

Export Market Development Guidebook

Rock Lobster - HS Code 0306 (030611, 030621, 030631,
030691) in India
June 2021



Australian Government
Australian Trade and Investment Commission



Euromonitor
Consulting

A large, cooked lobster is the central focus, resting on a wooden surface. It is surrounded by several lemon wedges and cherry tomatoes. The entire scene is overlaid with a semi-transparent purple filter. The text is positioned on the left side of the image.

Introduction

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Introduction

Project Background & Objectives

In December 2020, Austrade was allocated AUD42.9 million in funding to boost its support for Australian agri-food exporters.

Austrade focuses its services primarily on impact and reach. As part of its services, Austrade aims to increase assistance to an additional 2,000 agri-food exporters each year, as well as work with industry bodies to deliver specific advice to exporters about opportunities in existing and new markets.

Euromonitor International is collaborating with Austrade in delivering such services via the provision of enhanced market intelligence reports that help Australian exporters make informed decisions.

The key objectives of the research are as follows:

- Understanding market volume and dynamics
- Evaluating the role played by local production versus trade
- Assessing the different channel/customer preferences and the wider implications these have for demand for Australian products
- Understanding the distribution landscape in terms of the key players operating within the different channels
- Understanding pricing dynamics across different channels and their impact on demand for Australian products
- Evaluating the competitive environment to assess Australian products' positioning
- Assessing import and trade regulations

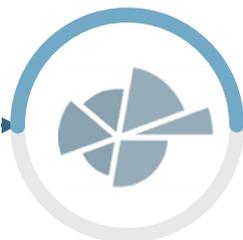
Overview of the research methodology implemented

PROJECT ALIGNMENT & KICK-OFF



- Project alignment discussion on processes, objectives, goals, communication responsibilities/frequency, reporting needs and timeline
- Knowledge transfer

TEMPLATE PRODUCTION AND DATABASE ACCESS



- Development of research templates and an initial draft reporting template
- Central sweep of publicly available sources, including **governmental and quasi-governmental sources**, as well as **trade associations, industry publications and analyst groups** tracking agricultural trade and market conditions

PRIMARY RESEARCH & TRADE DATA COLLECTION



- **Trade data extraction**
 - Retail audits to understand distribution landscape (six stores in one key city)
 - **Discussions with key players** including, but not limited to importers, distributors, retailers, and industry associations
- N* = 7 interviews

ANALYSIS & REPORTING



- **Triangulation of results** to create a consensus output
- Multi-layer **quality control**
- **Delivery of the final report** (including the presentation pack, ie a highly visual executive summary of key findings)
- Austrade review, commentary, and report refinement and finalisation

List of stores audited and companies interviewed in India

For the purpose of this research, Euromonitor International conducted detailed store audits in May-June 2021 and trade interviews with the following companies:



