Gary Huang- 7 Figure Seller Summit

[Gary Huang] 0:00
Welcome back, everybody to the seven figure sourcing Summit.

[Gary Huang] 0:03
My name is Gary Cohn,

[Gary Huang] 0:04
Today I'm super excited to have two guest speakers with us today.

[Gary Huang] 0:08
We have makeup Bard, wash and Marg jolly Welcome, welcome.

[Gary Huang] 0:14
Hi, everyone. Yes, yes, it's great to have both of you.

[Gary Huang] 0:18
And today we have a special master class on the current state of sourcing from India,

[Gary Huang] 0:24
As you guys have heard, India is a very up and coming hotspot,

[Gary Huang] 0:27
When it comes to sourcing, there's been a lot of issues, you know,

[Gary Huang] 0:31
Sourcing all over the world, and India is becoming one of the fastest growing destinations.

[Gary Huang] 0:36

That's why I'm super excited to have Meghla and Marg with us here today,

[Gary Huang] 0:41

And they're going to give you they really have their finger to the pulse of everything that's going on in India.

[Gary Huang] 0:46

So they're really going to break it down for you,

[Gary Huang] 0:48

In terms of the current state of the sourcing, some of the key products that are very strong sourcing coming out of India,

[Gary Huang] 0:56

As well as several case studies of actual sellers that are sourcing and selling successfully from India.

[Gary Huang] 1:03

So definitely don't miss out on that.

[Gary Huang] 1:05

Before we get started, I'd like to quickly introduce Meghla.

[Gary Huang] 1:09

And Marg Meghla has over 20 years' experience in the Asia sourcing industry.

[Gary Huang] 1:14

She's very passionate about helping global Amazon

[Gary Huang] 1:14

And E commerce sellers really discover unique products to source from India,

[Gary Huang] 1:14

And she actually moved to India just very recently.

[Gary Huang] 1:16

So she's on the ground, she's meeting all the suppliers, you know, really bumping it up to the next level.

[Gary Huang] 1:21

But she was sharing a little bit about all the cool stuff that she's going to share with you today.

[Gary Huang] 1:36

And she's also the co-founder of India sourcing network,

[Gary Huang] 1:39

Really unique platform that helps importers with everything

[Gary Huang] 1:43

That they need to build private label brands sourcing from India, and she also runs the Asian seller.

[Gary Huang] 1:49

And then Marg is a very successful, experienced Amazon Seller based in Australia.

[Gary Huang] 1:54

She's been sourcing from India for many years, and she's going to share her first-hand knowledge of the daily challenges faced by online sellers.

[Gary Huang] 2:03

And she's owned many different businesses.

[Gary Huang] 2:05

And she's also a very special mentor to a lot of sellers.

[Gary Huang] 2:09

So I'm thrilled to have her with us here today. So before we begin, could you guys share? Why should people consider sourcing from India?

[Meghla Bhardwa] 2:23

Lanka first, I think people should consider sourcing from India because there are so many beautiful, unique products to explore.

[Meghla Bhardwa] 2:33

And there's just so many untapped possibilities, untapped potential in the India sourcing Marget.

[Meghla Bhardwa] 2:40

So I think, you know, retailers have been sourcing from India for quite some time,

[Meghla Bhardwa] 2:46

And it's now time for Amazon ecommerce sellers to discover all of these opportunities.

[Gary Huang] 2:52

Excellent.

[Margaret jolly] 2:55

Yes, not so good,

[Margaret jolly] 2:56

I think mainly too, it's just a bit of a change from the same product.

[Margaret jolly] 3:02

So I think it's a lot easier to actually saw something

[Margaret jolly] 3:06

That's completely different from anywhere else that has a backstory that you can actually take a video of the products

[Margaret jolly] 3:13

Being made in rural communities by you know, women who have never had employment before.

[Margaret jolly] 3:18

And it makes a great story, you can actually get, you know, say you're donating,

[Margaret jolly] 3:23

You know, one or $2 back to a community and nominated community

[Margaret jolly] 3:26

That you can actually educate children or help families with meal.

[Margaret jolly] 3:30

So I think there's a lot more opportunity to differentiate yourself with something you know,

[Margaret jolly] 3:35

As well as have a unique product. And I mean, they're beautiful.

[Margaret jolly] 3:39

I love the Indian products, it's really different.

[Gary Huang] 3:42

Yes, and I'm very fortunate that I've been able to witness this first-hand when I did travel to India,

[Gary Huang] 3:47

On Mega Marg's first India sourcing trip in 2019, I did see a lot of the unique type products, you know, having the story with the community and creating employment.

[Gary Huang] 3:58

I think there's a lot of unique aspects to it that can really boost your brand. So I'm super excited for today.

[Gary Huang] 4:05

So without further ado, let's go ahead and dive right in. Shall we get started, guys?

[Meghla Bhardwa] 4:11

Yes, let's get started.

[Meghla Bhardwa] 4:12

So as you mentioned already, what we want to do is we want to share the state of sourcing in India.

[Meghla Bhardwa] 4:19

So there are a couple of broad topics that we want to cover.

[Meghla Bhardwa] 4:22

And after that, we'll share some case studies of successful brands that have been sourcing from India.

[Meghla Bhardwa] 4:28

So we don't have any slides.

[Meghla Bhardwa] 4:30

We're just going to be talking and then we'll share screen and show some of the brands that we mentioned.

[Meghla Bhardwa] 4:35

So the first update that I want to give you guys is the overall exports and manufacturing industry

[Meghla Bhardwa] 4:42

In India like what's the situation right now of exports and manufacturing.

[Meghla Bhardwa] 4:47

So in the year 2021 22, the financial year 2021 22.

[Meghla Bhardwa] 4:53

In these exports increased by a record 40% over the previous year and and exports overall reached $418 billion,

[Meghla Bhardwa] 5:05

Which is a record in the month of March exports exceeded $40 million,

[Meghla Bhardwa] 5:10

Which is the highest ever in a single month.

[Meghla Bhardwa] 5:13

So overall, India's exports are growing significantly.

[Meghla Bhardwa] 5:17

Of course, it is way less than what China is exporting,

[Meghla Bhardwa] 5:20

But China is way ahead of any country in the world.

[Meghla Bhardwa] 5:24

So, you know, but the growth is what is super important over here.

[Meghla Bhardwa] 5:28

So 40% growth over the previous year.

[Meghla Bhardwa] 5:31

Now, there are a couple of reasons why exports and manufacturing are increasing.

[Meghla Bhardwa] 5:37

One of the reasons is, the government is really promoting manufacturing and exports, especially manufacturing,

[Meghla Bhardwa] 5:44

There are a lot of themes that the government has come up with to encourage overseas investors to invest in factories and manufacturing facilities in India.

[Meghla Bhardwa] 5:55

Just to give you a few example, India has recently signed two foreign free trade agreements with Australia and also with UAE.

[Meghla Bhardwa] 6:05

So these two trade agreements are expected to further boosts the trade from India agreement

[Meghla Bhardwa] 6:12

That was signed by with Australia 95% of Indian goods are going to be getting duty free access to the Australian Marget.

[Meghla Bhardwa] 6:20

And then similarly, in the UAE, almost 90% of India's exports to the UAE will be actually duty free.

[Meghla Bhardwa] 6:28

So these are recently signed.

[Meghla Bhardwa] 6:30

So we will see their impact in coming months.

[Meghla Bhardwa] 6:34

But the increase that happened last year is also because the government has been promoting manufacturing of you know,

[Meghla Bhardwa] 6:42

Various industries, one of the biggest industries that the government is focusing on is electronics.

[Meghla Bhardwa] 6:48

And as of now there are there's not a lot of OEM kind of exports happening from India in terms of the electronics sector.

[Meghla Bhardwa] 6:57

But there are a lot of big companies that are setting up factories here and exporting electronics under their own brands.

[Meghla Bhardwa] 7:05

And most of these companies are, you know, the MNCs,

[Meghla Bhardwa] 7:08

Like Apple, Samsung, there are a couple of Chinese companies and Taiwanese companies as well,

[Meghla Bhardwa] 7:14

For example, Foxconn, and a couple of other local domestic companies as well.

[Meghla Bhardwa] 7:19

So this is a huge focus for the Indian government. In fact, mobile phone exports have increased 75% in the last financial year.

[Meghla Bhardwa] 7:31

And again, this is mostly driven by Apple and Samsung.

[Meghla Bhardwa] 7:34

So as of now, you know, if you are an E commerce seller, and if you want to buy powerbanks, under your own brands, you won't be able to do that now from India.

[Meghla Bhardwa] 7:45

But maybe in the next three or four years, that will happen.

[Meghla Bhardwa] 7:50

Because once these big companies that have factories, the supply chains are going to develop and they're going to become strong.

