[Gary Huang] 0:05

Welcome back to the seven figure seller Summit. My name is Gary Huang today. I'm very excited to have Meghla Bhardwaj wash and Margaret jolly with us. Welcome, welcome. How are you guys?

[Meghla Bhardwaj] 0:16

Hi, Gary.

[Gary Huang] 0:18

Good, good. It's great to have both of you guys back.

[Gary Huang] 0:21

And also, I like to give a quick shout out to India sourcing network, our bronze sponsor,

[Gary Huang] 0:28

and they're really helping a lot of ecommerce sellers get started and also take their India sourcing to the next level, they will be sharing a little bit more about that.

[Gary Huang] 0:37

But if you are considering sourcing from India,

[Gary Huang] 0:40

I highly recommend the India sourcing trip that is coming up very soon in October.

[Gary Huang] 0:46

And I'm sure Meghla and Mark will be sharing more about that.

[Gary Huang] 0:51

But today, first off, I'd like to introduce the master class that they will be giving today,

[Gary Huang] 0:57

They're going to dive a little deeper into India sourcing than what you're normally accustomed to,

[Gary Huang] 1:02

They’re going to walk you through the different India production hubs.

[Gary Huang] 1:07

So there's different regions in India that specialise in different products and different materials.

[Gary Huang] 1:13

And there's also certain pitfalls that they're going to show you so you can avoid these to save time and money.

[Gary Huang] 1:19

So I'm very excited to have both Megihla and Marg back their alumni speakers at seven figure seller Summit, a quick introduction for those of you meeting them for the first time.

[Gary Huang] 1:29

So Megihla is the co-founder of India sourcing network in India sourcing trip, and she has over 20 years’ experience in sourcing and supply chain from Asia. She's currently based in India.

[Gary Huang] 1:42

And Marg is also with a co-founder of India sourcing network in India sourcing trip.

[Gary Huang] 1:48

She has a wealth of experience, and she's an ecommerce veteran.

[Gary Huang] 1:52

And she has been personally sourcing from India for over five years now. And she's based in Australia.

[Gary Huang] 1:58

So before we get started with the presentation, Could you walk us through?

[Gary Huang] 2:04

Who's the training for today? And why is it very important?

[Meghla Bhardwaj] 2:10

For the training is for anybody who's looking to source products from India, you could be a new seller who's just starting out,

[Meghla Bhardwaj] 2:17

And you want to start with maybe some unique products.

[Meghla Bhardwaj] 2:21

And you could also be an experienced seller who's already sourcing from China or other countries, and you want to diversify your sourcing, so that you're not putting all your eggs in one basket.

[Meghla Bhardwaj] 2:32

And what we're going to do that's very different is we're going to go through all of the key categories that can be sourced in India.

[Meghla Bhardwaj] 2:39

And we'll also tell you about the different production hubs where they're manufactured and the differences between the various production hubs so that when you are sourcing a particular product,

[Meghla Bhardwaj] 2:49

You're going to the right place to buy that product to the right factories.

[Meghla Bhardwaj] 2:54

Ned we'll also share how the products are different from China, and also some tips on some pitfalls to avoid.

[Gary Huang] 3:03

Excellent. And also, I'm not sure if you will be covering this in your presentation.

[Gary Huang] 3:09

Will you be talking about the state of this sourcing and supply chain from India?

[Gary Huang] 3:14

Or? If not, can we quickly touch upon that before we dive in? What do you suggest?

[Meghla Bhardwaj] 3:20

Yes, let's let's touch upon that now. Because you're going to be focusing really on products and production hubs in the presentation.

[Meghla Bhardwaj] 3:28

So, Gary, as you know, a couple of months ago, I moved back to India, and one of the main reasons I moved back is because exports have been growing significantly in India.

[Meghla Bhardwaj] 3:38

And you know, we really want to take India sourcing network to the next level, we want to help all of the Amazon ecommerce sellers in our community to source better products.

[Meghla Bhardwaj] 3:47

And we're really seeing a lot of growth in this industry. So overall, you know, last year, India's exports grew about 40% year on year.

[Meghla Bhardwaj] 3:56

So there's significant growth happening in this industry, there's a lot of investment in the manufacturing sector that the government is doing.

[Meghla Bhardwaj] 4:03

And also a lot of factories are being set up for various products.

[Meghla Bhardwaj] 4:09

And there are certain categories that are upcoming that the committee is focusing on.

[Meghla Bhardwaj] 4:14

One of them is toys, we're seeing a lot of foreign investment in toys, and also a lot of domestic local companies setting up factories to manufacture toys.

[Meghla Bhardwaj] 4:24

In fact, there's also a toy fair that has been launched this year and it's happening later this month in, in Delhi in Noida, actually.

[Meghla Bhardwaj] 4:34

So that's one sector or one industry that people should really, you know, take note off and there's increasingly going to be a lot of toy production happening in India.

[Meghla Bhardwaj] 4:44

And these are, you know, proper like plastic injection toys that you would find in China like little dolls or you know LEGO sets or all of the regular plastic injection kind of toys.

[Meghla Bhardwaj] 4:55

They're not necessarily the wooden toys that have traditionally been so export from India.

[Meghla Bhardwaj] 5:00

So that's one thing that we're seeing, there's a lot happening in the manufacturing and export industry overall.

[Meghla Bhardwaj] 5:06

Also, what we're seeing is that there's focus on electronics production.

[Meghla Bhardwaj] 5:10

And that is increasingly going to be one of the important industries for exports and manufacturing in India, too.

[Meghla Bhardwaj] 5:16

We're seeing a lot of investment in things like mobile phones, electronics, accessories, you know, chargers, power banks, those kinds of products are also being manufactured in India,

[Meghla Bhardwaj] 5:28

The government has this initiative where they are promoting, you know, conman Air Parrot,

[Meghla Bhardwaj] 5:33

which literally translates to self-reliance, India, and they're promoting production manufacturing in the country so that there's not there's less dependence on imports from other countries.

[Meghla Bhardwaj] 5:44

So overall, this is, you know, really giving a boost to manufacturing and exports.

[Meghla Bhardwaj] 5:49

And maybe Mark can also touch upon logistics, because that is an issue that are that's a question that we often get from people, you know

[Meghla Bhardwaj] 5:56

What is this state of shipping costs? And are there any delays because of COVID?

[Meghla Bhardwaj] 6:01

Or, you know, other issues and container shortages? So I do want to give you an update on

[Margaret jolly] 6:06

Yes, certainly. Yeah, look at the moment, delays, there really isn't much in the way of July.

[Margaret jolly] 6:12

And for those of you who don't know, shipping from Nava shaver, which is the main port in India to the East Coast, it takes about 21 days, and we suggest anyone shipping goes to the East Coast,

[Margaret jolly] 6:24

Not to the West Coast, because that's about 40 plus days, then you get lost in the China, sort of incoming goods as well, and all the delays.

[Margaret jolly] 6:33

So the East Coast is much a much quicker, sort of whole process. It's also cheaper container costs.

[Margaret jolly] 6:39

And those things are cheaper on the East Coast than the west coast at the ports.

[Margaret jolly] 6:44

And the cost of containers. I haven't checked in the last couple of weeks, but though we're down to about, I think 8000 For a 20 foot and 10 for a 40 foot.

[Margaret jolly] 6:54

So fluctuate slightly, but yeah, they're back down, not back down to the lovely yard and our do I have at one point here on my wall $4,000 for a container booked up.

[Margaret jolly] 7:03

Yeah, we're getting better. But yeah, it's coming down. Good.

[Gary Huang] 7:08

Excellent. So in terms of COVID, any COVID effects you're seeing are the times pretty back to normal?

[Margaret jolly] 7:18

Doesn't seem to be much sort of delayed with, you know, many people, I haven't sort of had anyone really saying that they're waiting any extra time.

[Margaret jolly] 7:26

India just seems to be going along?

[Margaret jolly] 7:29

Like this. No. COVID really, I mean, Meghla is there and she keeps saying, you know, she doesn't really see or, you know, hear much about COVID You want to touch on COVID Mitel?

[Meghla Bhardwaj] 7:38

Yeah, so COVID is when there are some cases, you know, everyday over here,

[Meghla Bhardwaj] 7:45

But it's there, not a very high, the numbers are not very high.

[Meghla Bhardwaj] 7:49

So things are pretty much back to normal over here.

[Meghla Bhardwaj] 7:51

here are some, you know, malls etc., where you need to wear masks, but otherwise, most people are not really wearing masks as such.

[Meghla Bhardwaj] 7:59

And it feels pretty normal vows there no COVID restrictions or, or anything like that.

[Meghla Bhardwaj] 8:04

In fact, even you know, there's a lot of tourists coming to India as well, nowadays, like we went to Agra the other day, and we saw quite a few tourists over there on the train and at the monuments where we were born to.

[Meghla Bhardwaj] 8:18

Yeah, foreign tourists. But there were a couple of Americans.

[Meghla Bhardwaj] 8:22

Yeah, we were talking to them. And they had travelled from the US and they were basically tourists in India.

[Meghla Bhardwaj] 8:29

So that was very encouraging to see foreign

[Gary Huang] 8:31

Tourists. Okay, no, that's good news. It sounds like India, I know it is growing very rapidly in India,

[Gary Huang] 8:39

I saw a study done by Kim saying that since the three years of the pandemic,

[Gary Huang] 8:44

India has been the like the biggest beneficiary of sourcing, you know, shipped from China to other countries like India got the most gain.

[Gary Huang] 8:56

So that's, that's why I think it's one of the rising spots for sourcing and supply chain.

[Gary Huang] 9:01

So let's, so without further ado, let's go ahead and get started with the presentation.