Stores audited across India

Supreme Seafood (Chennai, India), online store

True Fish (Bengaluru, India), online store

O Fish (Delhi/NCR, India), online store

Pesca Fresh (Mumbai, India), online store

Freshtohome (Bengaluru, India), online store

Fresh Catch Now (Bengaluru, India), online store



In-depth trade interviews conducted

Zayan Ventures, trader and exporter

Sagar Samrat Sea Food, trader and exporter

Safa Trading, trader and exporter

Nova Sea Food, trader and exporter

Nathan Sea Foods, retailer, wholesaler, trader and supplier

Freshtohome, e-retailer

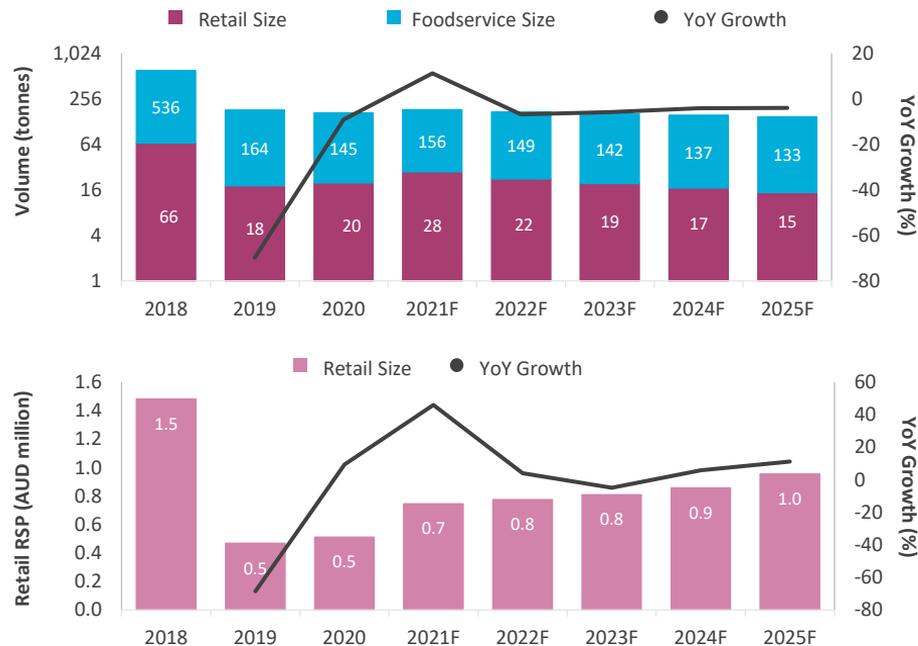
Market Volumes and Dynamics

Rock lobster consumption in India is largely driven by an increasingly affluent middle class (about 20.5 million people) who have the buying power to purchase imported seafood. Foodservice captured an impressive volume share of 90% in 2019, followed by retail. However, with restaurant closures and travel restrictions due to the pandemic, there was very little demand for this delicacy. Consumption is likely to stay low while the pandemic lasts and beyond.

The retail volume share will increase as use of online shopping has gained momentum during the COVID-19 pandemic and subsequent lockdown periods.

Rock lobster consumption is still niche in India – major demand arises from international tourists, affluent/better travelled consumers and high-end restaurants

Rock Lobster Consumption in India 2018-2025



Source: Euromonitor International estimates as per FAO Global Production Statistics 1950-2019, Indian Council of Agricultural Research - CENTRAL MARINE FISHERIES RESEARCH INSTITUTE, trade press and trade interviews.

Note: Rock lobster covers HS Codes 030611, 030621, 030631 and 030691.