[Meghla Bhardwa] 7:57

And there's going to be more investment in ancillary industries.

[Meghla Bhardwa] 8:02

And that will give a boost to the overall supply chain.

[Meghla Bhardwa] 8:06

And gradually smaller facilities will also be set up.

[Meghla Bhardwa] 8:10

So this is the beginning of you know, where China was maybe 20 years ago into the electronics production.

[Meghla Bhardwa] 8:18

Also, currently, there's no chip production in India. But that's changing because India's first semiconductor production facility has been announced.

[Meghla Bhardwa] 8:26

Recently, in fact, just a couple of months ago, the deal was finalized, and it's going to be set up in the state of Karnataka, which is in the in South India.

[Meghla Bhardwa] 8:35

So that is also going to be a turning point for manufacturing and exports of electronics from India. There are a couple of other industries where we are seeing more investments, for example, toys.

[Meghla Bhardwa] 8:47

Now toys, currently, most of the toys from India are, you know, maybe eco-friendly toys that are made out of wood, or are metal or soft, plush toys.

[Meghla Bhardwa] 8:56

There's not a lot of plastic injection kind of toys coming up.

[Meghla Bhardwa] 9:00

There are also some board games, stem toys, you know, those kinds of things.

[Meghla Bhardwa] 9:04

But there are companies that are now setting up factories, or they've announced that they're going to setting up factories to manufacture all types of you know, even the plastic injection kind of toys.

[Meghla Bhardwa] 9:16

So there was this one toy expert on LinkedIn that I follow.

[Meghla Bhardwa] 9:20

And, you know, according to him that this is the largest migration in a generation that's happening in the toy industry.

[Meghla Bhardwa] 9:29

So a lot of factories, a lot of retailer's brands are looking to diversify out of China.

[Meghla Bhardwa] 9:34

And India is one of the main countries that they're going to of course, is also Vietnam and other countries. But India is one of the main countries at least why manufacturers are going to.

[Meghla Bhardwa] 9:43

So these are some of the industries where growth is happening pretty fast.

[Meghla Bhardwa] 9:47

And then there's also of course, apparel, textiles, those industries that continue to grow.

[Meghla Bhardwa] 9:52

Now what are the products that Amazon sellers are sourcing from India?

[Meghla Bhardwa] 9:57

As of now, you know, we've been working with Amazon sellers for the lasts three to four years and helping people source products from India.

[Meghla Bhardwa] 10:03

Most sellers we see are sourcing wood and metal products.

[Meghla Bhardwa] 10:07

Those are the most common products that people source they're doing quite well.

[Meghla Bhardwa] 10:12

There's also a lot of leather products, genuine leather products that are seeing a lot of success.

[Meghla Bhardwa] 10:17

And then we've also got textile based products.

[Meghla Bhardwa] 10:20

So, there are people who are doing maybe home furnishings, you know, those kinds of things.

[Meghla Bhardwa] 10:25

So, those are some of the categories that Amazon sellers are seeing success in.

[Meghla Bhardwa] 10:30

And you know, as you also mentioned,

[Meghla Bhardwa] 10:33

India sourcing trip, you attended the first trip that we did on October

[Meghla Bhardwa] 10:37

So that trip is also resuming in in the in the later this year in October.

[Meghla Bhardwa] 10:42

So in terms of you know, the COVID situation and in terms of how things are over here, with COVID, everything is pretty much open.

[Meghla Bhardwa] 10:52

There are no restrictions in terms of you know, factory closures or lockdowns are nothing,

[Meghla Bhardwa] 10:58

People are still wearing masks, but I would say maybe 30 to 40% of people, you know,

[Meghla Bhardwa] 11:04

Outside are wearing masks, but overall COVID is almost like over over here.

[Meghla Bhardwa] 11:09

So there are still some cases almost every day, I think maybe 1000 1500 or so.

[Meghla Bhardwa] 11:15

But I mean, considering how big India is that's not a lot in terms of COVID.

[Meghla Bhardwa] 11:21

You know, in case anybody has a question. It's gone from India.

[Gary Huang] 11:26

Is India's border open? I mean, can people freely travel? Yeah,

[Meghla Bhardwa] 11:32

Yes, India's borders are open.

[Meghla Bhardwa] 11:34

And in fact, the trade show that we attended in October, Gary,

[Meghla Bhardwa] 11:39

That was hosted just a couple of months ago, in February. Now March

[Margaret jolly] 11:48

Interfere, interfere. It was no end of

[Gary Huang] 11:51

March. The Delhi fair?

[Meghla Bhardwa] 11:54

Yes. And so that was the first in person fair that they had done.

[Meghla Bhardwa] 11:59

COVID struck, and a lot of foreign buyers attended the fair from all over the world, Australia, US Europe.

[Meghla Bhardwa] 12:06

In fact, our team was going to attend the fair and there were no hotel rooms, because it was all themselves.

[Meghla Bhardwa] 12:13

Oh, yes. Everything's open buyers are traveling.

[Meghla Bhardwa] 12:16

And yeah, in fact, a few buyers are traveling in the next couple of months.

[Meghla Bhardwa] 12:21

We are arranging trips for them. So yeah, I think that pretty much open over here.

[Gary Huang] 12:25

Exciting. And I've heard anecdotally, you know, due to the COVID lockdowns in China,

[Gary Huang] 12:30

Especially the Shanghai no greater, you know, Georgetown channel school vicinity is really disrupting the supply chain.

[Gary Huang] 12:36

And a lot of these, you know, the supply chain is shifting. Right.

[Gary Huang] 12:41

So it sounds like India is a pretty big beneficiary of that.

[Gary Huang] 12:46

Are you seeing a lot of, you know, people like sellers shifting their sourcing from China to India recently.

[Meghla Bhardwa] 12:54

Yes, we are seeing a lot of people diversifying.

[Meghla Bhardwa] 12:57

So. Some products, of course, not all products are sortable in India.

[Meghla Bhardwa] 13:01

So it really depends on the product category that the seller is is focusing on.

[Meghla Bhardwa] 13:06

But we are seeing more people looking to diversify their sourcing,

[Meghla Bhardwa] 13:10

And they want to have like a China plus one strategy.

[Meghla Bhardwa] 13:13

There's not only Amazon ecommerce sellers, but even traditional brands,

[Meghla Bhardwa] 13:17

For example, there was this auto parts brand that came to us and they're sourcing their products from Taiwan.

[Meghla Bhardwa] 13:23

And now they want to diversify to India. So it's not only Amazon ecommerce sellers,

[Meghla Bhardwa] 13:26

But it's bigger companies brands as well, that retailers as well that are trying to you know, source from India.

[Meghla Bhardwa] 13:34

So yes. I mean, that's one of the reasons I moved here, because we're seeing a lot of growth,

[Meghla Bhardwa] 13:38

And we want to be able to expand the team and help, you know, sellers even even more.

[Gary Huang] 13:44

Yeah, that's a very smart move. You're on the ground a lot faster when you're doing that.

[Gary Huang] 13:49

Excellent. Excellent. Yeah. All right. Okay.

[Meghla Bhardwa] 13:53

Yeah, so that's an overall update of the situation over here, I think very optimistic, very positive.

[Meghla Bhardwa] 14:00

This is the right time to start thinking about sourcing from India,

[Meghla Bhardwa] 14:04

Because the next couple of years, overall exports and production are definitely going to increase.

[Meghla Bhardwa] 14:10

So for the next section, I'll hand it over to Marg and she'll give an update on the logistics and shipping situation from India.

[Margaret jolly] 14:18

Thanks Meghla. Yes, no, look, I think if you're looking to diversify to India,

[Margaret jolly] 14:23

Probably one thing to understand is there's not as many ports in China there's obviously a port in almost every province

[Margaret jolly] 14:28

That goes from you know, a way where it's when you start sourcing from India,

[Margaret jolly] 14:33

The main port is Mumbai which is totally central India on the coastline.

[Margaret jolly] 14:40

But if you are sort of most prized to come out of northern India,

[Margaret jolly] 14:46

so, or Atta bad or any of those New Delhi any up the top part Jaipur all that will go down to the port of Nava shaver at Mumbai. So that's the really busy port now.

[Margaret jolly] 15:00

I don't I ship out of there and don't find it to be an issue even though there's, that's the main port for all shipping,

[Margaret jolly] 15:06

it seems to flow quite smoothly if and what will happen is your goods actually go by road from the factories up to North, and it takes about three days to get down to the port.

[Margaret jolly] 15:16

So it's a little bit like learning the way India works and getting your planning, right.

[Margaret jolly] 15:21

So if you're looking to actually ship out of India, you need to allow a few days to get your goods to the port.

