

**INDIAN SPICES -GROWTH PERSPECTIVE****J.M. Hude**SBSPM's Adhalrao Patil Institute of Management and Research, Landewadi, Pune, Maharashtra.  
jmhude@rediffmail.com**ABSTRACT**

FMCG market includes all low margin high quantity products, which includes Indian spices also. Indian varied climate can grow every spice in the world. The current scenario of exports is highly motivated and shows substantial growth. The Indian culture and upcoming rural/urban economy of India and alert marketing strategies of Indian market players has resulted into growth in spices market. India holds the premier position in the world in export of spices, because of the varying climates suitable for the spice cultivation. Almost all spices are grown in this country. In almost all of the 25 states and seven union territories of India, at least one spice is grown in abundance. No country in the world produces as many kinds of spices as India. It has a high growth in exports as well as domestic market.

**Keywords:** Export, Spices, FMCG, Rural Market, Marketing-Strategies

**Introduction**

Fast Moving Consumer Goods (FMCG), are items that are sold quickly at relatively low cost. Though the net profit made on FMCG products is relatively less, they generally sell in large volumes, so the cumulative profit on such products can be large. Examples of FMCG include a wide range of frequently purchased consumer products such as teeth cleaning products, toiletries, shaving products and detergents, soap, cosmetics, as well as other non-durables such as batteries, glassware, light bulbs, paper products and plastic goods. FMCG may also include products from pharmaceuticals, and consumer electronics, packaged food products and drinks, though these are often categorized separately. FMCG products differ from durable goods or major appliances such as kitchen appliances that are generally replaced less than once a year. In Britain, "white goods" in FMCG means large household electronic items like refrigerators. Smaller items such as stereo systems and TV sets are sometimes termed "brown goods".

**Growth Prospects**

With the presence of 12.2% of the total populace in the towns of India; the Indian country FMCG market is something nobody can neglect. Expanded spotlight on ranch area will support country salaries, consequently giving better development possibilities to the FMCG organizations. Better foundation offices will further develop their production network. FMCG area is additionally prone to profit with

developing interest on the lookout. Due to the low per capita utilization for practically every one of the items in the country, FMCG organizations have tremendous opportunities for development. Also, if the organizations can adjust the attitude of the buyers, for example in case they can take the customers to marked items and offer new age items, they would have the option to produce higher development sooner rather than later. It is normal that the rustic pay will rise, boosting buying power in the open country. Notwithstanding, the interest in urban regions would be the key development driver over the long haul.

Likewise, expansion in the urban populace, alongside expansion in pay levels and the accessibility of new classifications, would assist the urban regions with keeping up with their situation as far as utilization. As of now, urban India represents 66% of absolute FMCG utilization, with country India representing the excess 34%. Nonetheless, country India represents over 40% utilization in major FMCG classifications like individual consideration, texture care, and hot refreshments. In urban regions, home and individual consideration classification, including skin health management, family care and female cleanliness, will continue to develop at moderately appealing rates. Inside the food sources section, it is assessed that handled food varieties, pastry shop, and dairy are long haul development classifications in both provincial and urban spaces of the tapped and undiscovered Indian Market.

### Availability of Raw Materials

The assorted agro-climatic conditions are seen in India, there is a huge crude material base reasonable for food preparing businesses. India is the biggest maker of domesticated animals, milk, sugarcane, coconut, flavors and cashew and is the second biggest maker of rice, wheat and natural products & vegetables. India additionally creates acidic pop a lot debris, which are needed for the creation of cleansers and cleansers. The accessibility of these crude materials gives India the area advantage.

### Indian Spices: Aromina of Success

Indian flavors are renowned for their hostage flavor and smell loaning the Indian food its flawless taste. These flavors are utilized generally in the space of drugs, nutraceuticals, perfumery, toiletry and beauty care products. The significant flavors delivered in India are dark pepper, cardamom, ginger, turmeric, stew, garlic, coriander, cumin, fennel, fenugreek, celery, clove, nutmeg, cinnamon, tamarind, kokum, garcinia, curry leaf, saffron, vanilla and mint.

India is a significant provider of pepper in worldwide market. Its offer on the planet market is around 30%. Flavors trades overall and pepper specifically have shown wonderful development against weighty chances. The new model is of July 1987, when USFDA boycotted Indian dark pepper because of the presence of rottenness in 20 out of 60 shipments to USA examined during December, 1986 to May 1987.

The choice of USFDA came as an extreme mishap to the pepper fare to USA. Pepper being the first thing in flavor fare and USA being the significant shipper of flavors including pepper. It became necessary for India to find ways and means to remedy the situation. Immediately an agreement was struck with USFDA by introducing compulsory pre-shipment inspection in quality control of pepper. Export Inspection Agency of the Government of India was given the task and quality control and Spices. Board took up the task of educating the farmers, intermediary merchants and exporters on the scientific post-harvest handling of pepper for avoiding contamination. On the basis of assurance

given, USA lifted the ban imposed on import of pepper from India.

This incident gave an impetus for the Board to consider quality as the crucial factor for improving exports. Subsequently, the Board set up a Quality Evaluation and upgradation Laboratory and introduced various measures to monitor the quality at the producing, processing, manufacturing and exporting levels. Instead, it brought out voluntary schemes which are beneficial to different types of processors, manufacturers and exporters. These include felicitating processors/manufacturers who adopt modern manufacturing practices in their operation.