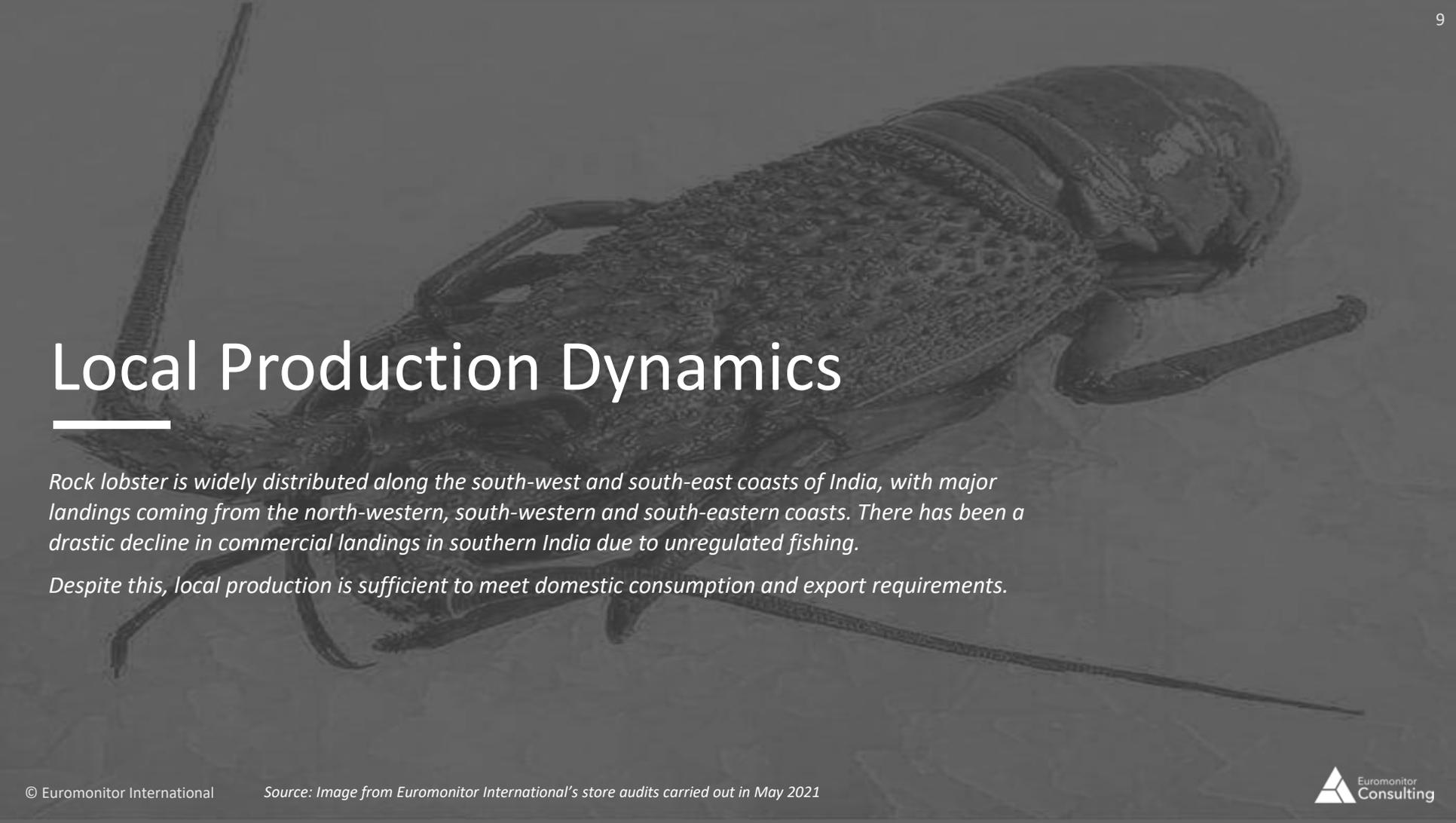
© Euromonitor International



Rock lobster

Total consumption:
165.2 tonnes, 2020

- Rock lobster is a very niche product in India and caters to a very selective customer base. The customer base includes international tourists, Christian and Anglo-Indian communities who have food habits similar to Europeans and Portuguese culture, and affluent and better travelled consumers who have exposure to global cuisines. There is also a rising trend among Indians towards eating healthy food, and seafood fits extremely well into this mindset.
- Retail demand for rock lobsters in India is low due to high prices as well as limited knowledge among Indians on cooking lobsters at home.
- **Foodservice sales account for the major share** (an 88% volume share in 2020) followed by retail sales. **Foodservice took the biggest hit during the pandemic** and saw a decrease in lobster consumption by 9% in 2020 due to restaurant closures and global travel restrictions in place.
- The downward trend is likely to continue until 2022 and beyond as the weakening of the economy due to the pandemic will translate into weaker sales of premium items, including rock lobster. Hence, consumption volumes will witness a negative CAGR of 5% over 2021-2025.



Local Production Dynamics

Rock lobster is widely distributed along the south-west and south-east coasts of India, with major landings coming from the north-western, south-western and south-eastern coasts. There has been a drastic decline in commercial landings in southern India due to unregulated fishing.

Despite this, local production is sufficient to meet domestic consumption and export requirements.

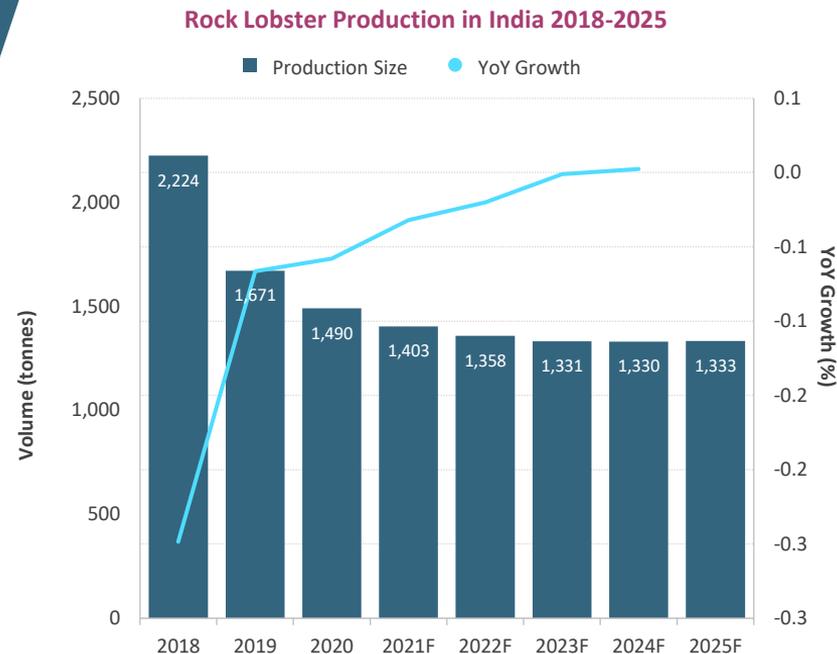
Production remains sufficient to meet domestic consumption demands despite a shortfall in annual landings; imports remain meagre