[Gary Huang] 9:07

Guys. Would you like to share your screen?

[Meghla Bhardwaj] 9:10

Yes, let's get started. Okay, so products and production hubs.

[Meghla Bhardwaj] 9:14

So we've just really quick introduction, you know, as Gary said, I'm the co-founder of India sourcing network India sourcing trip.

[Meghla Bhardwaj] 9:22

I worked in the sourcing industry for over 20 years in India, Philippines, China, Singapore, and now back in India. And I've also worked for leading sourcing talent from local sources.

[Meghla Bhardwaj] 9:33

Aren't you want to just

[Margaret jolly] 9:34

Do it? Yes, I will. But I'm also the co-founder of the India sourcing network India sourcing trip and the Econ India Summit. I've actually been sourcing from India for over five years.

[Margaret jolly] 9:43

I originally started in China and very quickly pivoted to India and don't want to leave.

[Margaret jolly] 9:49

I offer one on one coaching and I was a mentor to small businesses for many years and have run quite a few and managed lots of businesses.

[Margaret jolly] 9:56

So I'm a bit of a figures person on making profit.

[Meghla Bhardwaj] 10:02

Okay, so let's get started

[Meghla Bhardwaj] 10:05

. So we thought we'd start with an overview of what types of products are manufactured in India and where the key production hubs are for most products.

[Meghla Bhardwaj] 10:13

So this is a map of India. And as you can see, most of the production actually happens in north India, it's concentrated in north India,

[Meghla Bhardwaj] 10:22

And there is production in south as well. But there are certain specific products that are done there,

[Meghla Bhardwaj] 10:27

But most of it is in the north. Now, let's just go through, you know, some of the key categories so these are specifically categories for E commerce, Amazon sellers.

[Meghla Bhardwaj] 10:37

You know, there are also other industrial products that we're not going to cover over here, but these are mostly the types of products and ecommerce sellers to source so home decor and gifts.

[Meghla Bhardwaj] 10:46

This is one of the biggest categories and is doing really well in Amazon.

[Meghla Bhardwaj] 10:50

And there are lots of products that are made out of metal wood, ceramic, jute glass, mostly natural materials. India specialises in natural materials.

[Meghla Bhardwaj] 10:58

And there are of course, you know, plastic injection and those manmade materials for example, in textiles that are available as well, currently in their strength in terms of you know,

[Meghla Bhardwaj] 11:10

A competitive pricing wide variety of products is mostly natural materials.

[Meghla Bhardwaj] 11:15

And there's a lot of kitchenware and tableware.

[Meghla Bhardwaj] 11:17

Also in natural materials such as furniture, furnishings, fashion accessories,

[Meghla Bhardwaj] 11:22

Textiles and Apparel, organic cotton, leather, eco-friendly products, and also food items such as superfoods, tea, coffee, spices, etc.

[Meghla Bhardwaj] 11:30

Now in the north, there are mostly production hubs that specialise in different products and they specialise by material.

[Meghla Bhardwaj] 11:39

So for example, there's a production hub that makes mostly metal products, so wooden products or leather products. So the specialisation is mostly by material. In the south, there's lots of apparel production,

[Meghla Bhardwaj] 11:52

And there's also electronics the South is really an up and coming production hub for electronics and a lot of the automobile factories

[Meghla Bhardwaj] 12:00

Are also based in the south in Chennai and smaller cities around this area, therefore, is one of the biggest centres for cotton textiles productions,

[Meghla Bhardwaj] 12:09

There are 1000s of factories over here doing all types of cotton production and they're also textile mills.

[Meghla Bhardwaj] 12:16

And the main reason for that is because there are there's a lot of cotton that's grown in the south.

[Meghla Bhardwaj] 12:21

And so that's why the industries have sort of grown have developed over there.

[Meghla Bhardwaj] 12:26

So now let's just do a deep dive into specific product categories. Mark, do you want to start?

[Margaret jolly] 12:31

Yes certainly. Yes. Now with what the main products are available as like home decor cutting boards, posters,

[Margaret jolly] 12:39

utensils, tables, you get bar stools chairs, you know, bigger pieces like dining tables, there's a lot of a lot of different furniture types.

[Margaret jolly] 12:49

Now the two main types of wood are Acacia mango, wood, teak and bamboo.

[Margaret jolly] 12:54

Now bamboo isn't you the same bamboo that we get from China the main sort of our suppose my favourite word I would have to say is mango wood.

[Margaret jolly] 13:06

If anyone hasn't seen it have a look at mango wood it is beautiful and it is a very good for using for E commerce

[Margaret jolly] 13:12

because it is a much lighter wood when you're shipping mango Wood is a much lighter weight wood to ship and it's also very eco friendly

[Margaret jolly] 13:20

Because when the mango trees actually stopped production after about 15 years they are cut down and used in the world

[Margaret jolly] 13:28

and another trees planted so it's not like you're waiting 100 years to get a tree to get some water now the regional differences in India the

[Margaret jolly] 13:36

desert regions are the main areas where the wood is so the patients are that many of the ward is from Regis tan now you get furniture from John Paul

[Margaret jolly] 13:46

, smaller items for your home decor from Jetport and saran poor for more cardboard.

[Margaret jolly] 13:52

And there's a lot of smaller suppliers there and we've sort of find that that's probably one of the places that we would sort of suggest maybe that you know to be very careful

[Margaret jolly] 14:01

With or avoid because you can get some quality issues there in insert or next slide please Mughal Okay,

[Margaret jolly] 14:11

Now the differences between China like a most of the wood is like Artisan type wood items and higher end pieces.

[Margaret jolly] 14:21

They you know, I suppose a lot of them are just really hand carved and a lot of time goes into them, a lot of them

[Margaret jolly] 14:30

Punched out and things so you get a lot of,

[Margaret jolly] 14:33

I suppose labour intensive products from in the wood range and good furniture but the IKEA type cheap furniture tends to come from China.

[Margaret jolly] 14:44

Now the pitfalls and sourcing tips as I said before, so report can have a few problems with the quality of board and pests and bad suppliers.

[Margaret jolly] 14:53

So always work with a largest supplier or utilise a sourcing agent.

[Margaret jolly] 14:58

There are many great sourcing agents In sort of India who can help you to source something unique as well, and they, you can still have a customised product done through your sourcing agent.

[Margaret jolly] 15:10

Now to for customs purposes, you need the Lackey

[Margaret jolly] 15:14

Act document to have your goods leave India, it's not a problem to get all the export focus manufacturers actually provide that for you.

[Margaret jolly] 15:23

So you just have to contact your supplier,

[Margaret jolly] 15:25

They'll know what you need. And it's odd. In five years, I've never actually seen it.

[Margaret jolly] 15:29

My piece of paper has just gone through the shipping line and through customs and I don't actually even saw it.

[Margaret jolly] 15:36

And if you're doing MDF, there's a carb certification that you require. Next slide, please.

[Gary Huang] 15:43

Mark. Sorry, can I just ask a question?

[Gary Huang] 15:46

Yes. Back to the previous slide with the Lackey Act. That is for the wood fumigation for pests. Is that correct?

[Margaret jolly] 15:56

Yes, it is. Yeah.

[Gary Huang] 15:57

Okay.

[Margaret jolly] 15:58

That's right. Yeah. I

[Margaret jolly] 15:59

Just wanted to clarify that for people. Yeah.

[Meghla Bhardwaj] 16:01

You know, how the wood is sourced. It's also about the source of the wood and to confirm that the wood has been sourced in a sustainable way and there's no you know,

[Meghla Bhardwaj] 16:12

Illegal logging or anything that's sort of involved. And so this is for the US market specifically,

[Meghla Bhardwaj] 16:19

If you're importing products from anywhere in the world to the US you need this this yet.

[Gary Huang] 16:24

Same with China. And what is MDF for people that aren't familiar?

[Meghla Bhardwaj] 16:32

Medium Density Fibreboard stop engineered wood and it's a regular word that we usually get our tables and

[Gary Huang] 16:47

Article for like, yeah, like Yeah, so the assumption is like there's not going to be like pests in there because it's literally like glue together.

[Gary Huang] 16:59

Okay, so you wouldn't use a certification to prove that to illegally import into the US so you don't have to deal with like the Lacey Act and the fumigation, etc.

[Gary Huang] 17:07

Right now. Okay, cool. Just wanted to clarify good stuff. Let's keep going guys, thank you.

[Margaret jolly] 17:14

Okay, now just here on the map, you can see the main production hubs, the ward and you've got the jumper on the left Jaipur in the middle and up the top you have Sarah.

[Margaret jolly] 17:26

So that's the three main production hubs forward. Can we go on to the next slide, please?

[Meghla Bhardwaj] 17:32

I think we should also mention that Miranda but is now developing as a wooden products hub as well.

[Meghla Bhardwaj] 17:39

And a lot of the mango wood products are that producing rather but the thing is, yeah.

[Margaret jolly] 17:48

Okay, now metal products. There are some beautiful metal products come out of India and you can have brass home decor.

[Margaret jolly] 17:56

There's a lot of Blanton's fences, table platters, cavalry and utensils, and many miscellaneous like vases, all sorts of types of Metal Garden accessories, there's lots and lots of things,

[Margaret jolly] 18:10

You know, anything you can basically think of around the home that's made out of metal I suppose.

[Margaret jolly] 18:15

And now the key types of metal are brass, copper, stainless steel, wrought iron and aluminium.

[Margaret jolly] 18:22

And the main regions are Moradabad job bulk and job poor. So very similar to the wooden product.

