

RESEARCH PAPER

# Challenges of marketing Indian spices in India

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## ABSTRACT

Flavors are the pearls of creating nations. Flavors are request in the industrialized world, the fare of these fundamental rural products by India can be depended upon to acquire important outside trade. India, favored with agro-climatic zones, sends out flavors to 120 nations. At show, generation is around 3.2 million tones of various flavors esteemed at roughly 4 billion US\$, and holds a conspicuous position in world zest creation. Her greatest exchanging accomplices are the US, Europe and Japan. India has the status of negligible aware exporter in these business sectors, aside from flavour oils and oleoresins. Out of the 109 flavors recorded by the ISO, India creates upwards of 75 in its different agro climatic districts. India represents around 45% (2,50,000 tons) of the worldwide flavor sends out, however trades constitute just somewhere in the range of 8 per cent of the assessed yearly generation. Over all, flavors are developed in nearly 2.9 million hectares in the nation. Zest generation in India, as a significant part of the farming in the nation, is embraced in a huge number of modest possessions and decide the business of huge number of the country populace. The primary test is for pepper, cardamom, coriander, ginger and turmeric. Among these flavors pepper is confronting real test in sending out in India.

**KEY WORDS :** Marketing, Indian spices, Clove, Coriander, Cumin

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