[Margaret jolly] 15:28

Then once it's at the port, and clears customs, which is only a couple of days,

[Margaret jolly] 15:32

Shifts usually go on a Monday, and most of the shifts leave there every Monday to the you know, to the east coast of the US.

[Margaret jolly] 15:40

So you don't actually ship into California anymore, you would go to the East Coast, which is a 21 day, see time for the shipping.

[Margaret jolly] 15:49

So once you get into that, the swing of that, you'll find that it isn't a real issue.

[Margaret jolly] 15:54

And I have been sort of shipping them a lot did a shipment only just arrived in the States about a week ago.

[Margaret jolly] 16:02

And I left my factory early on one week, and the next Monday it was on the ship and off it was gone.

[Margaret jolly] 16:07

So I think if you're allowed are waiting for that, and there hasn't been even through the whole COVID situation,

[Margaret jolly] 16:12

I wouldn't say I ever got stuck and had to wait for weeks and weeks. Sometimes it is a little bit busier.

[Margaret jolly] 16:19

And obviously if there's a bit more demand, the prices do go up slightly.

[Margaret jolly] 16:23

But it hasn't really been a big issue where people are waiting weeks and weeks and weeks to get goods to leave the port,

[Margaret jolly] 16:30

Shipping costs out of India never got anywhere near like China.

[Margaret jolly] 16:34

I think at the peak time, which is about last October, I think the containers for a 40 foot got up to about 14,000.

[Margaret jolly] 16:42

And I think a 20 foot was 12, at the moment, as of about a week ago was around about 10 or a 20 foot and 12 for a 40 foot.

[Margaret jolly] 16:53

But look that varies all the time, you know, depending on demand, but that's a bit of a guide.

[Margaret jolly] 16:58

So we're pretty lucky in that the costs, I mean, they're still not cheap as they were four years ago or three years ago,

[Margaret jolly] 17:06

But it's still quite reasonable in the whole world sort of shipping issues,

[Margaret jolly] 17:12

I think and container wise, we haven't stopped, I mean, there is a shortage of containers, but they seem to be moving. So you know, we're not getting held up.

[Margaret jolly] 17:21

Because I know I've been coming to Australia doesn't matter where you go in the world is, you know,

[Margaret jolly] 17:25

Supply chain issues and, you know, no stock in a lot of the stores because you know, the goods just aren't arriving.

[Margaret jolly] 17:31

So I think we're fairly, you know, doing fairly well, I think coming out of India into America at the moment, with with the shipping.

[Margaret jolly] 17:40

Now, the times for people just to get used to India, because it's not mass produced,

[Margaret jolly] 17:46

Most of the goods are handcrafted.

[Margaret jolly] 17:48

So if you've been sourcing out of China, and you're used to putting in an order,

[Margaret jolly] 17:52

And they press the magic button and you know, run you off 1000 you know stainless steel bottles or something,

[Margaret jolly] 17:58

It doesn't quite happen that fast. In India, it's usually a lead time, I would suggest if you're moving over be prepared.

[Margaret jolly] 18:06

Initially, when you're doing your very first audit to be looking at about sort of 80 to 90 days

[Margaret jolly] 18:12

From the minute you start talking to that supplier till you get your product finished and sort of ready to be shipped away.

[Margaret jolly] 18:20

So once you get into that sort of timeframe, it's not a problem.

[Margaret jolly] 18:24

But you can scale people sort of panic and think Oh, because it's handmade, you know, can only get 100, many of our suppliers do containers, some of our suppliers will only do containers.

[Margaret jolly] 18:35

So it is possible for them to scale as well. So it's not something that because its hand crafted, it doesn't mean you can't get volume.

[Margaret jolly] 18:43

But it's also beneficial for the newer buyers who want to do you know, 500 pieces or something,

[Margaret jolly] 18:48

They’re quite willing to do those small orders, which quite often find when it's a manufacturing plant,

[Margaret jolly] 18:54

And they're doing, you know, sort of mass production, mass production,

[Margaret jolly] 18:58

You can only get, you know, one or 2000 pieces.

[Margaret jolly] 19:01

So I think that also is another bonus for India with the shipping.

[Margaret jolly] 19:07

So I think that's your anything else. Maybe I've missed with the shipping.

[Meghla Bhardwa] 19:12

I think you covered it pretty comprehensively.

[Margaret jolly] 19:15

Yeah, I don't think there's anything else that I can think of.

[Gary Huang] 19:18

And, Marg, you mentioned something interesting, you know,

[Gary Huang] 19:21

The suppliers, they can do very small orders as few as a couple 100 pieces.

[Gary Huang] 19:26

You know, one of the things I was most surprised by when I went to India in 2019 was the you know,

[Gary Huang] 19:32

The MOQ is could be very low, you know, we're talking even like 100 or even less.

[Gary Huang] 19:36

I'm curious now with the greater interest and demand from India.

[Gary Huang] 19:40

Has that changed at all?

[Gary Huang] 19:41

Or have you seen MOQ scope up?

[Margaret jolly] 19:43

Hasn't changed but we have signed people please don't try and ship one or 200 pesos because the cost of shipping now is just so high that it just becomes not viable.

[Margaret jolly] 19:56

You know, you end up having you know,

[Margaret jolly] 19:58

Eight or $9 shipping bill on 100 faces because you know when you're shipping there is a standard fee of about $700

[Margaret jolly] 20:05

That are just you know all the charges on top of the actual state shipping and freight component.

[Margaret jolly] 20:11

So you know,

[Margaret jolly] 20:12

I mean in all honesty I think 500 is about the minimum

[Margaret jolly] 20:16

I would like to see people you know shipping besides shipping and it's still the smaller.

[Margaret jolly] 20:20

The order you know, the nice you know, is around you know,

[Margaret jolly] 20:24

1500 to 2000 pesos then you can get your shipping down to you know, two or $3 an item

[Margaret jolly] 20:29

but I think if you're if you're doing really small orders to start you've got to weigh up do you want to really probably not make any money

[Margaret jolly] 20:36

If you want to test the waters it's a good idea but you don't expect to make a lot out of it because you're you know,

[Margaret jolly] 20:42

Reducing your profit margin so much by shipping a very small order.

[Margaret jolly] 20:46

So I mean, it is possible but unless it's something smaller like that you can airfreight by the kilo,

[Margaret jolly] 20:52

It would be okay. But if it's anything that's not a tradable,

[Margaret jolly] 20:55

You know, I don't think it's a viable proposition for most people.

[Margaret jolly] 20:59

So we try and discourage it, but it is possible if people want to, you know,

[Margaret jolly] 21:02

Take that risk Most, but not every supply.

[Margaret jolly] 21:05

Like we as I said, we do some supplies you only want to do you know,

[Margaret jolly] 21:08

Some of them are really during like container after container for like, you know, target in Australia,

[Margaret jolly] 21:13

When we interviewed the other day does,

[Margaret jolly] 21:15

Or Kmart target all those bigger stores have been service from India as well now.

[Margaret jolly] 21:21

So I think, you know, it's possible to get a small order,

[Margaret jolly] 21:24

But you've got to pick the right factory.

[Margaret jolly] 21:26

Because some of them just, you know, don't want to,

[Margaret jolly] 21:29

You know, sort of do the very small orders.

[Margaret jolly] 21:31

But we do have some that we have, you know,

[Margaret jolly] 21:34

Sort of be interviewed and put onto our site that will do smaller orders.

[Gary Huang] 21:38

Excellent. Great advice. All right. Let's keep going. Guys,

[Gary Huang] 21:42

What’s next. Okay,

[Meghla Bhardwa] 21:43

So next thing,

[Meghla Bhardwa] 21:44

I wanted to talk about eco-friendly products and overall focus on eco-friendly production and products in India.

[Meghla Bhardwa] 21:52

So we've always said that India is a great place to source these kinds of products.

[Meghla Bhardwa] 21:57

And there's a huge variety of eco-friendly products available.

[Meghla Bhardwa] 22:00

For example, there's materials like jute,

[Meghla Bhardwa] 22:03

And Rica palm leaves that are used to make disposable plates that sugarcane waste disposable dinnerware.

[Meghla Bhardwa] 22:10

There’s, you know, fabric and rugs that are made out of recycled PT water bottles,

[Meghla Bhardwa] 22:16

There’s organic cotton's overall, there's a lot of focus on eco-friendly products.

[Meghla Bhardwa] 22:21

And that we're also thing is increasing among suppliers.

[Meghla Bhardwa] 22:24

So every day we talk to suppliers,

[Meghla Bhardwa] 22:26

And there's something or the other that they're trying to do to position themselves as being eco-friendly.

[Meghla Bhardwa] 22:32

There are some companies, for example, that are setting up solar panels or in their factories to, you know, produce their own electricity.

[Meghla Bhardwa] 22:40

In fact, there's one factory that we have that runs entirely on solar panels

[Meghla Bhardwa] 22:45

So that they don't have any other electricity, they produce organic problems.