[Margaret jolly] 18:29

So it's quite easy, if you want to do a mix of wood and metal together, which is very popular in India,

[Margaret jolly] 18:36

The three regions that are shown are really good because you can actually do supplies there handle both so you can have something you know, a metal board made with, you know, wooden, you know, s

[Margaret jolly] 18:48

Ort of trim or something you can or you can have a half board or all sorts of things made out of the mixture.

[Margaret jolly] 18:56

Now the region differences job or does more engraving type wood around about is from cast metal,

[Margaret jolly] 19:03

Specifically with aluminium, brass and copper etc. And Job pole is for wrought iron products.

[Margaret jolly] 19:11

So I think with the metal, it's very easy to custom design your products in India.

[Margaret jolly] 19:16

So because it's not mass produced on a machine, you can actually say look, I want to change a handle slightly and they're very hands on and handmade,

[Margaret jolly] 19:26

I've actually been to our factory and watch them actually like my handles for say, a mug or something and they actually sit there and do each handle individually.

[Margaret jolly] 19:35

So you are getting true handmade products and that does make your lead time a little bit longer.

[Margaret jolly] 19:42

So you know, if you're looking to have a you know, handcrafted metal product, you might be looking at 60 to 90 days, whereas if you're coming out of China, it's one of the disadvantages.

[Margaret jolly] 19:52

They are not mass produced in a bulk of the 1000 you know, in 24 hours type situation.

[Margaret jolly] 19:58

So that's one difference that you've got to come to terms with when you if you're moving from China to India,

[Margaret jolly] 20:04

but the benefit is you've got a you know, once you're organised and you've got your orders sort of staggered, as I find if you have an order leaving,

[Margaret jolly] 20:13

you start thinking about your next door, it's not like China where you can just go all need that and it'll be there in you know, six or eight weeks.

[Margaret jolly] 20:20

So that's probably one downside, but it's a matter of being organised and the benefits of getting the beautiful products and make it all worthwhile. Next slide, please.

[Margaret jolly] 20:30

Now, the differences are the products are made by hand, which I've said and the corporate capabilities of China, so you get a lot more variation from India.

[Margaret jolly] 20:42

Now, the pitfalls are asking your supplier to do something outside their wheelhouse, so always, don't go to someone who doesn't or has never done anything like you want before.

[Margaret jolly] 20:52

So always ask them, you know, have you done something similar to this, it doesn't have to be the same product but along similar lines, you know, and if you have a new product,

[Margaret jolly] 21:02

it can take a little bit longer to develop because obviously, you haven't gone and picked something off Aliabad and said I want that you are usually customising something,

[Margaret jolly] 21:11

You might send over some pictures from Betsy or somewhere where you've seen something and ask them to make some changes to it. That would be probably how you would work. So next slide, please mega There we go.

[Margaret jolly] 21:24

The map is very similar to the last one we had for wooden you've got job port Jaipur and Moran bah.

[Margaret jolly] 21:30

So that's three hubs again, next slide. I think it's up to you.

[Meghla Bhardwaj] 21:38

Okay, so let's talk about a parallel and specialty textile.

[Meghla Bhardwaj] 21:41

So apparel and textiles is one of India's biggest export categories and most of the products that are exported our cotton but there's of course manmade fibres as well.

[Meghla Bhardwaj] 21:52

But in terms of the products available, there's readymade scarves quills, a lot of denim T shirts, jackets, scarves, kaftans aerials, a lot of embroidered stuff as well and hand embroidery and machine embroidery.

[Meghla Bhardwaj] 22:06

Both of them are organic cotton is a big category as well.

[Meghla Bhardwaj] 22:09

So if you are looking for even God's certified factories, you'll be able to find a lot of those knitwear is a huge category. There's vests and undergarments and T shirts.

[Meghla Bhardwaj] 22:20

In fact, in third world, South India, they really specialise in knitted garments.

[Meghla Bhardwaj] 22:24

So there's huge textile mills that produces knitted textiles and then there are factories that do the cut and sew, and things like pullovers, garlic cardigans, jackets, specialty fabrics.

[Meghla Bhardwaj] 22:35

Now this is one of India's specialties. These are handloom fabrics.

[Meghla Bhardwaj] 22:40

And these are literally made on a handlooms.

[Meghla Bhardwaj] 22:42

There's a person sitting at this mechanical contraption that is basically a hand loom and there, you know,

[Meghla Bhardwaj] 22:49

Literally weaving fabric with with the, with the yarn, you know, with one yarn at a time,

[Meghla Bhardwaj] 22:57

It’s very interesting product, it's very interesting process to watch.

[Meghla Bhardwaj] 23:01

And the end result is really beautiful fabrics.

[Meghla Bhardwaj] 23:05

So there are different types of handling fabrics that are available.

[Meghla Bhardwaj] 23:08

And each region specialises in different types of patterns and different types of materials as well.

[Meghla Bhardwaj] 23:15

Key types of materials, mostly cotton garments, and then there's manmade fibre accounting for around 20% of exports and the rest are sort of mixed materials.

[Meghla Bhardwaj] 23:25

So there's also like lyre and some of the other manmade textiles that are mixed with cotton.

[Meghla Bhardwaj] 23:31

So in terms of regions, there's readymade garments and these are mostly found in Tirupur, and also Delhi NCR area NCR basically stands for National Capital Region.

[Meghla Bhardwaj] 23:41

So that's good cow and Noida.

[Meghla Bhardwaj] 23:42

These are satellite cities that are around Delhi, then their specialty fabrics.

[Meghla Bhardwaj] 23:47

Jaipur is mostly known for block printed fabrics.

[Meghla Bhardwaj] 23:51

And then we've got a state of Andhra Pradesh,

[Meghla Bhardwaj] 23:53

in central India that is known for pickup and other types of specialty fabrics. Therefore, the majority of cotton farms and spinning mills are based in South India and Tripura.

[Meghla Bhardwaj] 24:06

And that's because, and that's why, you know, the whole industry is sort of developed over there.

[Meghla Bhardwaj] 24:11

And that's the perfect place to really source cotton readymade garments, whether it's knitted or woven.

[Meghla Bhardwaj] 24:18

And there, you know, 1000s and 1000s of factories in the city of the report, there are small factories that have maybe like 510 machines that are just cutting and sewing

[Meghla Bhardwaj] 24:26

And they're huge, gigantic factories that have 1000s of machines and 1000s of workers cutting and sewing garments,

[Meghla Bhardwaj] 24:34

Regional differences, so South India really has the climate to produce the raw materials and that's why you'll find that there's an abundance of raw materials cotton especially available in South India.

[Meghla Bhardwaj] 24:45

And then there's also you know, a lot of the prices are also competitive for cotton products in South India, differences with China.

[Meghla Bhardwaj] 24:54

So, in China Do you find that you can produce in very high quantities so if you are looking for you know very if you have very high orders,

[Meghla Bhardwaj] 25:03

China may be good for that, whereas India tends to specialise in quality.

[Meghla Bhardwaj] 25:08

Also, in India, the 10, some materials may need to be important, especially if they are in a functional fabrics or maybe sports fabrics, those might need to be imported.

[Meghla Bhardwaj] 25:18

So you'd have to just keep that in mind when you are sourcing from India that might delay the might add to your lead time. Also, pitfalls to avoid.

[Meghla Bhardwaj] 25:29

So handloom fabrics can be a bit tricky, especially when you're doing the QC, because handloom fabrics are again, done by hand.

[Meghla Bhardwaj] 25:37

So you cannot guarantee the exact same result from one batch to another.

[Meghla Bhardwaj] 25:41

And like all handmade products, you know, each batch is unique.

[Meghla Bhardwaj] 25:45

And so that's something that you have to communicate to your customers to the end users that, hey, this is handmade.

[Meghla Bhardwaj] 25:52

And that's the beauty of these handmade products that they are unique, and there will be slight differences from one batch to another.

[Meghla Bhardwaj] 25:58

But the end result is very high quality products that are finished really well and very, very unique. Also,

[Meghla Bhardwaj] 26:06

You also need to make sure that you're doing the AQL. And the inspections really well.

[Meghla Bhardwaj] 26:11

Because if there are too many pieces that are outside the sizing chart that you have given to the factory,

[Meghla Bhardwaj] 26:16

Then you could maybe specify in your contract that the supplier would need to give you a discount.

[Meghla Bhardwaj] 26:22

So you might have to reject the order. If there are, you know, if they are if the sizing or the production that they've done for you varies a lot from the specifications that were given to the supplier.

[Meghla Bhardwaj] 26:34

So you just need to make sure that you're doing your quality control really well.

[Meghla Bhardwaj] 26:38

Especially if you're sourcing from you know, sort of a small midsize factory, generally larger factories tend to have more robust QC processes.

[Meghla Bhardwaj] 26:46

And they have structured, you know, QC processes that are documented.

[Meghla Bhardwaj] 26:51

And they also have specific departments, but generally small midsize companies, they tend to be a bit lacks.

[Meghla Bhardwaj] 26:56

So just take note of that. These are the key production hubs. So there's Delhi NCR in the north, and then there's Tripura in the south.

[Meghla Bhardwaj] 27:05

And there's also block printing. This is a map that shows all the different types of handloom fabrics that are done in India. And you'll see that in the south, it's mostly silk.

[Meghla Bhardwaj] 27:16

Handloom fabrics, and they usually have very bold, bright colours. In the West,

[Meghla Bhardwaj] 27:21

You'll see there's a lot of this is mirror works is tie and dye, there's also block printing that's done over here in the West. And then here on the top.

[Meghla Bhardwaj] 27:32

Also, the North is a lot of hand embroidery, and beaded products that are made not only fabrics, but also other types of home decor items like Christmas decorations, etc.