The Board has also started awarding Indian Spice Logo to promote quality of Indian spices and spice products in consumer packs in overseas markets. Popularising Indianness and quality is the objective of this logo. Apart from ensuring facilities for hygienic handling of spices its continuance is ensured by periodical inspections. The Board has launched another programme to benefit processors and manufacturers of spices for acquiring internationally accepted ISO 9000 quality certification. It also extends assistance in getting the environment management system ISO 14000 series and establishing HACCP system in processing/manufacturing units. The technical and financial assistance in the quality improvement programmes helped a large number of units to acquire either one or all the systems of quality improvement. The hygienic systems adopted and practiced are based on the quality standards prescribed by various importing countries like USA and Europe.

The Quality Evaluation and Upgradation Laboratory is in steady touch with different Importers Associations and Governments of bringing in nations to show up at a doable and pragmatic degree of principles without thinking twice about the wellbeing worries of the bringing in nations. It assists with imparting trust in the personalities of shippers and make them mindful of the capacities procured by India in the field of value improvement and quality affirmation.

### Growth in Exports

The Indian Spice Industry is taking on fresher approaches to have the option to react quickly

to the progressions in the global field. Deliberate endeavors on the quality front have begun delivering rich profits. India is currently considered as the best hotspot for quality flavors. This is one justification the consistent development in our fares. The detainment level of Indian zest transfers in the ports of call have definitely descended. This itself is a proof of the quality capacities of India, upholding the believability further.

The capabilities of the Indian spices exporters to contain the quality problem in a very short span of time have made major international spice trade associations like American Spice Trade Association (ASTA), European Spice Association (ESA) and All Nippon Spice Association (ANSA) to invite representatives from Indian spice industry not only in their annual conventions but also in their decision making committees where strategic decisions are taken on quality standards, method of analysis and use of different techniques and chemicals for preservation of spices and spice products. This is a significant advance forward as it hoists the situation with the business and the nation and it is the first run through the perspectives on the nation are considered by the bringing in nations for forming laws on delicate issues like food cleanliness and general wellbeing.

### **Technological Advancement**

To surrender adequate back to the endeavors in the field of value improvement, the Board has additionally made introductions to the field of innovative up degree. However this is free indeed for quality confirmation, it has opened vistas for more up to date items, proficiency underway and expansion in usefulness. Mechanical headway has added to the sterile creation through motorization of a significant number of the tasks up until recently done physically. Use of PC has worked with more extensive item blends bringing about new items particularly in curry power portions. A portion of the boondocks advances embraced by the business are carbon dioxide liquid extraction, epitome of zest oils, powders, and cryogrinding.

### **Value Addition**

However started somewhat recently, esteem expansion in the spice area has accomplished praiseworthy situation in spaces of fares. More than 33% of the complete fares are as worth added items. In excess of 150 worth added items are currently accessible for send out. The most significant among them are spice oils and oleoresins. Best in class advances are created in this area which gives an interesting situation to India in the worldwide spice extraction market. India supplies more than 70% of the complete world stockpile of spice oils and oleoresins are from India.

A solid R and D help accessible in this area empowers the business to enhance in fresher regions while growing new items for new employments. Advancement of chillicolour, end of compound solvents to an almost zero level in the eventual outcome after extraction and crystallization of mongrel cumin are a portion of the accomplishments of the in-house R and D of the spice business. Consistent innovative work exercises are in progress for item enhancement which can discover new allure in existing and new market.

### **Business of Spices**

Inside the previous multi decade the global exchange spices has developed huge amounts at a time. An expected 500,000 tones of spices and spices esteemed at 1500 million US dollars are presently imported around the world consistently. A great 46% of this stock comes from India. India's fares of spice removes have shown breathtaking development achieving more than 50% of the worldwide market inside a limited capacity to focus. Over the previous decade, the Indian Spices industry has made quality the front line of its worldwide strategy. Lately, fare of Indian Spices has been taking goliath jumps. The Indian fare of spices has crossed the 450 million US dollar mark during 1999-2000 and has arrived at 468 million US dollar. This noteworthy accomplishment is brought into the world of an ocean change in the business situation. From conventional item trades, Indian Spices have advanced into a best in class industry. Engrossing innovation, expansive basing its items range, creating esteem added items, distinguishing specialty markets, producing vital unions securing

worldwide coordinated efforts and joint endeavors.

### The Indian Share

As of now, India produces around 2.5 million tons of various spices esteemed at roughly 3 billion US \$. Lately, fare of Indian Spices has been taking monster jumps. The Indian fare of spices has crossed the 450 million US dollar mark during 1999-2000 and has arrived at 468 million US dollar. This noteworthy accomplishment is achieved an ocean change in the business situation. The significant spices-items incorporate – (a) Single Ingredient Spices: Chili Powder, Coriander Powder, Turmeric Powder, (b) Blended Spices: Chatpat Masala, Kanda Lasoon Masala, Garam Masala, Chole Masala, Sambar Masala, PavBhaji Masala, Subji Masala, Biryani Masala, Chat

Masala, Tea Masala, Milk Masala, Pickle Masala, Chiwada Masala, Curry Powder, Super Masala. (c) Papads (Handmade/Machine made): Sindhi, Udid, Garlic-Green Chili, Potato, Punjabi, Rajasthani, Palak, Chana, and so on (d) Food Products: Fried Onions, Garlic Powder, Garlic Flakes, Papadums, and so forth

### Conclusion

India holds the premier position in the world in export of spices, because of the varying climates suitable for the spice cultivation. Almost all spices are grown in this country. In almost all of the 25 states and seven union territories of India, at least one spice is grown in abundance. No country in the world produces as many kinds of spices as India. It has a high growth in exports as well as domestic market.

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