[Meghla Bhardwa] 22:50

So not only are they producing and exporting eco-friendly products,

[Meghla Bhardwa] 22:53

They’re also doing it in a sustainable way. And that we're seeing continuing to increase.

[Meghla Bhardwa] 22:59

In fact, you know, being over here,

[Meghla Bhardwa] 23:00

I can actually see the focus on eco-friendly products.

[Meghla Bhardwa] 23:04

In the domestic Marget. For example, if we order anything,

[Meghla Bhardwa] 23:07

It always comes in a paper bag, whether it's from Amazon, Flipkart, or any of the different Margetplaces over here,

[Meghla Bhardwa] 23:14

All deliveries are done in paper bags, or fabric bags, there's no plastic at all.

[Meghla Bhardwa] 23:19

And even if you go to the Marget, and you buy stuff from malls,

[Meghla Bhardwa] 23:23

And other shops, it's mostly paper bags, there's hardly any single use plastic that is being used.

[Meghla Bhardwa] 23:29

So that is the entire country is really focusing a lot on being eco-friendly.

[Meghla Bhardwa] 23:34

And that is also representing itself in manufacturing and exports overall.

[Meghla Bhardwa] 23:39

In fact, Amazon India also has a lot of different initiatives to focus on sustainability.

[Meghla Bhardwa] 23:45

For example, they have recently invested in 10,000 electric vehicles.

[Meghla Bhardwa] 23:50

And they're going to be, you know, these vehicles are going to be used for their delivery.

[Meghla Bhardwa] 23:54

And all of these vehicles are designed and manufactured in India.

[Meghla Bhardwa] 23:59

Plus they have also donated like solar energy systems to various government schools.

[Meghla Bhardwa] 24:04

And they're also encouraging plastic, free packaging and even packaging, free shipping.

[Meghla Bhardwa] 24:11

So you know, the products are just shipped without those copies.

[Meghla Bhardwa] 24:15

You know, sometime in the US they ship like a really small product in a very, very big box, for example.

[Meghla Bhardwa] 24:20

So that's something that Amazon is trying to minimize over here.

[Meghla Bhardwa] 24:23

There's a lot of focus on such things as well and also energy conservation, water conservation.

[Meghla Bhardwa] 24:31

Those kinds of things are a big focus for Amazon too.

[Meghla Bhardwa] 24:34

So if you are looking to source an eco-friendly product, then India is a really good place to do that.

[Meghla Bhardwa] 24:39

Not only are the products eco-friendly, you might also find a supplier that has sustainable manufacturing and that you can you can add that to your story as well.

[Meghla Bhardwa] 24:48

A lot of suppliers to want to do plastic free packaging even if their product is not eco-friendly.

[Meghla Bhardwa] 24:54

Maybe they do like a regular cotton product or something made out of wood or metal but they try to Oh,

[Meghla Bhardwa] 25:00

They're trying to do plastic free packaging, that's something that I think can be a great brand story as well.

[Meghla Bhardwa] 25:06

We're also seeing a lot of innovation in different types of eco-friendly materials.

[Meghla Bhardwa] 25:10

For example, there are companies that are producing products made out of cork, cactus, and pineapple fibers.

[Meghla Bhardwa] 25:17

So all of these are alternatives to, to plastic or Pu.

[Meghla Bhardwa] 25:22

And so that's, again, a really good product line for people who are interested in eco-friendly products.

[Meghla Bhardwa] 25:27

So that is something else that we wanted to highlight

[Meghla Bhardwa] 25:29

Just because there's just so much emphasis on sustainability and environmental friendly products around the world.

[Meghla Bhardwa] 25:36

And we're seeing a lot of that happening in India as well.

[Gary Huang] 25:41

Yeah, very cool. Very cool. Is India developing more?

[Gary Huang] 25:47

You know, in terms of the, like, the raw materials,

[Gary Huang] 25:51

Are they developing more home grown raw materials?

[Gary Huang] 25:53

Because I remember when I visited in the, you know, several years ago,

[Gary Huang] 25:58

India was strong and more of the, like, natural textiles like pontoons,

[Gary Huang] 26:03

But not so much in like, you know, polyesters and more like, synthetics, and, you know,

[Gary Huang] 26:09

They were importing some of that, you know, from overseas, like China.

[Gary Huang] 26:13

I'm curious has is India developing more home grown, these type of materials?

[Meghla Bhardwa] 26:19

So some of the basic polyester items?

[Meghla Bhardwa] 26:21

Yes, they miss their strong in the natural materials like cotton sale, wool, etc.

[Meghla Bhardwa] 26:28

Polyester, yes, but more the more, you know,

[Meghla Bhardwa] 26:31

Like, functional fabric, for example, or fabrics that are certain finishes or, you know,

[Meghla Bhardwa] 26:36

More high tech kind of fabrics are still imported from China or other countries.

[Meghla Bhardwa] 26:41

But yeah, there are companies that are investing in manufacturing, other types of polyester.

[Meghla Bhardwa] 26:47

But I think over time, there'll be other types of materials that will be manufactured as well,

[Meghla Bhardwa] 26:51

Currently, it's still mostly natural material products.

[Gary Huang] 26:55

I see. Okay, great. Thank you. Cool.

[Meghla Bhardwa] 26:59

Okay, so, yeah, next, what we want to do is a talk about these three brands.

[Meghla Bhardwa] 27:04

And the first one is actually my friend.

[Meghla Bhardwa] 27:08

She's going to be sharing her story and her experience about how she found her supplier

[Meghla Bhardwa] 27:13

And just want to mention her brand name or talk about the products, but she'll share her overall experience over To Marg.

[Margaret jolly] 27:22

Yes, look, I Well originally started off an Amazon journey back in January two or one seven,

[Margaret jolly] 27:29

And it's obviously sourcing from China.

[Margaret jolly] 27:31

And we were going on a trip to the Canton Fair in the October and decided to stop off in Singapore.

[Margaret jolly] 27:39

In where do we stop Hong Kong, we stopped off nothing.

[Margaret jolly] 27:42

I'm getting confused with Nicola.

[Margaret jolly] 27:43

And so we actually went to the Maker Faire there.

[Margaret jolly] 27:47

And we'll walk through and there was quite a variety of different suppliers.

[Margaret jolly] 27:52

And there was a whole of all nations and we actually came across.

[Margaret jolly] 27:56

I was just walking down and there was a storm, oh, my God,

[Margaret jolly] 27:59

Look at all those products. And it was an Indian manufacturing family. And we looked at their products.

[Margaret jolly] 28:05

And like I was like a kid in a candy store.

[Margaret jolly] 28:07

I just didn't know what I wanted.

[Margaret jolly] 28:08

And I had to go away for a while and get myself together and go back and say yes, I really was interested.

[Margaret jolly] 28:14

And we actually spent three days going back and forth getting to know the family and talking about the products

[Margaret jolly] 28:19

. And by the time we left there and got to catch on.

[Margaret jolly] 28:22

I was like, I'm not even interested in China anymore.

[Margaret jolly] 28:25

I'm going to change my whole sort of, I suppose supply chain.

[Margaret jolly] 28:30

And we at that point, ended up doing a bit of more sightseeing,

[Margaret jolly] 28:33

I think in China than we did at the Canton Fair.

[Margaret jolly] 28:38

And so I then came back and placed an order with my supplier and the rest is history,

[Margaret jolly] 28:42

We're still doing those original Nine products that I started off with him then.

[Margaret jolly] 28:47

And look, the reasons I found was more number one,

[Margaret jolly] 28:50

I'd never seen any products like it, you know, sort of on Alibaba,

[Margaret jolly] 28:55

I knew there was very little competition on Amazon

[Margaret jolly] 28:57

Because it was totally coming out of India they were all Indian made products.

[Margaret jolly] 29:01

The quality was just fantastic.

[Margaret jolly] 29:04

And dealing with supplier was like a breeze number one or they spoke really good English.

[Margaret jolly] 29:09

So that was a no barrier we could communicate and make sort of subtle changes

[Margaret jolly] 29:14

And things that we've wanted that were very helpful with a storing like our packaging.

[Margaret jolly] 29:19

They had a relationship with a packaging firm who they handled most of that for me I just told them

[Margaret jolly] 29:25

What I wanted but we could jump on Zoom calls all the time.

[Margaret jolly] 29:28

And look at how the packaging was being developed all the changes

[Margaret jolly] 29:31

So I found that it was just so much easier to actually get to know the supplier and how they worked.

[Margaret jolly] 29:39

The I think probably the only thing once again was the lead times and I'd sort of when we'd started off with China.