[Meghla Bhardwaj] 27:43

Table runners now that are hand beaded,

[Meghla Bhardwaj] 27:46

So there are you know, certain areas or certain cities that specialise in these types of different fabrics and different skills, so to speak.

[Meghla Bhardwaj] 27:55

And these are again, artisans, whose families have been practising these skills for you know, hundreds of years and so the skill has sort of been passed from one generation to another.

[Gary Huang] 28:06

Oh, can I quickly just ask a little bit more about the apparel because I think that there's a lot of very cool materials here.

[Gary Huang] 28:17

So I see from the top like pashmina that's like, you know, high quality cashmere, like, like shawls, and stuff like that right? And you also said if I understand correctly,

[Gary Huang] 28:30

South India seems like the very kind of like the cluster for for apparel as well.

[Gary Huang] 28:40

I'm just trying to understand because from this visual, it looks like you can get all sorts of textiles, apparel, all across India.

[Gary Huang] 28:48

But is, is there like a specific like, if I'm trying to like, better understand, okay,

[Gary Huang] 28:55

if I'm, you know, if I want to do like cotton tees, or you know, I want to do tie dye in South India the way to go or, or,

[Meghla Bhardwaj] 29:06

If you want to do cotton tees, then in South India, for sure

[Meghla Bhardwaj] 29:09

, if you want to do anything knitted, then in South India,

[Meghla Bhardwaj] 29:12

Whether it's cotton tees, underwear, socks, anything knitted in South India, there and specifically the city of Dearborn. That's the production house, wherever you want to do.

[Meghla Bhardwaj] 29:24

So let's go back to the previous verses,

[Gary Huang] 29:27

Like a little geography lesson.

[Meghla Bhardwaj] 29:31

Exact Exactly. And this is important to understand, right?

[Meghla Bhardwaj] 29:34

Because once you know where each region is, you can also if you're planning a trip to India, f

[Meghla Bhardwaj] 29:39

for example, you can plan your trip accordingly. Umber is here in the south, right beside you know,

[Meghla Bhardwaj] 29:45

Chennai and Bangalore. Okay, all of those cities, so that's where Tripura is.

[Meghla Bhardwaj] 29:49

And then in the north over here, it's Delhi NCR. So in the north, they mostly do a lot of woven fabrics.

[Meghla Bhardwaj] 29:55

So if you have, let's say, you know, tops and shirts some dresses and things like that that I made out of cotton or other polyester fabrics they mostly do those over here.

[Meghla Bhardwaj] 30:06

But if you want knitted, then airport is the city to go to, and therefore also does woven.

[Meghla Bhardwaj] 30:12

So they do and they don't only do you know, tab, apparel they also do home furnishings.

[Meghla Bhardwaj] 30:21

So for example, things like kitchen furnishing items like tablecloths and dusters and aprons, mittens, those are oven mitts, those kinds of things.

[Meghla Bhardwaj] 30:32

So they do furnishings as well. So both knitted and cotton, woven in South India, and generally mostly woven in North.

[Gary Huang] 30:41

I see. Okay, those are some good rules of thumb.

[Gary Huang] 30:44

And also one thing that caught my eye Meghla, if you can quickly touch upon this is in terms of the AQL.

[Gary Huang] 30:51

And I forgot the abbreviation for that. But anyway, it's like, would you expect the quality limit?

[Gary Huang] 30:59

Yeah, exactly. Thank you. Would you expect a higher rate of defects from India than in China?

[Gary Huang] 31:07

Because I know you have over 20 years' experience all over Asia, what would you say like well,

[Meghla Bhardwaj] 31:12

So for handcrafted items, yes. Or handloom textiles?

[Meghla Bhardwaj] 31:17

Yes, the rejections can be high.

[Meghla Bhardwaj] 31:20

And, and the reason for that mostly is, you know, the variation between batches.

[Meghla Bhardwaj] 31:26

So that's one of the most common reasons why production batches are rejected.

[Meghla Bhardwaj] 31:31

Because maybe, you know that there was a colour variation in the, when the fabric was dyed, for example,

[Meghla Bhardwaj] 31:40

Or, you know, for block printed fabric is very interesting.

[Meghla Bhardwaj] 31:43

The weather, it can also affect what the final result looks like.

[Meghla Bhardwaj] 31:48

So if you're, for example, doing block printing in the monsoon season, then it doesn't dry really well.

[Meghla Bhardwaj] 31:54

And the colours don't really pop. And but whereas if you're doing it in the summer season, when it's dry and hot, and the dye dries really

[Meghla Bhardwaj] 32:03

Fast, then the colours really pop and they are, you know, just has a better end result.

[Meghla Bhardwaj] 32:10

And so for handloom fabrics, you know, there there are issues in terms of AQL and variations in different production batches.

[Meghla Bhardwaj] 32:17

But otherwise, if it's a textile made product, then I would say China and India are comparable,

[Meghla Bhardwaj] 32:23

Because you know, it's coming out of a meal and it's just standard procedures that need to be followed.

[Gary Huang] 32:30

Yeah. Okay, that makes sense. Thank you. Let's keep going.

[Meghla Bhardwaj] 32:34

Okay, so let's talk about ceramics. Now, a lot of them, you know, bone china kind of items come out of China,

[Meghla Bhardwaj] 32:44

But there are also some factories that do bone china items in India, but typically most of the products that are made in India are made out of stoneware or terracotta, or earthenware.

[Meghla Bhardwaj] 32:55

Those are the types of products that India mostly produces.

[Meghla Bhardwaj] 32:59

And then in terms of the regions, there's Uttar Pradesh, which is a state in the north, and there's a city called Korea that really specialises in ceramic items,

[Meghla Bhardwaj] 33:09

And they've got they produce all sorts of products like kitchenware, mugs, dinner where home decor items, you know, all sorts of things.

[Meghla Bhardwaj] 33:19

Then Jaipur also specialises in ceramics, but they do, they really specialise in hand painting of ceramics.

[Meghla Bhardwaj] 33:26

So there's blue pottery that's very famous, that comes out of Jaipur.

[Meghla Bhardwaj] 33:30

And these are mostly the hand painting is done on vases and bowls and other sorts of things.

[Meghla Bhardwaj] 33:36

And then there's also terracotta tiles, there are also a couple of other a couple of factories here that are really well established that do regular tiles for you know, home use tiles.

[Meghla Bhardwaj] 33:48

So that's another category that is done in Indian regional differences.

[Meghla Bhardwaj] 33:52

Sometimes the type of dirt that is used, you know, introducing the stoneware terracotta or those were as well might affect the types of the end result or the colours even of the different products.

[Meghla Bhardwaj] 34:06

But in general Ceja is the city to go to if you're looking for any type of ceramic products,

[Meghla Bhardwaj] 34:13

Okay, differences with China

[Meghla Bhardwaj] 34:14

. So China does a lot of ceramic and bone china and porcelain as well, whereas India is more stoneware and, you know, one of the key differences is stoneware is a bit heavier than general ceramics and porcelain.

[Meghla Bhardwaj] 34:26

In fact, bone china has also been translucent, whereas stone ware is not translated,

[Meghla Bhardwaj] 34:31

It’s thicker, it's heavier, and it's a bit porous as well. And but there are a few very high end large scale factories that are producing bone china products in India as well.

[Meghla Bhardwaj] 34:44

Pitfalls to avoid So again, these some of these ceramics are handmade products so you've got to ensure that there is an agreed upon acceptable variance.

[Meghla Bhardwaj] 34:53

And when I say handmade products,

[Meghla Bhardwaj] 34:55

you know, not they're not being made on a potter's wheel although there are some artisanal type of products that are being done, Potter's wheels and really the traditional way.

[Meghla Bhardwaj] 35:04

But even the bulk production, you know, it's done using moulds, but a lot of the process is still, you know, manual. So you've got to make sure that you are doing proper QC

[Meghla Bhardwaj] 35:16

And that you've got very specific guidelines on how much variation is acceptable and use for bone china products tend to be high.

[Meghla Bhardwaj] 35:25

But then for general ceramics and stoneware kind of products that are made in Korea. MOQ is can be low, because a lot of these are handmade.

[Meghla Bhardwaj] 35:34

And then large companies tend to have more design capability, they produce lot more, you know, different new designs on a regular basis on a smallest small midsize companies,

[Meghla Bhardwaj] 35:43

They tend to just depend on buyers designs for their products. So this is a map.

[Meghla Bhardwaj] 35:50

And again, there's a couple of other production hubs as well to those Jaipur that does blue pottery.

[Meghla Bhardwaj] 35:56

There's courjault over here. And then there's some that's also done in Agra and conflicts. Okay, leather,

[Margaret jolly] 36:06

Not so much. Okay, thank you. Yeah, now, India actually does some absolutely beautiful leather products.

[Margaret jolly] 36:12

Um, they do things like journals, shoes, wallets, belts, bags, and lots of equestrian products.

[Margaret jolly] 36:19

Now, the key types of materials, you can have full grain leather, down to suede, and in some places you can even get our Chilean imported leather like goat, sheep, Buffalo, and even cow is available.

[Margaret jolly] 36:33

You can also get faux leather like Pu and PVC. And now you can have this chrome leather versus chrome free.

[Margaret jolly] 36:44

So India is actually moving into the chrome free process as well.

[Margaret jolly] 36:49

And I think you'll find if you start looking at the techniques they use on the leather,

[Margaret jolly] 36:54

I love, I think some of the leather products you see where they actually sort of, I suppose embossed,

[Margaret jolly] 37:01

The leather with all sorts of designs and things like that.

[Margaret jolly] 37:04

And they're absolutely some stunning things done, because it's all done by hand.