- **Local production volume stood at 1,490 tonnes in 2020**, witnessing a decline of 11% over the previous year. This shortfall in production can be attributed to decline in sea catch owing to reduced fishing days during the national lockdown when fishing activities remained suspended for 40 days.
- **The annual landings of rock lobster in India have been in a stable-to-declining state. Production volume will continue to decline by a negative CAGR of 0.1% over 2021-2025** as there is limited potential to increase production from the wild catch landings.
- The most effective strategy to strengthen production remains aquaculture but its application in India is still to be accomplished as marine research agencies work towards achieving perfected hatchery technology.
- Despite local production being low, it remains sufficient to fulfil **domestic consumption and export demand**.



Rock lobster

Production CAGR,
2021-2025: -0.1%



Source: Euromonitor International estimates as per FAO Global Production Statistics 1950-2019, Indian Council of Agricultural Research - Central Marine Fisheries Research Institute, trade press and trade interviews.

Note: Rock lobster covers HS Codes 030611, 030621, 030631 and 030691. Local Production data includes only catch landings as rock lobster aquaculture is absent in India.

Trade Dynamics

Import volumes are significantly small and are expected to remain low in future (-0.1% CAGR 2021-2025) in line with the limited demand that is fulfilled by local production.

The United Arab Emirates is a key importing country, mainly supplying large-sized (1kg and above) rock lobsters and tails to serve the foodservice channel.

Import volumes will remain significantly small as local production satisfies consumption; exports will follow a similar trajectory to production volumes



Source: Euromonitor International estimates as per UN Comtrade database, Trade Map, trade press and trade interviews.

Note: Rock Lobster covers HS Codes 030611, 030621, 030631 and 030691.

Import and export forecasts are made without extensively analysing trade and non-trade barriers. The forecasts are based on historic performance and prospects for local production as gathered from trade discussion.



Rock lobster

-0.1% CAGR Imports, 2021-2025

-0.7% CAGR Exports, 2021-2025

- Bigger-sized rock lobsters weighing above 1kg to serve the foodservice channel are the dominant rock lobster type imported by India. In 2019, India imported about two tonnes of frozen lobster of such size. The United Arab Emirates remains a major importing partner to India, usually re-exporting its rock lobster from countries such as Africa.
- Future prospects for imports are likely to remain low (1% share of total consumption in 2020) due to limited demand which tends to be fulfilled by local production. Moreover, imported products are costlier than local produce by around 35% and are also seasonal in terms of demand with major orders arising particularly around December-January during holidays and festivities.
- Rock lobsters in India are caught all year round with the peak landing season lasting from October to April. India exports its catch mostly to Southeast Asian countries and Japan. Due to geographical proximity, India is focused on these end markets. Rock lobsters are mostly exported live or as frozen tails from India.

The United Arab Emirates is a major importing partner, thanks to age-old economic ties between the two nations

United Arab Emirates

1.5 tonnes (100%), 2019*

AUD0.03 million (100%), 2019

- The United Arab Emirates' large-sized rock lobsters find demand among Indian foodservice establishments, especially Italian fine dining restaurants. **In 2019, India imported around 20 tonnes of rock lobsters from the United Arab Emirates.** These rock lobsters are originally from Africa and re-exported by the United Arab Emirates to India.
- Geographic proximity of the country is another competitive advantage in terms of transportation costs and lead times.





“Indians are price oriented people and may be only 12-13% of the population are there who do not mind paying premium price and Australian products are seen as premium ones. I am sure if some one is importing Australian rock lobsters in India, I am sure he will be sitting on it for long time because of premium price.”

- Owner of a major importer firm

“Import of rock lobster in India is very low as rock lobsters are easily available here and do not have developed domestic market of it. So as such Australian rock lobsters do not have much space in the system.”