[Margaret jolly] 29:46

Roman obviously the orders were much quicker but besides

[Margaret jolly] 29:46

The First Order was a little bit you know I suppose to me it took a long time

[Margaret jolly] 29:46

And I was sort of thinking RG Have I made the right decision but once we got that initial order on

[Margaret jolly] 30:00

In the water, and then started selling,

[Margaret jolly] 30:02

You then realize that if you get yourself into the swing of things

[Margaret jolly] 30:05

And sort of forecast how much stock you're going to need.

[Margaret jolly] 30:09

And make sure you always allow enough time to get that next door up,

[Margaret jolly] 30:13

So you don't run out of stock.

[Margaret jolly] 30:14

So I basically get when my shipment arrives in the States,

[Margaret jolly] 30:18

I tend to think, right, how much stock Have I got, now,

[Margaret jolly] 30:20

How many days have I got of each of those products, and then I'll do another audit virtually straightaway.

[Margaret jolly] 30:25

So I've always got rolling stock, so I'm not going to run out.

[Margaret jolly] 30:29

So it's just a matter of, I suppose pre planning what you're doing.

[Margaret jolly] 30:34

And being a little bit more, you know, on the ball and organized with your stock.

[Margaret jolly] 30:38

And then we've actually since developed the second round as well,

[Margaret jolly] 30:42

Which I've got going on at the same time.

[Margaret jolly] 30:45

So, but look, I really just think that it was the best thing we ever did.

Margaret jolly 30:49

And we I once we did that we didn't seem to get the hijackers on the products,

[Margaret jolly] 30:54

Just a lot of things changed,

[Margaret jolly] 30:56

It was a lot easier, because it's a lot harder to copy our products

[Margaret jolly] 30:59

Because and what you'll find is even in India,

[Margaret jolly] 31:03

If you're selling, I don't know, a wooden ball or whatever

[Margaret jolly] 31:05

It might be a metal jug that each manufacturer has its own sort of spin on it.

[Margaret jolly] 31:10

So even though they might all make the same type of product,

[Margaret jolly] 31:14

They all have a slightly different look or spin to it.

[Margaret jolly] 31:17

So they might have some speciality or some way that they do their product.

[Margaret jolly] 31:20

So it's not like going on Alibaba and finding you know that bowl 60 or 70 times

[Margaret jolly] 31:26

And then they're all the same,

[Margaret jolly] 31:28

Even if you line up the same product made out of India,

[Margaret jolly] 31:31

You'll find that it does look a little bit different.

[Margaret jolly] 31:33

So even though you know you might have competition on Alibaba on Amazon, compared to, you know,

[Margaret jolly] 31:41

Sort of going from China.

[Margaret jolly] 31:42

When you go onto Alibaba, that you'll find that it's,

[Margaret jolly] 31:45

It’s much easier then because she just you're not sort of battling against the same product.

[Margaret jolly] 31:51

So you can be a little bit more, I suppose, easy to price your products.

[Margaret jolly] 31:56

And because they're handmade,

[Margaret jolly] 31:57

And you can do a really good brand story of, you know, how they're made.

[Margaret jolly] 32:00

Where they're made, and all those things that it's,

[Margaret jolly] 32:03

You know, you can command a little bit better price.

[Margaret jolly] 32:05

I think, and having made in India, on your app product in your sort of,

[Margaret jolly] 32:10

You know, website and store and everything is a good dump, sort of bonus, I think as well. Actually mega,

[Gary Huang] 32:18

Mega Marg, sorry, can I check them real quick you interesting points,

[Gary Huang] 32:23

I'd like to just dig a little deeper, I know that you have two more to study.

[Gary Huang] 32:26

So I keep my eye on the clock. In terms of pricing from India?

[Gary Huang] 32:33

Can you share a little bit more about that, like how it compares to China and also like bottom line?

[Gary Huang] 32:39

I mean, given the fact you have the better brand story that you can use to, you know,

[Gary Huang] 32:43

Maybe position your product as a more premium product?

[Gary Huang] 32:47

Can you speak a little bit about the profitability as well, you know, sourcing?

[Margaret jolly] 32:51

Versus? Well, I suppose one thing that we actually haven't touched on is the tariffs out of India, at the moment,

[Margaret jolly] 32:57

A lot of my products have no tariff whatsoever, some had 2%

[Margaret jolly] 33:02

I think one or two have had or come across some had 4%.

[Margaret jolly] 33:06

So that's a big help. Because if you're coming out of China with something with 20 or 30% chunk Mark-up,

[Margaret jolly] 33:13

You know, that's, that's a big bonus to start with.

[Margaret jolly] 33:17

But look, I what I tend to do is when I'm you know, costing my products I look at not how much it's going to cost me,

[Margaret jolly] 33:23

But how much can I sell that for what will the Market take.

[Margaret jolly] 33:27

So if I'm selling something for, say, $45,

[Margaret jolly] 33:30

I'll work back and say depending on the size of the product, etc., and you know,

[Margaret jolly] 33:34

Which sort of how it all worked out that I would sort of say to myself.

[Margaret jolly] 33:38

Well, I can only afford to spend $10 on that product.

[Margaret jolly] 33:41

So then that's how I would price my product going forward.

[Margaret jolly] 33:46

So it's probably a little bit different to the way you would sort of probably work in China with your product

[Margaret jolly] 33:54

But that's what we advise people to do is you know,

[Margaret jolly] 33:56

Work out all your costs and work back and I mean,

[Margaret jolly] 34:00

If you an old go to my supplier problems thinking of something new to do.

[Margaret jolly] 34:03

I'll say, Can you do me that for $12 if you can't,

[Margaret jolly] 34:06

If it's going to be $15 don’t ever make me a sample because I know I can't achieve that product price.

[Margaret jolly] 34:12

So I find that that's the best way that

[Margaret jolly] 34:14

I think for being able to I'm quite happy to even spend a couple more dollars to have a product that is different,

[Margaret jolly] 34:21

That is handmade and look the difference.

[Margaret jolly] 34:23

In a friend actually got me back on not the same as our product

[Margaret jolly] 34:27

But one product is the same type of product is ours from China.

[Margaret jolly] 34:32

And I've kept it on my fridge as a joke and I look at it and it's like having a kid's toy compared to our product

[Margaret jolly] 34:38

It's Ben's the metal it's made of metal and you can put it on the bench and bend it and things like that.

[Margaret jolly] 34:42

Like it's just I always call it a joke and I just think I could not sell

[Margaret jolly] 34:47

That wouldn't my heart couldn't put that on, you know, on, on anywhere and sell it.

[Margaret jolly] 34:53

So I just find that the quality and you know,

[Margaret jolly] 34:56

Like the thickness of the metal or you know the quality of the wood and things

[Margaret jolly] 34:59

like that is really and the finishing is really good, you get a really nice finishes like the woods always well,

[Margaret jolly] 35:07

Well finished, I find and nicely, you know, sort of reduced.

[Margaret jolly] 35:11

So I find that the whole situation of Indian product is just really a lot, you know, a lot better quality.

[Gary Huang] 35:19

Excellent. Great input. Thank you, Marg. So,

[Meghla Bhardwa] 35:23

Hey, so, yeah, now we want to talk about two brands.

[Meghla Bhardwa] 35:28

And these are people in our community that have been selling on Amazon,

[Meghla Bhardwa] 35:32

And they're sourcing all of their products from India.

[Meghla Bhardwa] 35:34

So I'm going to share my screen and show you one of these brands.

[Meghla Bhardwa] 35:37

So this is a brand called UFM underwear.

[Meghla Bhardwa] 35:41

And it's run by John polite. And this is a patented product that he has, and especially for,

[Meghla Bhardwa] 35:49

You know, sports people and for medical use, and there are all sorts of different types of men's underwear that he has.

[Meghla Bhardwa] 35:57

So now John initially started sourcing his products in China.

[Meghla Bhardwa] 36:01

And he did, I think, for a couple of years he sourced from China,

[Meghla Bhardwa] 36:05

And then he had certain issues with quality, you know, with his supplier.

[Meghla Bhardwa] 36:10

And one of the main concerns that he had was that there was no transparency in the supply chain.

[Meghla Bhardwa] 36:16

So in China, of course, if unless you are, you know, Walmart or Kmart,

[Meghla Bhardwa] 36:20

Or sourcing and like huge containers, the supplier won't really disclose their supply chain,

[Meghla Bhardwa] 36:26

They won't tell you who the material suppliers are.

[Meghla Bhardwa] 36:29

And so that's one issue that John was having. And he started exploring India.

[Meghla Bhardwa] 36:34

And what he found is that the suppliers in India were more open in terms of sharing the supply chain,

[Meghla Bhardwa] 36:40

You know, with him and sharing their materials, suppliers.