[Margaret jolly] 37:08

So it's very time consuming, but they're absolutely beautiful. Now the regions you get is Chennai, which is down the south and Kolkata. And then can have her Jaipur and up in Noida.

[Margaret jolly] 37:21

So it's a little bit more spread depending on the top of leather, which areas of India the actual comes from.

[Margaret jolly] 37:30

Now the differences can pull it is Buffalo, but it's thicker and more suited for like equestrian products and heavy men's bags and things.

[Margaret jolly] 37:39

Whereas Jaipur and Kolkata make more of the sort of high end, nicer, sort of ladies type bags,

[Margaret jolly] 37:48

And then a lot of high end bags and garments also managed manufactured up in Noida,

[Margaret jolly] 37:54

Which is right up the top of India. So next, we might have a map have we made like next one place.

[Margaret jolly] 38:02

Now the differences with China are so India has more occasional product types and better quality leather.

[Margaret jolly] 38:11

Leather is a very high quality and you find really good craftsmanship.

[Margaret jolly] 38:16

But it usually is a little bit more expensive. But you know, you get what you pay for.

[Margaret jolly] 38:21

And it's really worth the additional sort of cost of getting your bags down there.

[Margaret jolly] 38:26

Now the pitfalls in sourcing tips are, the shades of leather will not turn out the exact same sometimes, especially like during the monsoon season that can affect the tanning process.

[Margaret jolly] 38:39

So that can make quite a difference. So make sure to advertise your uniqueness of your leather.

[Margaret jolly] 38:45

So I think and that's one thing with a lot of Indian products, you should always put you know,

[Margaret jolly] 38:50

Uniquely handmade, and make sure that people are aware that there can be slight variations.

[Margaret jolly] 38:57

Now colour transfer can also be an issue.

[Margaret jolly] 39:00

So you need to when you're getting your products QC,

[Margaret jolly] 39:04

You need to get them to rub the leather to make sure that the colour doesn't come off when it's actually rub together.

[Margaret jolly] 39:10

So that's something that you need to always have a QC done on your leather products. Next slide please Mega. Now

[Margaret jolly] 39:18

Tips like you should do proper packaging.

[Margaret jolly] 39:21

So also always have the gel packets in each like handbag or whatever to absorb the moisture as you get mould during your say shipment.

[Margaret jolly] 39:33

And make sure that the container that your products go in has a gene modifier in it as well.

[Margaret jolly] 39:39

Now use the right type of leather so make sure that you don't just choose the cheapest or the thinnest leather I thinking it might work.

[Margaret jolly] 39:47

Make sure like you don't use like goat leather for bags because it's too thin and it would easily break but it's quite good for like journal covers and things like that.

[Margaret jolly] 39:58

And then sheep is a much softer leather and so that's meant for nice, you know, beautiful leather jackets and up soft leather handbags for ladies and things like that. Next slide, please.

[Margaret jolly] 40:10

So here's the regions where leather comes from. So we've got three main one dent China,

[Margaret jolly] 40:16

Chennai down the south Jaipur up on the top left corner cutter over on the right.

[Margaret jolly] 40:23

And then we've got we've got Noida up on it were made responding in the orange circles.

[Meghla Bhardwaj] 40:31

That's Agra for shoes.

[Gary Huang] 40:35

Okay, next slide.

[Meghla Bhardwaj] 40:38

Okay, Megaton hushing, so yeah,

[Meghla Bhardwaj] 40:41

so this is also one of India's strong categories and there's lots of furnishings that are available including blankets, cushion covers, quilts, postal, upholstered furniture, pools,

[Meghla Bhardwaj] 40:52

Rugs, a lot of different variety available key types of materials that are used, again mostly natural materials as cotton jute.

[Meghla Bhardwaj] 41:04

Also a lot of recycled PT fabric is being used nowadays for making some furniture is furnishing items like cushion covers and rugs.

[Meghla Bhardwaj] 41:12

And then there's also synthetic items like polyester and viscose fabric that it's that are being used in terms of the production hubs,

[Meghla Bhardwaj] 41:21

R there's Jacquard that does a lot of block printed furnishings such as bed sheets and cushion covers and wall hangings, etc.

[Meghla Bhardwaj] 41:31

So again, Jaipur specialises in block printing and also other types of printing options like screen printing, they also have Bartik and tie and dye so all of the different hand.

[Meghla Bhardwaj] 41:44

You know handicraft kind of artisanal printing is done in Jaipur. It's mostly on cotton fabrics.

[Meghla Bhardwaj] 41:50

Finally, but this is one of the biggest production hubs for furnishings and they specialise in handcrafted products with their rugs cushion covers bathmats.

[Meghla Bhardwaj] 42:00

A lot of Microbe products are coming out of there as well and they also do towels,

[Meghla Bhardwaj] 42:05

Delhi NCR, there are a lot of factories around this region, especially in Noida that produce cushion covers bathmats they also do a lot of hand embroidered items, as well.

[Meghla Bhardwaj] 42:18

Chennai specialises in prints and plain fabric and handmade weaves mostly woven materials.

[Meghla Bhardwaj] 42:25

So they make things like you know, table covers, table runners, again, cushion covers, kitchen furnishings,

[Meghla Bhardwaj] 42:32

All of those types of products that are you know, mostly handmade weaves and also in textile, textile.

[Meghla Bhardwaj] 42:43

Mill made textiles as well. Kolkata does a lot of jute fabric, cotton and Cotton Belt blended flat fabrics and silk fabrics as well.

[Meghla Bhardwaj] 42:51

But by and large, the biggest production hub is Barney but so whatever type of home furnishing items you're looking for,

[Meghla Bhardwaj] 42:58

It's very likely that you're going to find it in pani but and then the second one is Chennai and also Tirupur area that does cotton, textiles and furnishings and apparel as well. Okay, regional differences.

[Meghla Bhardwaj] 43:12

So, some of the key differences are you know, like the designs can be different that can vary from one region to another.

[Meghla Bhardwaj] 43:19

So, for example, in the north, you find the designs are more colourful,

[Meghla Bhardwaj] 43:23

More bright, because they do a lot of you know, hand block printing.

[Meghla Bhardwaj] 43:26

And there are certain types of dyes that they use, and colours also that they use the fabric can be different as well. For example, in

[Meghla Bhardwaj] 43:35

In Jaipur, for example, they use cotton fabric, but in South India, they also use cotton, but maybe they also have polyester and some mix fabric as well. Block printing versus screen printing.

[Meghla Bhardwaj] 43:48

So these are the two main options that are available. You know, especially in the north tail to especially if you have a small order, they can do block printing or you know, screen printing,

[Meghla Bhardwaj] 44:00

if you have larger orders, then of course, it's advisable to you know, do digital printing, or maybe just get products that are maybe milled dyed or milled printed differences with China.

[Meghla Bhardwaj] 44:12

So, in India, you find a lot of block printing, whereas in China, there's typically we don't find a lot of these artisanal kinds of printing options available or furnishings available,

[Meghla Bhardwaj] 44:22

Most of it is done by machine. India tends to have higher quality.

[Meghla Bhardwaj] 44:28

But of course, it's just a matter of finding the right factory in both places as well and managing production to the uniqueness of all of the you know,

[Meghla Bhardwaj] 44:36

block printed fabric and as well as other types of fabrics that are available, whether they're hand tufted, or they are, you know handloom fabrics that are used in furnishings,

[Meghla Bhardwaj] 44:46

The variety of these, the uniqueness of these products is really what differentiates India from other production hubs. And also there's a lot of hand embroidered to hammer embroidered fall bricks and, you know,

[Meghla Bhardwaj] 45:01

Cushion covers and other types of furnishings that are available as well.

[Meghla Bhardwaj] 45:05

That's one of the differentiations. One of the biggest advantages of such items is that suppliers can accept small MOQ, especially if it's something that's, you know, hand block printed or screen printed,

[Meghla Bhardwaj] 45:17

It’s easy to do a small MOQ.

[Meghla Bhardwaj] 45:19

But if you go to a large textile mill, if you want to get something done on a machine, then of course, the MOQ can be high. In China, it can be 1000 2000 metres as well for a customised fabric.

[Meghla Bhardwaj] 45:32

Whereas in India, if you don't have block printing can even you know, order as less as 300 metres.

[Meghla Bhardwaj] 45:37

So that's one of the differences

[Meghla Bhardwaj] 45:39

. But, you know, lead time can be longer for some of these handmade items.

[Meghla Bhardwaj] 45:44

And monsoon can affect the drying times of the die, especially for block printed and screen printed items. So here, the production hubs there's Jaffa in the north, and there's Ali,

[Meghla Bhardwaj] 45:58

But in the north as well, those are the main production hubs and then there's some production hubs in the South.

[Meghla Bhardwaj] 46:05

Okay, so the next category is eco-friendly products. Now, this is a very up and coming category.

[Meghla Bhardwaj] 46:11

And this is something that India is really specialising in nowadays, and we're seeing more and more suppliers focusing on these categories. In terms of the products available,

[Meghla Bhardwaj] 46:19

There are things like fashion products, like bags,

[Meghla Bhardwaj] 46:22

totes, there's home products, like baskets, home decor, rugs, mats, pillows, palm leaf items, bamboo, a lot of different variety of products available in terms of the materials,

[Meghla Bhardwaj] 46:34

There's jute, there's PE t now PT is basically you know, the water bottles that we use for drinking water,

[Meghla Bhardwaj] 46:43

They are basically recycled into fabric and then that fabric is used to make different types of products such as rugs, cushion covers, etc.

[Meghla Bhardwaj] 46:52

So this is recycled PE tea that is, you know, very eco-friendly because it's preventing these plastic water bottles ending up in the ocean.

