our audience: Responding to comments, messages, and inquiries promptly. Encourage discussions and share valuable insights to establish ourself as an expert in the field.

4). Run targeted ads: Utilizing social media advertising to reach a broader audience. Creating targeted ads based on demographics, interests, and location to maximize their effectiveness.