[Meghla Bhardwa] 36:43

And what this allows him to do is work with the material suppliers directly and tell them you know,

[Meghla Bhardwa] 36:50

Why did you choose to avoid what are the problems that he's facing and what changes to make in the material itself,

[Meghla Bhardwa] 36:56

Because John is sourcing in very high volumes.

[Meghla Bhardwa] 36:59

He is sourcing, you know, containers, of course, less than Walmart, and Kmart,

[Meghla Bhardwa] 37:03

Certainly more compared to your regular Amazon seller.

[Meghla Bhardwa] 37:07

And so the supplier was willing to share their material suppliers with jobs.

[Meghla Bhardwa] 37:12

That was one big advantage that he found over here.

[Meghla Bhardwa] 37:15

And also, John found communication was much easier,

[Meghla Bhardwa] 37:19

He could just call them and talk to them have zoom calls, John,

[Meghla Bhardwa] 37:23

In fact, visits the factory every couple of months, and he visits his factories there,

[Meghla Bhardwa] 37:29

He’s got one full time staff in India now that helps him manage quality and manage suppliers over there.

[Meghla Bhardwa] 37:35

So this is a great example of a brands that is, you know, sourcing all of their products from India,

[Meghla Bhardwa] 37:41

this is a, you know, high tech, kind of a high tech, but a more, you know, advanced product.

[Meghla Bhardwa] 37:46

There's certain it's not a regular underwear, there are certain, you know, unique aspects of it,

[Meghla Bhardwa] 37:51

That it's a new product that he's developed over there.

[Meghla Bhardwa] 37:54

So, and John is actually quite a popular brand.

[Meghla Bhardwa] 37:58

If you look at his about us section, he's been featured in a lot of different TV shows and a lot of different websites.

[Meghla Bhardwa] 8:08

So it is sort of an established brand, you know, even the Huffington Post,

[Meghla Bhardwa] 38:13

And he was he did a Kickstarter campaign as well.

[Meghla Bhardwa] 38:16

So a lot of Amazon sellers, they actually try away from doing apparel,

[Meghla Bhardwa] 38:21

Because they think that, oh, we need your store, we need to stop so many different sizes.

[Meghla Bhardwa] 38:26

And the return rate is high versus no returns for something like undergarments.

[Meghla Bhardwa] 38:30

But it is definitely possible to you know, start and scale an apparel brand.

[Meghla Bhardwa] 38:36

Of course, you do need a little bit more investment upfront.

[Meghla Bhardwa] 38:39

But this is something that, you know, we encourage Amazon sellers, ecommerce sellers not to shy away from.

[Meghla Bhardwa] 38:45

So this is John's brand.

[Meghla Bhardwa] 38:46

And that team over there. He's an integral part of our community.

[Meghla Bhardwa] 38:51

He regularly participates in discussions in the India sourcing Facebook group, and he's also coming with us as a coach on India sourcing trip.

[Meghla Bhardwa] 38:59

So that's Do you have any questions, Gary?

[Gary Huang] 39:03

No, this is very interesting. Is he primarily selling from his own website?

[Gary Huang] 39:08

Or is he selling on Amazon as well?

[Meghla Bhardwa] 39:11

So he's actually selling on Amazon and Shopify and his own website,

[Meghla Bhardwa] 39:16

And this is the Shopify his own website. And then also, I think, what other websites are?

[Gary Huang] 39:23

It? He's everywhere?

[Margaret jolly] 39:26

Yeah. I don't know whether you buy or not. Yeah, yeah.

[Margaret jolly] 39:29

He was doing you guy for a while as well. He also was selling in the UK for a while.

[Meghla Bhardwa] 39:35

Yeah, sure. Yeah.

[Meghla Bhardwa] 39:37

So Amazon plus all the other channels.

[Meghla Bhardwa] 39:41

Okay, so that's John.

[Meghla Bhardwa] 39:43

And the other one that I wanted to talk about is a brand called Rawhide leather.

[Meghla Bhardwa] 39:48

And this is by Aaron huge, who's also part of our community and Aaron talks about his brand quite openly.

[Meghla Bhardwa] 39:54

He's been selling on India for quite a few years now.

[Meghla Bhardwa] 39:58

And he mostly does even leather products.

[Meghla Bhardwa] 40:00

So he started with a couple of wallets.

[Meghla Bhardwa] 40:03

And now he's expanded his brand to relate products such as these tool rolls, organisers, dog leashes, and dog training accessories.

[Meghla Bhardwa] 40:14

So he's really focusing a lot on genuine leather.

[Meghla Bhardwa] 40:17

This is refillable journal wallets.

[Meghla Bhardwa] 40:20

So that's Erin over here.

[Meghla Bhardwa] 40:22

And one of the things that Aaron really does really well

[Meghla Bhardwa] 40:26

Is he incorporated a brand story about how his brand and his company helps families in India.

[Meghla Bhardwa] 40:34

And this is something that you know, that Marg was talking about earlier,

[Meghla Bhardwa] 40:37

There's something that you can do to add a brand story and also do good for the community as such,

[Meghla Bhardwa] 40:45

And give back to the community.

[Meghla Bhardwa] 40:47

So what Aaron does not show his website over here?

Meghla Bhardwa 40:51

So this is his own website. And you can see over here that he's saying,

[Meghla Bhardwa] 40:55

You know, we want to make a social difference where we can all of our products are sourced and made in India.

[Meghla Bhardwa] 41:00

Well, India is an incredible, beautiful country with a very rich culture,

[Meghla Bhardwa] 41:03

It's also home to most of the orphans in the world.

[Meghla Bhardwa] 41:06

And so one of the only ways for these kids to have a better future is education.

[Meghla Bhardwa] 41:10

And so they are sponsoring education for kids in in Hyderabad,

[Meghla Bhardwa] 41:15

Where they are located.

[Meghla Bhardwa] 41:16

And in fact, Aaron has also adopted a child recently.

[Meghla Bhardwa] 41:21

But I mean, he's also using,

[Meghla Bhardwa] 41:23

He’s also featuring his brand story on all of his listings.

[Meghla Bhardwa] 41:27

So if you just go into let's say, let's go into this one, this is doing really well.

[Meghla Bhardwa] 41:31

It's about 4000 reviews, and it's currently out of stock, really beautiful wallet.

[Meghla Bhardwa] 41:36

But if you look at his a plus context, he actually has a photo of himself over here with his kid.

[Meghla Bhardwa] 41:44

And he mentioned his in his brand story that they're donating.

[Meghla Bhardwa] 41:48

So I think this just adds a bit of differentiation to your brand that you're giving back to society, there are a lot of opportunities to do this.

[Meghla Bhardwa] 41:57

In India, for example, there are women who work, you know, from in villages,

[Meghla Bhardwa] 42:03

And these women have never had the opportunity to earn money.

[Meghla Bhardwa] 42:07

But you know, because there are certain organizations that actually involve them in manufacturing products,

[Meghla Bhardwa] 42:13

They are able to earn a living and upgrade their life.

[Meghla Bhardwa] 42:15

So yeah. And yeah, so Aaron is based in India, and he does,

[Meghla Bhardwa] 42:23

He creates all of these, and he sells most of these leather products,

[Meghla Bhardwa] 42:27

And most of his sales are via Amazon. Only. Yeah,

[Gary Huang] 42:32

No, that's, that's excellent.

[Gary Huang] 42:34

I love how he differentiates with the brand story of you know,

[Gary Huang] 42:38

How he's helping the orphanage with education.

[Gary Huang] 42:46

I wonder, is he able to command?

[Gary Huang] 42:49

And same with John's brand?

[Gary Huang] 42:51

I wonder if they're able to command a higher price point, you know,

[Gary Huang] 42:54

Similar to what Margo was doing with her case?

[Gary Huang] 42:56

I mean, with her business and her case study?

[Gary Huang] 42:59

I mean, I don't know if you have any information about that.

[Gary Huang] 43:03

Meghla in terms of, you know, let's say if someone was selling the same thing,

[Gary Huang] 43:08

With the China source product, with India with that branch, where you can you command, the competitor?

[Gary Huang] 43:15

I mean, are they commanding a better price point.

[Meghla Bhardwa] 43:17

So I don't think John is commanding a better price point, because he's sourcing from India,

[Meghla Bhardwa] 43:22

Because I mean, John's product itself is unique.

[Meghla Bhardwa] 43:25

And, you know, John doesn't really highlight the fact that it's sourced in India,

[Meghla Bhardwa] 43:31

Or the fact that he's, you know, helping communities, it's mostly Aaron who does that.

[Meghla Bhardwa] 43:35

So for John's product, it's, he's charging a higher price, because the product is unique,

[Meghla Bhardwa] 43:40

It has, it's a patented product that solves an issue that men face.

[Meghla Bhardwa] 43:45

So but aren't product products.