[Meghla Bhardwaj] 47:02

And there's recycled leather a lot of factories, what they're doing is that not only leather,

[Meghla Bhardwaj] 47:06

but they're also using scraps of fabric that are you know, literally thrown from factory so when whenever let's say a product is manufactured in the factory,

[Meghla Bhardwaj] 47:16

Let's say a furnishing item or an apparel,

[Meghla Bhardwaj] 47:19

There are some trims that are you know, wasted, they're out there fabrics that's wasted.

[Meghla Bhardwaj] 47:24

And so these companies are basically taking these you know, items that are these these waste materials from the factories, and they are making products out of them.

[Meghla Bhardwaj] 47:37

Then there's also plant based materials, this is one of my favourites.

[Meghla Bhardwaj] 47:41

And these are plant based materials that are made out of things like cork, or cactus leather,

[Meghla Bhardwaj] 47:48

Or, you know, pineapple fibres and they're really really beautiful materials that are being used to make bags and other types of accessories as well.

[Meghla Bhardwaj] 47:59

Then we've got woven grass and palm leaf that are that has been used as well for disposable dinnerware.

[Meghla Bhardwaj] 48:06

For example, in terms of the region's we've got Kolkata in the east that has a lot of jute products

[Meghla Bhardwaj] 48:13

, we've got Periapt that does a lot of the cotton furnishings Jaipur in the northeast India does baskets and other items as well. And in fact, the first jute mill was at Riesa near

[Meghla Bhardwaj] 48:25

Calcutta or Kolkata as it is now known as so that's just something interesting.

[Meghla Bhardwaj] 48:31

In terms of differences now we're seeing a lot of emphasis on eco-friendly products in India.

[Meghla Bhardwaj] 48:36

So there's a lot of innovation and red happening over here.

[Meghla Bhardwaj] 48:40

And not only are suppliers producing these products but they're also focusing on manufacturing in a sustainable way.

[Meghla Bhardwaj] 48:48

So that is a USP that we're seeing a lot of suppliers really focus on that you know the manufacturing is done in a sustainable way as well for example,

[Meghla Bhardwaj] 48:57

some companies they use solar panels to produce electricity for their factories and others are also using a lot of you know eco-friendly packaging materials in their in their in their products.

[Meghla Bhardwaj] 49:11

So yeah, I mean sourcing for these types of products, you know look for sustainably run factories as much as possible.

[Meghla Bhardwaj] 49:17

You can also add some eco-friendly packaging to your product to just add to the perceived value and that can also help increase your price and you can charge a premium for that as well because your packaging is eco-friendly.

[Meghla Bhardwaj] 49:31

A lot of suppliers will be here we're seeing that they're going for zero plastic packaging, no plastic at all and that's their USP that they're trying to you know go plastic free.

[Meghla Bhardwaj] 49:43

Okay, so eco-friendly products.

[Meghla Bhardwaj] 49:45

Most of the hubs are this is Kolkata over here.

[Meghla Bhardwaj] 49:48

And then there's northeast India that does a few products here and then we've got Jaipur and pani but over here so

[Meghla Bhardwaj] 49:57

Alright, so stationary.

[Meghla Bhardwaj] 49:59

Now this is an emerging sort of category from India that is printing paper that's available.

[Meghla Bhardwaj] 50:04

They're very well established textile, sorry, paper mills in India that are producing for the domestic market.

[Meghla Bhardwaj] 50:12

And they're also exporting. Then there's also artisanal paper, for example paper that's made out of cotton.

[Meghla Bhardwaj] 50:18

So this is very interesting. They basically take a lot of the cotton from cotton wastes from factories, turn it into pulp, and then produce paper from this cotton pulp.

[Meghla Bhardwaj] 50:29

There's journals that are made out of these handmade paper, this paper mache wrapping paper boxes,

[Meghla Bhardwaj] 50:35

They interesting kind of unique crafts, props, key types of materials are cotton mill made paper seed paper,

[Meghla Bhardwaj] 50:43

This is a new thing that I've seen over here, where there are seeds that are infused into the paper so that after you finish using it,

[Meghla Bhardwaj] 50:49

You can basically just throw the paper in the ground, and then you'll have a little plants curve that comes out of that. So that's very interesting. Regions are basically Jaipur.

[Meghla Bhardwaj] 51:00

And one of the main reasons that Jaipur is a production hub is because it's a desert area, it's in Rajasthan. And, you know, paper does meet a very dry climate.

[Meghla Bhardwaj] 51:09

So that's why it really works there. Delhi has a lot of high end printing presses.

[Meghla Bhardwaj] 51:14

So if you want to get let's say books or puzzles done jigsaw puzzles, or if you want to get in books printed in Delhi has really a lot of printing presses a lot of different options.

[Meghla Bhardwaj] 51:26

And as I mentioned, the desert is ideal for drying the paper, especially for handmade paper because some of sometimes you know, the cotton paper etc.

[Meghla Bhardwaj] 51:33

It's it's literally hung out to dry in the sun. So the desert areas in the north are ideal for this kind of paper differences with China. So China, of course does a lot of milkmaid papers.

[Meghla Bhardwaj] 51:48

India specialises in handmade paper, but then also they do milkmaid paper as well. pitfalls and sourcing tips.

[Meghla Bhardwaj] 51:56

So handmade paper can absorb moisture, especially cotton paper, so it may become a bit heavier during sea transit. So this is something you need to be aware of.

[Meghla Bhardwaj] 52:07

So you've got to make sure that there's proper, you know, QC done.

[Meghla Bhardwaj] 52:11

And there's, you know, you've used silica gel and dehumidifiers inside the containers as well. All right, Mark, do you want to cover packaging?

[Margaret jolly] 52:21

Yes, certainly. Yes. Look, I'm wife Nicola said like indirizzo becoming really, really big on recycled products.

[Margaret jolly] 52:29

And I know they don't even use plastic bags, I think Meghla can't get a plastic bag when she goes shopping anymore. There's, it's just all recycled.

[Margaret jolly] 52:38

So I think when you are choosing your packaging, particularly if you're doing an eco-friendly product,

[Margaret jolly] 52:44

You can look at putting things into, you know, a jute bag or a cotton bag.

[Margaret jolly] 52:49

And a lot of the products are actually wrapped in like a fine brown paper instead of going into plastic.

[Margaret jolly] 52:56

So all these things, I think help to give you have good USP that your products are actually really and truly eco-friendly.

[Margaret jolly] 53:05

And we actually have a supplier who does corn-starch bags, instead of a poly bag that's made out of corn-starch. And that you could actually put it in the ground and it becomes biodegradable.

[Margaret jolly] 53:17

So instead of using a poly bag, you can change order to corn-starch bags,

[Margaret jolly] 53:21

so that now the pitfalls and sourcing tips focus on eco-friendly packaging.

[Margaret jolly] 53:28

Now you can do that via your supplier or a packaging company.

[Margaret jolly] 53:31

So most suppliers will tend to have an affiliate with a packaging company.

[Margaret jolly] 53:39

But some of them don't have the in house capability.

[Margaret jolly] 53:42

If you want to do a really glamorous designed box, you might be better off going to a packaging company.

[Margaret jolly] 53:47

But if you want a typically brown eco-friendly box with some printing on the outside,

[Margaret jolly] 53:54

Most of the manufacturers are able to actually organise that for you.

[Margaret jolly] 54:00

And you can usually have your box designed either, you know,

[Margaret jolly] 54:05

like some on a designer on Fever or something like that and send the artwork to the packaging company if you want if they don't have in house capabilities.

[Margaret jolly] 54:14

But I think most times now you'll find that the packaging coming out of India is really

[Margaret jolly] 54:19

Focused on being very eco-friendly. Next slide. I think that's the last one isn't that is

[Meghla Bhardwaj] 54:28

Yep, that is the last one. So Gary, before we start talking about in this sourcing trip Do you have any questions for us?

[Gary Huang] 54:36

I did have one quick question going back to the packaging mark because I think this is a very good way to differentiate from your competition

[Gary Huang] 54:45

And I just had an idea you know like jute fabric right?

[Gary Huang] 54:50

I mean, I think that would be very cool as a possible like a storage bag you know for let's say we have like a coffee product for like a set in you know Something like that would be very cool.

[Gary Huang] 55:01

Do you have any examples of maybe something that you've done personally or, you know, like what people are doing to really, you know, differentiate?

[Gary Huang] 55:12

You know, taking advantage of this?

[Margaret jolly] 55:14

Yeah, oh, look, a lot of people now are putting things into like cotton pouches and into a cardboard box.

[Margaret jolly] 55:20

So instead of putting it in a polybag, I find a lot of people are going a ride away from that in India,

[Margaret jolly] 55:26

And because they just don't want to use plastic.

[Margaret jolly] 55:29

So a lot of people because the thing is, if you use like a nice white cotton bag or something, by the time, particularly going into Amazon,

[Margaret jolly] 55:36

By the time it gets handled, it's not going to go out to the customer as a nice white polybag, which becomes a bit of a, you know, cotton bag, it's going to get a bit grumpy.

[Margaret jolly] 55:45

So a lot of people are doing like the men are nice and no Jews or a cotton bag and then placing it in a you know, a thinner, you don't have to use them really hard, you know, sort of packaging box,

[Margaret jolly] 55:58

You can use a slightly larger packaging box just to protect it instead of, you know, putting it into a poly bag.

[Margaret jolly] 56:03

But you know, once again, if you look at the corn-starch bags, you could put it into a juice or a cotton fabric,

[Margaret jolly] 56:10

you know, drawstring bag or something just that your product and then put it into a corn-starch bag, which will protect it. It's been delivered.