- Sales Manager at a popular seafood restaurant chain



Imported rock lobsters are considered as premium items in the Indian market and cannot be compared to the local produce. Along the same lines, Australian lobsters will have few takers in the market and, hence, we do not see their direct imports in the Indian market.

Channel and Consumer Preferences

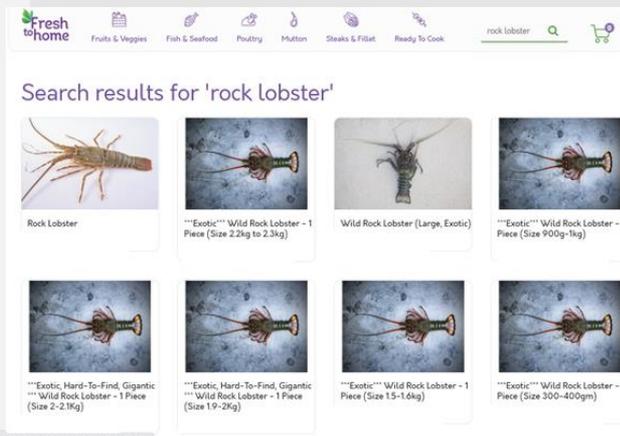
In India, rock lobster is mostly sold in the foodservice channel by high-end restaurants and specialist fish and seafood restaurants. Within retail, e-commerce is the main channel selling them.

Variety, high quality and fast doorstep delivery of e-retailers is easing the cooking experience and consumption of rock lobster at home

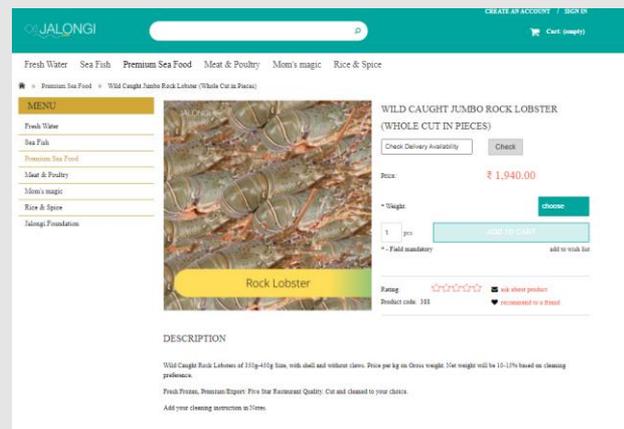
Doorstep delivery of rock lobsters by e-retailers



Home delivery of rock lobster by Pescafresh



E-retailer Freshthome went out of stock for rock lobster in March 2021 due to COVID-19



Rock lobster available with preferred cut on Jalongji

- E-commerce has made premium and rare seafood varieties like rock lobster accessible to Indian consumers. The pandemic further benefited the online seafood market when people were hesitant to go out for dine-in, but still a small segment of consumers wanted to try cooking these coastal delicacies at home. Moreover, these sellers are providing services to customise the preferred cut for seafood to ease the cooking experience for the consumer.
- As more consumers shift towards online purchases, **several small and local players are taking online orders for rock lobsters and making home deliveries.** In major markets like Mumbai and Chennai, suppliers are buying lobsters directly from wholesale markets and delivering to the customer's doorstep.
- Also, e-retailers of seafood are ensuring delivery of fresh rock lobster to the customer's home within a few hours with their seamless supply chain network in India.

Online retailers often prefer local produce over Australian rock lobsters, and believe premium products have lower demand

E-commerce

Product Offer

- Most online retailers sell locally-sourced rock lobsters from the Andaman Sea. These rock lobsters have a mild and sweet taste and are available in various formats such as fresh, frozen and lobster tails in different pack sizes ranging from 100g to 1kg.
- Very few online retailers sell imported (including Australian) rock lobsters. They mostly focus on local produce from coastal areas as it is easier to source from local suppliers for practical and financial reasons.

Shelf Spacing/Marketing

- Rock lobsters (local or imported) are mostly clubbed under crustaceans or shellfish on online retailers' websites/apps.
- There are no specific marketing activities for imported products as consumption is very low.

Australian Brands Positioning

- Some retailers believe that Australian rock lobsters have premium pricing and consequently may have lower demand.

Procurement

- Online retailers channelise their products through suppliers. For imported products, it is important to procure a certain minimum quantity. Because of complicated and expensive logistics, they tend to prefer local products over imported ones.