[Meghla Bhardwa] 43:48

So if you see him, and you can see the prices over here, you know, 9095,

[Meghla Bhardwa] 43:53

I don't know how we compare to products from China, but of course,

[Meghla Bhardwa] 43:57

Because they are genuine leather products, they are definitely more expensive, and the reviews are really good.

[Meghla Bhardwa] 44:02

So the product quality is of course there,

[Meghla Bhardwa] 44:06

I don't think you can charge, you know, a very high premium just because of the brand story.

[Meghla Bhardwa] 44:12

But if there are two brands that sort of almost the same price,

[Meghla Bhardwa] 44:16

Then a consumer might be attracted to the one brand that is more you know, that's helping the community more.

[Meghla Bhardwa] 44:24

For example, there's a company I'm sure you've heard of TOMS Shoes, right that they donate a pair of shoes for every shoe that they sell.

[Meghla Bhardwa] 44:33

And I think people like to do well for, you know, for the community.

[Meghla Bhardwa] 44:38

So as consumers, we can't do that directly.

[Meghla Bhardwa] 44:41

And so if we source from a company or we buy from a company that does that,

[Meghla Bhardwa] 44:45

I think it just makes us feel good about ourselves that oh, we've done something where we help somebody.

[Meghla Bhardwa] 44:50

So I think that's the difference you know, having this brand story.

[Meghla Bhardwa] 44:55

And of course the price Yes, you might be able to charge a slightly high premium but I Don't think you can charge a really high price just

[Gary Huang] 45:03

Make sense. Okay. Yeah. Excellent. Okay, so

[Meghla Bhardwa] 45:06

I'm going to stop sharing my screen now.

[Meghla Bhardwa] 45:08

So yeah, I mean, that's what I had. That's what we had for our session today.

[Meghla Bhardwa] 45:13

There, you can let us know if you have any questions.

[Gary Huang] 45:16

Yeah, well, thank you so much for for sharing that,

[Gary Huang] 45:18

It was very useful to learn about the state of the India sourcing

[Gary Huang] 45:23

And these new opportunities and how you're able to differentiate your product with more unique handmade products.

[Gary Huang] 45:29

You know, within the certain niches,

[Gary Huang] 45:31

And also possibly command higher price points, you know, with the brand story and also to differentiate.

[Gary Huang] 45:37

I think that's very interesting. How can people learn more if they would like to switch from India?

[Gary Huang] 45:43

I know that you have a very exciting India sourcing trip coming up if you'd like to share a little bit more about that?

[Meghla Bhardwa] 45:49

Yes, definitely. So the India sourcing trip is coming up in October,

[Meghla Bhardwa] 45:52

The dates are 12, to the 19. This is an eight day guided trip to India.

[Meghla Bhardwa] 45:58

And there are three aspects that we focus on during this trip.

[Meghla Bhardwa] 46:02

We help people learn about sourcing from India,

[Meghla Bhardwa] 46:05

We host a conference where we teach sourcing best practices,

[Meghla Bhardwa] 46:09

And we also get experts to share their insights and strategies.

[Meghla Bhardwa] 46:13

And then we also focus on sourcing, we visit a trade show,

[Meghla Bhardwa] 46:17

Which is the Delhi fair for three days, where you can meet with over 4000 manufacturers.

[Meghla Bhardwa] 46:23

And all of these companies are export focused manufacturers with really high quality products.

[Meghla Bhardwa] 46:29

And most of them are manufacturers with their own factories, some of them are first merchant exporters as well.

[Meghla Bhardwa] 46:35

And then we also do some factory visit to help you you know, see how manufacturing is done in India.

[Meghla Bhardwa] 46:43

And then the third aspect is cultural experience. So we do a trip to Taj Mahal, which is one of the Seven Wonders of the World.

[Meghla Bhardwa] 46:50

And we also do a Bollywood night, where you can dress up in Indian attire and dance to seven Bollywood tunes.

[Meghla Bhardwa] 46:59

That's what we really focus on. Gary, what did you think about the previous trip that you attended, it was

[Gary Huang] 47:05

Very eye opening, I think it was a once in a lifetime experience. For me personally, I've you know, I've never been to India before.

[Gary Huang] 47:12

You know, I just I know, I love Indian food. And you know, getting the really new food was amazing.

[Gary Huang] 47:16

My stomach isn't, isn't the strongest in the world. But you know, I really enjoyed the flavors.

[Gary Huang] 47:22

That was awesome.

[Gary Huang] 47:23

But I think the other thing is just being able to, you know, witness,

[Gary Huang] 47:27

I mean, deli fairs, kind of like the Canton Fair, or like a mini Canton Fair of India.

[Gary Huang] 47:32

It's a 3d trade event, it was literally, and you know, you know, in the same in Delhi, so, it's very easily accessible.

[Gary Huang] 47:40

I met a lot of suppliers there. And I also liked, you know, being able to visit a factory, we visited several factories actually,

[Gary Huang] 47:47

in, you know, being able to witness more products first-hand, you know, talking with some suppliers,

[Gary Huang] 47:53

I think that that was super interesting, and really helped my better understanding of India.

[Gary Huang] 47:58

And I think the third thing, the cultural aspect,

[Gary Huang] 47:59

I mean, I really, really love that, just being able to, you know, witness Taj Mahal,

[Gary Huang] 48:04

Like in one of the Seven Wonders of the World, and just seeing, like, you know, it's just like a feast for the senses,

[Gary Huang] 48:11

You know, with the smells and the taste and the sights and you know, I think that was amazing.

[Gary Huang] 48:17

And yeah, yeah, it's, you know, maybe was not paying me to say this.

[Gary Huang] 48:22

I mean, this is my, my true impression. I actually wrote a blog post about it several years ago,

[Gary Huang] 48:28

Maybe we'll share that underneath, you know, my, what I learned from the trip.

[Gary Huang] 48:33

Yeah, I really, really recommend it to anyone that is interested in sourcing from India to really fast track, you know,

[Gary Huang] 48:40

being able to, you know, go there first-hand and be able to be you know, guided by, you know,

[Gary Huang] 48:47

Very experienced people like Meghla, like Marg, I think that would really help anyone that's really interested.

[Gary Huang] 48:54

So I highly recommend you guys check it out.

[Gary Huang] 48:56

We'll have a link up below this video for anyone that wants to check out the India sourcing trip.

[Gary Huang] 49:02

So the days will be in October. Is that correct?

[Meghla Bhardwa] 49:06

Yes. So October 12 2019. Perfect.

[Gary Huang] 49:11

So what what does the trip include?

[Gary Huang] 49:14

And what do people have to like, do people have to Biden on plane tickets and everything else is included?

[Gary Huang] 49:18

Right?

[Meghla Bhardwa] 49:19

Yeah, so it's an all-inclusive trip.

[Meghla Bhardwa] 49:22

And what you need to do is get yourself to Delhi airport on October 12, for 11.

[Meghla Bhardwa] 49:28

And everything after that is taken care of for you.

[Meghla Bhardwa] 49:32

So we've got we stay in a five star hotel for all seven days in a really nice place of Delhi, which has come out plays the centre of Delhi.

[Meghla Bhardwa] 49:42

And all meals are included all transportation to and from the fare.

[Meghla Bhardwa] 49:48

All tickets, everything.

[Meghla Bhardwa] 49:50

We even provide a SIM card to everyone as soon as they come to India because we want to make sure that you're always connected.

[Meghla Bhardwa] 49:57

And then we also have personalized app Pick up.

[Meghla Bhardwa] 50:00

So as soon as you reach the airport, there'll be somebody waiting for you at the airport.

[Meghla Bhardwa] 50:04

And from that time on, we're going to take care of everything for you.

[Meghla Bhardwa] 50:08

And we're also very particular about foods because and you know,

[Meghla Bhardwa] 50:13

Things like water and food because these are the things that people who come to India for the first time

[Meghla Bhardwa] 50:17

They kind of struggle way that you come on your own, you don't know, okay, what, where to eat what to eat.

[Meghla Bhardwa] 50:23

So I personally plan all of the menus and make sure that there's always a balance of Indian and Western food.

[Meghla Bhardwa] 50:30

And they're always different options available, because nobody wants to have curry every day, everything.

[Meghla Bhardwa] 50:38

You're not home concerned, it's from outside, of course, it's kind of rich and heavy.

[Meghla Bhardwa] 50:42

So you don't want people ending up with Delhi belly.

[Meghla Bhardwa] 50:45

So we're very particular about the food and water, etc.

[Meghla Bhardwa] 50:50

We also provide a lot of guidance on what to expect.

[Meghla Bhardwa] 50:52

So we do pre trip webinars to tell people about what to expect once they get there.

[Meghla Bhardwa] 50:57

What to pack. You know, how much money to bring if you have to,

[Meghla Bhardwa] 51:03

And what are some of the cultural sensitivities.