[Margaret jolly] 56:18

So yeah, that I think it's, it's becoming quite, you know, we have more and more people,

[Margaret jolly] 56:24

I think people move to India because they want to do more eco-friendly products.

[Margaret jolly] 56:29

And because everything is sort of done in in a very eco-friendly way.

[Margaret jolly] 56:33

And the whole brand story of it being you know, made in a village by an artisan and all those things.

[Margaret jolly] 56:39

And I think the eco-friendly just ties to the end of it, you don't want to go to all that trouble

[Margaret jolly] 56:43

, and then just throw it into a polybag.

[Margaret jolly] 56:46

So I think that, you know, and the suppliers are becoming very aware of that as well,

[Margaret jolly] 56:50

Because when we interviewed a lot of the suppliers,

[Margaret jolly] 56:52

They now are not putting any plastic into the packaging, though, you know, a lot of my products actually go in like up a fine brown paper.

[Margaret jolly] 57:01

And it's all wrapped up in that brown paper. So they don't have to use as much plastic.

[Margaret jolly] 57:05

So yeah, I think it's it's probably a lot more, I suppose, popular in India than it is in China to go through a girlfriend.

[Gary Huang] 57:13

You know, and I mean, this sounds great. And how about the cost?

[Gary Huang] 57:17

I mean, can I assume that the cost won't be extravagant? Because it is available domestically?

[Gary Huang] 57:23

You know, we're not like importing this jute from somewhere else, like, let's say, like, a Chinese supplier, I mean, have to do so is the cost competitive for this type of

[Margaret jolly] 57:34

Packaging? And it's not overly expensive, but obviously, it's not as cheap as a, you know, two cent polybag Right, right, of course, you know, but you know,

[Margaret jolly] 57:43

But I think you can command a better price, if you're actually selling it as an eco-friendly product,

[Margaret jolly] 57:48

You know, you know, reusable cotton bag.

[Margaret jolly] 57:50

I mean, some people put things in a reusable shopping bag type of you know,

[Margaret jolly] 57:54

There's you can use that bag for something else later.

[Margaret jolly] 57:57

So I think, you know, if you can command you know, you know, shortly another dollar or something,

[Margaret jolly] 58:01

You know, on your product when you you know, how you sell the story, and it's really all about selling your brand.

[Margaret jolly] 58:06

And you know, your whole eco-friendly story, I think it's, you know, part of the package.

[Gary Huang] 58:13

Yeah, I think packaging is super key.

[Gary Huang] 58:15

And, you know, one of my first products that I launched on Amazon private label back in 2016 was Apple watch band,

[Gary Huang] 58:21

Like these straps, and then we, my partner at the time,

[Gary Huang] 58:25

You know, we really made like, a nice box, and it had, like, you know, like an embossed logo.

[Gary Huang] 58:33

It was, you know, a little magnet so you can open it and really, you know,

[Gary Huang] 58:37

It’s like something that was gift worthy, but it wasn't cheap.

[Gary Huang] 58:40

But I'm thinking, you know, when you mentioned this for India, you we you know, if we did this today,

[Gary Huang] 58:44

maybe we could do something a lot more eco-friendly, and you know, very nice.

[Gary Huang] 58:48

So I wish there were I mean, I wish we could see more pictures of like the cool stuff because it's really like,

[Gary Huang] 58:58

I'm sure a lot of people watching are getting like a tonne of idea so. So having said that,

[Gary Huang] 59:04

What is the best way to connect with you guys? Morgan Meghla. If people do want to go further sourcing from India, what do you recommend?

[Meghla Bhardwaj] 59:13

So first of all, they can go to our website, India sourcing done to search for suppliers.

[Meghla Bhardwaj] 59:18

So we've got a range of suppliers over there just use the search bar search for a supplier contact them directly via the website and you know, start discussions with them.

[Meghla Bhardwaj] 59:27

So that's the easiest way to do you can also join our Facebook group search for sourcing from India on Facebook, join our group, we provide a lot of content.

[Meghla Bhardwaj] 59:36

If you're looking for any particular product, you can send us a message on Messenger you can reach out to mark or myself on Facebook Messenger we'll be happy to help you find a supplier for your product.

[Meghla Bhardwaj] 59:49

And the best way to see all of these products is to come with us to India.

[Meghla Bhardwaj] 59:55

That's what you need to do to touch and feel and see all of these beautiful products because until and unless you see them, you know, videos and pictures don't do justice to these products.

[Meghla Bhardwaj] 1:00:04

And Gary, you were there with us in India in October 2019.

[Meghla Bhardwaj] 1:00:08

So you know the quality that is available in India, you know, at the fair, they're really high quality products.

[Meghla Bhardwaj] 1:00:14

So I just want to talk quickly about this India sourcing trip that's coming up in October.

[Meghla Bhardwaj] 1:00:19

And we've got the next one scheduled in March as well.

[Meghla Bhardwaj] 1:00:22

So you can choose which one you want to join.

[Meghla Bhardwaj] 1:00:24

But this is basically an eight day sourcing trip that covers three aspects.

[Meghla Bhardwaj] 1:00:28

One, we help you learn about sourcing from India.

[Meghla Bhardwaj] 1:00:31

So we do a full day conference, where you teach where we teach you best practices of sourcing

[Meghla Bhardwaj] 1:00:37

, how to find and vet suppliers, negotiating placing orders, logistics, quality control everything, then we also do we help you source products.

[Meghla Bhardwaj] 1:00:46

That's the second aspect. So we go to a trade show that is called the deli fair that is one of the main export focused fairs in India.

[Meghla Bhardwaj] 1:00:55

And it's got about three and a half 1000 exhibitors,

[Meghla Bhardwaj] 1:00:58

All of whom are export focused, most of them are manufacturers with their own factories. And, you know, some of them are trading companies as well.

[Meghla Bhardwaj] 1:01:06

But all of them are export experience.

[Meghla Bhardwaj] 1:01:09

And when you are sourcing from India, then it's very important to source from an export experienced factory.

[Meghla Bhardwaj] 1:01:14

And then the third acts aspect is cultural experience.

[Meghla Bhardwaj] 1:01:17

So we also help you immerse in Indian culture, we take you to Taj Mahal,

[Meghla Bhardwaj] 1:01:21

Which is one of the Seven Wonders of the World. We also do a Bollywood night where you can dress up in Indian attire and dance. And we also teach you Hindi and guarantee you remember any of the words that you have learned two years ago?

[Gary Huang] 1:01:37

He put me on the spot.

[Margaret jolly] 1:01:41

Yeah, yeah, that's good. That's Thank you.

[Gary Huang] 1:01:49

Yeah, yes, yes. I still remember a little bit. But yeah, but I think I think it is,

[Gary Huang] 1:01:55

If you guys are considering diversifying your sourcing, I think the best way is to get on the ground.

[Gary Huang] 1:02:04

And when I did the trip,

[Gary Huang] 1:02:07

I was very, it was like an eye opening experience, not only on the sourcing side, and, you know, witnessing the daily fare, which is kind of like the Canton Fair of India,

[Gary Huang] 1:02:19

It’s not quite as big, but there's 1000s of pre vetted suppliers there.

[Gary Huang] 1:02:23

So whether you're in like, you know, lighting fixtures, or home decor, or, you know,

[Gary Huang] 1:02:28

I was looking for some, some bags at the time, and you know, like they had very nice quality leather you can get hands on. So I think that can really fast track your sourcing, and also, there really isn't an Alabama, that's, you know, as easy as it is for China to switch from India.

[Gary Huang] 1:02:44

So I think that's, I mean, this just makes sense.

[Gary Huang] 1:02:47

If you do want to, you know, be successful, you got to do things that other people aren't doing. So it is an investment, both time and money, but for serious sellers.

[Gary Huang] 1:02:56

I do think it will be a big help.

[Gary Huang] 1:02:58

So highly recommend you guys check it out. India sourcing trip, and there's a lot.

[Gary Huang] 1:03:03

There's a lot of coaching, like, you know, like Tim Jordan, and I think a lot of other successful sellers as well attending. Is that right?

[Meghla Bhardwaj] 1:03:13

Yes, yes. So we've got Tim Jordan. We've got Margaret, of course.

[Meghla Bhardwaj] 1:03:17

And then we have John polite. Coming in from the US.

[Meghla Bhardwaj] 1:03:20

He's a really big importer, and he produces he sources, undergarments in very high quantities from India.

[Meghla Bhardwaj] 1:03:29

He's got his own brand, painted underwear.

[Meghla Bhardwaj] 1:03:31

And then we've got Ross Cooper was actually an attendee at the previous trip and remember, as a coach. Yeah. So

[Gary Huang] 1:03:39

That’s, that's a success story. I mean, definitely, if you get to meet Ron, you know, what were you doing?

[Gary Huang] 1:03:44

You know, you know, if I were you're in your shoes three years ago, right

[Gary Huang] 1:03:47

, Ross, you know, what would you advise me? Because I mean, that's a nice success story.

[Meghla Bhardwaj] 1:03:54

Exactly. We've got Stephen Selloff coming as a coach.

[Meghla Bhardwaj] 1:03:58

And you know, Stephen, of course, has a lot of experience developing products.

[Meghla Bhardwaj] 1:04:02

And he also teaches people how to sell in retail not only online, and a lot of the products that are made in India, they're actually really good for retail.

[Meghla Bhardwaj] 1:04:10

And we've got a lot of retailers and you know, big retailers, small retailers coming to India to the fair to source these products, because these are very, you know, premium high quality handcrafted products.

[Meghla Bhardwaj] 1:04:20

And so even consumers like to touch and feel them.