[Meghla Bhardwa] 51:05

We also talk about navigating the trade show because sometimes it's it's easy to get lost in a trade show.

[Meghla Bhardwa] 51:05

And then you end up just wasting a lot of time,

[Meghla Bhardwa] 51:15

Because you're wandering around the hall, you just fascinated by all the products.

[Meghla Bhardwa] 51:19

But at the end of the day, you know,

[Meghla Bhardwa] 51:20

You're maybe spending too much time in one stall and not able to see other assaults.

[Meghla Bhardwa] 51:24

So we really train people on how to navigate the trade show how to make the most of your time

[Meghla Bhardwa] 51:29

At the trade show and get as many meet as many suppliers and products as possible.

[Meghla Bhardwa] 51:34

And we have coaches, we have overall 17 coaches, including all of the sourcing coaches,

[Meghla Bhardwa] 51:39

We have from India. And so these coaches are going to be there for people to guide them,

[Meghla Bhardwa] 51:45
Whether it's product selection, talking to suppliers negotiating shipping,

[Meghla Bhardwa] 51:50
We have coaches for almost everything.

[Meghla Bhardwa] 51:52
And some of the coaches that are coming from overseas.

[Meghla Bhardwa] 51:55
First of all, Tim Jordan, he was there last time as well, Gary,

[Meghla Bhardwa] 51:58
So he's coming back as a coach.

[Meghla Bhardwa] 52:00
And then we've got John Howard and I just mentioned,

[Meghla Bhardwa] 52:03
We've got another person called Kim Marie.

[Meghla Bhardwa] 52:06
And she's also building a brand with made in India products.

[Meghla Bhardwa] 52:10
And she's really good with E commerce, Marketing, social media Marketing,

[Meghla Bhardwa] 52:14

And she's mostly marketing her products on Instagram, etc.

[Meghla Bhardwa] 52:18

So she's a really good resource for people to bounce off ideas,

[Meghla Bhardwa] 52:22

They have an Instagram that will kind of product.

[Meghla Bhardwa] 52:25

And then we've got Ross Cooper, who actually was an attendee at the very first trip, I remember.

[Meghla Bhardwa] 22:32

Yeah. And so now she's lost quite a few of her products.

[Meghla Bhardwa] 52:35

And she's got first-hand experience of how to deal with suppliers and how to develop a brand.

[Meghla Bhardwa] 52:40

So we've invited her as a coach to share her experience dealing with supplier.

[Meghla Bhardwa] 52:45

And then we've got Chris Thomas, from Australia.

[Meghla Bhardwa] 52:48

So he's coming back as a coach as well. He was there last time.

[Meghla Bhardwa] 52:51

And of course, we've got Margaret Kelvin, and then all of the sourcing coaches, CJ Rosenbaum will be there as well.

[Meghla Bhardwa] 52:59

Yeah, for a couple of days. So yeah, it's going to be a real fun trip with a lot of learning.

[Gary Huang] 53:06

Excellent, excellent. I'll Meghla is one of the most organized people that I've ever met.

[Gary Huang] 53:13

Really, you know, from the airport pickup, to the hotel, to the SIM card,

[Gary Huang] 53:17

To the food to the sourcing to the, you know, the conference, and, you know,

[Gary Huang] 53:22

Literally, she's thought of everything.

[Gary Huang] 53:24

So UK, you know, you'll really be in for like, kind of like a five star experience.

[Gary Huang] 53:30

Not to say this is only a holiday, you'll get some business done as well.

[Gary Huang] 53:33

But I think anyone that is, you know, has that sense of adventure.

[Gary Huang] 53:36

And you know, now the borders are open, you can travel,

[Gary Huang] 53:39

I mean, obviously be safe, but I think it will be a very memorable trip.

[Gary Huang] 53:44

So highly recommend anyone that's interested, please check it out.

[Gary Huang] 53:47

The link will be below. And just to be transparent. I am an affiliate of India sourcing trip.

[Gary Huang] 53:53

You know, I've gotten in on it myself. I've learned a lot.

[Gary Huang] 53:56

And you can see their successful sellers that came up with the first program people like Ross.

[Gary Huang] 54:01

So I highly recommend anyone that does want to look at this.

[Gary Huang] 54:04

I mean, China is locked down right now.

[Gary Huang] 54:06

They've closed the border. You know, I can't even get back to China.

[Gary Huang] 54:08

I live there over a decade and India is open.

[Gary Huang] 54:11

So why not? You know, go we're worthy.

[Gary Huang] 54:13

The fish are right. So excellent.

[Gary Huang] 54:16

Thank you so much. Meghla.

[Gary Huang] 54:17

Thank you so much, Marg.

[Gary Huang] 54:18

I wish we had more time to talk about we're out of time.

[Gary Huang] 54:23

You know, I'm all about the 8020 rule.

[Gary Huang] 54:24

So if we were to kind of distil everything down,

[Gary Huang] 54:28

What's the number one recommendation you wouldn't need to everyone that's really wants to source from India?

[Gary Huang] 54:35

Meghla Why don't you go first and then Marg?

[Meghla Bhardwa] 54:37

Yeah, I would say just do it? I mean, don't wait for anything.

[Meghla Bhardwa] 54:41

Now is the time to start exploring sourcing from India.

[Meghla Bhardwa] 54:44

So even if you're not currently sourcing a product that is made in India,

[Meghla Bhardwa] 54:49

Go there and see what's out there and you may be able to discover a new product

[Meghla Bhardwa] 54:53

That you might have not thought of before right to add to your catalogue.

[Meghla Bhardwa] 54:57

So you know, coming with an open mind to India and see what India has to offer, don't wait any longer.

[Meghla Bhardwa] 55:06

Because if you get in now you're going to be, you're going to have a first mover advantage.

[Margaret jolly] 55:12

Yeah, and I think probably come and touch and feel, um, I think you can't, unless you've actually been,

[Margaret jolly] 55:18

I think, and we're actually planning on visiting more factories this time, as well as during the fair.

[Margaret jolly] 55:23

So you can actually come and have a look at production and see how it's made.

[Margaret jolly] 55:27

And I think that's really one of the big benefits is to actually, you know,

[Margaret jolly] 55:31

Be able to go into a factory and have a look around in the back of it, as well as the font.

[Margaret jolly] 55:36

So, yeah, touch and feel it, and you'll see how good the product is. I love my products.

[Gary Huang] 55:42

Yeah, definitely.

[Gary Huang] 55:43

And also, you know, being able to surround yourself with likeminded entrepreneurs,

[Gary Huang] 55:49

I think that's super valuable as well. So excellent.

[Gary Huang] 55:53

One thing we didn't touch upon is the workshop that you guys are offering as well.

[Gary Huang] 55:58

Do you want to talk a little bit about that?

[Meghla Bhardwa] 56:01

Yes, definitely.

[Meghla Bhardwa] 56:02

So we're, we've done this workshop and on demand videos are now available

[Meghla Bhardwa] 56:07

That we are giving an exclusive discount to seven figure seller summit attendees.

[Meghla Bhardwa] 56:12

So, this is a more than 12 hour workshop that covers the agency of sourcing from India and Marg

[Meghla Bhardwa] 56:20

And I have done most of the workshop and we talk about everything starting from why source from India.

[Meghla Bhardwa] 56:28

What are the pros and cons How does it get compared to China, how to find suppliers,

[Meghla Bhardwa] 56:32

How to vet suppliers, how to manage logistics, how to manage quality inspections, you know,

[Meghla Bhardwa] 56:40

Shipping and how to build a brand with these made in India products.

[Meghla Bhardwa] 56:44

So, basically everything that you need to know to source from India. So if you're

[Meghla Bhardwa] 56:56

$99 Plus you get a 20% discount if you are a paid member of seven figure seller Summit.

[Meghla Bhardwa] 57:03

And so yeah, I would highly recommend getting this workshop and you know,

[Meghla Bhardwa] 57:09

Exploring what India has to offer and that will give you a better idea of if India is right for you.

[Gary Huang] 57:16

Perfect. And we will have the links below for all of the free pass holders and for everyone that has the all access pass you will get a bonus 20% off all right.

[Gary Huang] 57:26

So with that thank you again Meghla and thank you again Marg for coming on and giving this super insightful master class on sourcing from India.

[Gary Huang] 57:35

And best of luck to everyone that will source from India.

[Gary Huang] 57:38

We hope that you guys have a great year ahead and hopefully,

[Gary Huang] 57:43

Some people will be able to make it to India and really bump up their their business to the next level.

[Gary Huang] 57:48

All right.

[Gary Huang] 57:49

So have a great day ahead and we will see you guys at the next session.

[Gary Huang] 57:54

Bye everyone.

[Gary Huang] 57:55

Thanks bye