[Meghla Bhardwaj] 1:04:23

And, you know, once you see them, you know that they are premium and high quality. So they do really well in retail, offline retail. So that's something that you can consider.

[Meghla Bhardwaj] 1:04:32

And then we've got Erin Hughes as a coach as well. He's been sourcing. He's based in India, in fact, and he's been selling on Amazon us for quite some time. He does leather products.

[Meghla Bhardwaj] 1:04:43

And we've also got a couple of other sourcing coaches coming with us.

[Meghla Bhardwaj] 1:04:49

So in case you have questions about how to negotiate with suppliers, or how to vet suppliers,

[Meghla Bhardwaj] 1:04:57

or any of those questions, logistics quality control, we're goanna have coaches for each of those aspects travelling with the group so that they are there to support and help you as well.

[Meghla Bhardwaj] 1:05:07

And we've got Chris Thomas, I forgot for one of the E commerce coaches.

[Meghla Bhardwaj] 1:05:10

Yes, Chris Thomas is from Australia from the Australian seller podcast. And he was with us in India in 2019. And he's coming back as a coach.

[Meghla Bhardwaj] 1:05:19

So, yes, one of the things that I just want to point out like this time at the trip, we've negotiated this huge deal with our hotel where we're going to be offering alcoholic beverages to everybody almost all nights, this is a huge deal because I don't know if you remember Gary,

[Meghla Bhardwaj] 1:05:36

But you know, alcohol can be very expensive at at the hotel, it's five.

[Meghla Bhardwaj] 1:05:40

So we stayed at a nice five star hotel. And that's one of the things that people were complaining about.

[Meghla Bhardwaj] 1:05:45

One drink is for $20 it’s so expensive.

[Meghla Bhardwaj] 1:05:48

So we negotiated with the hotel, and we're going to have alcoholic beverages for everybody in almost all day. So that's I think, you know, a good way to kind of relax and unwind and, and network with other attendees. Yeah,

[Gary Huang] 1:06:02

it is a great way. I mean, that does help, you know, everyone's like, you know, more willing to share, you know, a couple of drinks. It really does help. But yeah, and

[Margaret jolly] 1:06:13

I think just the networking, because this time, we've got a lot of experience.

[Margaret jolly] 1:06:17

So I was on the trip as well as new sellers.

[Margaret jolly] 1:06:19

So you know, it's a great way to meet people network and from all around the world. So I mean, we've got people from France, we've got people from, you know, the US, Australia, New Zealand. Or also we've got Nicola with

[Meghla Bhardwaj] 1:06:33

Tom, remember UK?

[Margaret jolly] 1:06:34

UK? Yeah. So we've gotten a lot of different so yeah,

[Margaret jolly] 1:06:37

So I think it's a great and it's it is a great party atmosphere. I

[Margaret jolly] 1:06:42

Mean, we go to we go to work, but we got to have a lot of fun as well. And I think, you know, everyone who goes on the trip has if you don't have a good time, it's your own fault.

[Gary Huang] 1:06:51

Yeah, I think if I can just add, you know, the theme of this year's seven figure seller Summit is really masterminds, mentoring and a master class.

[Gary Huang] 1:07:00

So, I think, for those of you guys that do want to go to India,

[Gary Huang] 1:07:04

I mean, this is, like, you know, another step in that in the direction, because I remember, when we were on the trip in India,

[Gary Huang] 1:07:13

You know, just sitting next to someone on the bus, you know,

[Gary Huang] 1:07:16

I was learning about, you know, what they were doing, you know, I was, I sat next to CJ Rosenbaum and, you know

[Gary Huang] 1:07:21

He's sharing about, like, all the legal stuff. And, you know,

[Gary Huang] 1:07:24

He, like, literally, he went to Amazon's office and like, he was like, you know, on a smoke break, like the employees came out. And he was like, you know, trying to get some insider information.

[Gary Huang] 1:07:34

So, I think that, you know, this, that's the, that's one of the best parts about going to an event, right?

[Gary Huang] 1:07:39

I mean, learning stuff, not only from the talks from the show,

[Gary Huang] 1:07:43

But also just informally, just, you know, the synergy like the, you know, the what do you call that like the natural serendipity, right?

[Gary Huang] 1:07:52

Because I believe everything happens for a reason. It's not chance, right?

[Gary Huang] 1:07:55

So if you do feel compelled, I highly recommend that you, you check it out.

[Gary Huang] 1:08:00

And you're able to surround yourself with other successful sellers like Mark and experts like Nagla, and everyone else on the trip. So definitely check it out, guys.

[Gary Huang] 1:08:10

We'll have the link up below just to be transparent.

[Gary Huang] 1:08:12

I am an affiliate of India sourcing trip. So if you do, book it through our link, I will get a commission.

[Gary Huang] 1:08:19

But I do believe that this is a great fit for some people that are looking for, you know

[Gary Huang] 1:08:25

, to just take it up to the next level of sourcing from India.

[Gary Huang] 1:08:27

All right. So yeah, so excellent job today, guys.

[Gary Huang] 1:08:32

We're I know we're over time. So I wanted to just ask one last question before you guys run.

[Gary Huang] 1:08:39

If you distilled everything we covered today 8020 rule?

[Gary Huang] 1:08:43

What would be the number one recommendation for sellers as they're taking into account you know

[Gary Huang] 1:08:50

, all of these different hubs regional hubs and all these different pitfalls to avoid?

[Gary Huang] 1:08:56

So let's start with Mark first and then Nicola.

[Margaret jolly] 1:09:00

I think probably the biggest pitfall would be not doing a QC

[Margaret jolly] 1:09:04

I think that is the most important thing whether not only from India but wherever you're sourcing

[Margaret jolly] 1:09:09

but I think you know, coming out of India with a handmade products, getting them quality checked, either along the way, depending on the product or a definitely a final Qc is probably your one of the biggest things you need. Excellent.

[Meghla Bhardwaj] 1:09:28

Yeah, I would say Man, if you can, you know, Florida and if you are willing to invest,

[Meghla Bhardwaj] 1:09:37

I think you should come to India, whether you join us on the trip or whether you go on your own to the trade show, you know, you can choose to go on your own to the trade show as well. S

[Meghla Bhardwaj] 1:09:46

o but I feel that until unless you go to a place where you're planning to source from and this is super anywhere, not only India, even if you're sourcing from China,

[Meghla Bhardwaj] 1:09:55

I recommend you to go to China visit factories and visit the Canton Fair and see products Mexico as well,

[Meghla Bhardwaj] 1:10:02

Wherever you're sourcing from, I think until and unless you go there and see the products and meet with suppliers, you won't really be able to, you know source as effectively, of course

[Meghla Bhardwaj] 1:10:13

, it is possible to source and we have been sourcing virtually for three years now, you know, with COVID, nobody's been travelling,

[Meghla Bhardwaj] 1:10:19

But once you're going once you go there, it is really a game changer.

[Meghla Bhardwaj] 1:10:23

You can get better prices, relationship building is so much better with the suppliers, you understand the culture.

[Meghla Bhardwaj] 1:10:30

And when you're at the tradeshow you can see all of these products that you might not even have thought about

[Meghla Bhardwaj] 1:10:35

, right? Because you're walking down the aisles of a tradeshow you might come across a certain product that really catches your eye. But if you're not there, you wouldn't have thought about that product.

[Meghla Bhardwaj] 1:10:45

So I would say go there, whether you come with us on India sourcing trip,

[Meghla Bhardwaj] 1:10:49

Which we hope you will, but if not if you can't afford it, then you know, just go on your own to the Data Fair.

[Gary Huang] 1:10:56

Excellent. Thank you so much, Mark, thank you so much Meghla

[Gary Huang] 1:11:00

, for the great training today. And I hope everyone got a lot of value.

[Gary Huang] 1:11:05

And definitely check out India sourcing trip, if you're interested in learning more.

[Gary Huang] 1:11:09

And oh, we also have two special bonuses for everyone. I know that there's in your sourcing workshop.

[Gary Huang] 1:11:18

Do you want to quickly share about that, guys? Before we leave?

[Meghla Bhardwaj] 1:11:22

Yes, yes, definitely.

[Meghla Bhardwaj] 1:11:24

So in the sourcing workshop is a 12 hour plus live course that we had conducted Mark and myself we had conducted and the on demand videos are now available of this workshop.

[Meghla Bhardwaj] 1:11:36

So if you want you can buy this workshop, the videos, and we've got a discount for everybody who joins the summit seven figure seller Summit, we've got a 10% discount.

[Meghla Bhardwaj] 1:11:47

And if you are an all access pass holder then got a 20% discount on this workshop

[Meghla Bhardwaj] 1:11:52

. And so this basically teaches you the A to Z of sourcing from India

[Meghla Bhardwaj] 1:11:56

Apart from finding suppliers to what product categories you can source, what are the production hubs?

[Meghla Bhardwaj] 1:12:01

Some of which we covered over here today as well. But we go into things like cultural differences.

[Meghla Bhardwaj] 1:12:06

And you know how to manage expectations and how to manage lead times how to manage QC and logistics.

[Meghla Bhardwaj] 1:12:13

We've also got interviews with logistics service providers and quality control experts in the workshop as well.

[Meghla Bhardwaj] 1:12:20

So that's really a good way to you know, start your India sourcing journey by learning everything there is to source products from Indian.

[Gary Huang] 1:12:30

Excellent and we will have the discount code 10% off for the free pass holders below the video and all access pass holders you guys will get 20% off and you can get the discount code in the members area.

[Gary Huang] 1:12:43

All right, so thank you again Meghla and Marg for coming on today

[Gary Huang] 1:12:47

. And thank you everybody for watching. We will see you guys at the next session. Bye everyone. Bye