Rock lobsters are available in various formats, such as whole raw, whole cooked and lobster tail (from Sagar Samrat Seafood)



Rock lobsters are available in customised cuts such as cleaned, peeled and deveined; cleaned, peeled and deveined, tail-on; cleaned, peeled and deveined, as it is (from Pesca Fresh)



Rock lobsters sourced from the Andaman Sea, having rich-tasting succulent meat, available for home delivery (from O-Fish)



Common pack sizes vary from 100g (baby) to 1kg (jumbo/king size) for retail (from Fresh Catch Now)



Packaging of rock lobsters in crates to be supplied for restaurant or household consumption. They are available in different sizes depending on the customer's need.



Rock lobsters frozen using Individual Quick Freezing (IQF) technique, available in packet packaging type for use in restaurants

International tourists and aspiring Indian upper middle class make for a great clientele, driving consumption in foodservice

International tourists and affluent Indians make up the majority of the customer base

Indian Ocean Rock Lobster 2250
Lobster tail, baked with gremolata cheese custard, served with charred broccolini sprouts, sharp mustard hollandaise sauce, and a creamy mash.

MEAT & POULTRY

Rustic Braise of Chicken 1650
Whole chicken leg and breast of chicken, served with charred broccolini and brandy pepper jus.

Slow Cooked Belgian Pork Belly 1750
Panned jus-glazed pork belly, served with roasted beetroot, sour cherry puree, and a creamy mash.

Roast Fillet of Tenderloin 1750
Medium roast of buffalo tenderloin, served with Brussels sprouts, sharp mustard hollandaise sauce and layered baked potato lyonnaise.



VEGETARIAN *1 GLUTEN FREE *2 DSG LOVES *3 Government farms as appropriate. We bring a 24h service charge.

ENTRÉE

Flavorful fish and seafood selection. Perfect for one person.

Fisherman's Catch - GenoaBisque | 1745 W
Southern France style fish cooked in brown butter and emulsified with caper beans, served with young garlic-bottomed cream, coiled potatoes and charred broccolini florets.

Scottish Salmon - Chique | 1745
Crisp skin wild-pollard salmon, served with Cointis cauliflower cream, beamed fennel bulb and local greenhead croaker.

Andaman Sea Crab | 1745 Y
Bacon wrapped sous vide crab meat, roasted shallots and served with chive beurre blanc, crushed legume sofrito and sous vide tomato.

Catfish Meatballs - Pot au Feu | 1745
Abundance of minced cuttlefish cooked in tomato concasse and jus glazed, crispy baby squid, served with zucchini spaghetti, poached radish, smoked egg and squid ink sago crisp.

Chilean Sea Bass & Parsnip | 2245 Y
Fermented barley and citrus marinated herbiked fillet of sea bass, served with parsnip purée, Bechamel sprouts and poached trumpets.

Indian Ocean Lobster | 2245 Y
Tail of rock lobster gratinated with anchovies la bisquette and a light Greyère custard, served with kale mille-feuille, poasnery, coiled nachos and a light.



Some of the exotic and luxury food items



Rock lobsters and other seafood on display at Lobster Shack at Taj Exotica Resort & Spa, Benaulim, South Goa

Luxury hotels and premium restaurants that are frequented by international tourists often incorporate rock lobsters in their menu. Rock lobsters are best eaten buttered or grilled. Also, dishes such as lobster roll, salad, bisque, and curry are frequently enjoyed by customers.

Indians are also willing to explore and try out different cuisines more than ever. There is a new breed of luxury consumer – the professional with high discretionary spending ability. They have higher disposable incomes, allowing them to spend relatively freely on non-essential food items and luxury foods. Restaurants are therefore stocking up everything exotic from caviar to lobsters, besides expensive wines.

In addition to these, there is another niche consumer segment, comprising those who love coastal seafood delicacies, including lobsters. This segment has created a major demand zone for the product in major cities like Mumbai, Delhi, Bangalore, Pune, and Chennai.

Preference for rock lobster type varies by foodservice channel; premium hotels tend to use them more to ensure they portray the right image to customers

Premium full-service restaurants

Coastal themed cafés/bars

Product Preferences

- Preference for the product depends on seasonality. **During peak season, they prefer fresh (live or dead) local rock lobsters whereas during off season they opt for frozen.** Full-service restaurants usually order in bulk or specific pack sizes as per their need. The product is delivered in thermocol packs or square trays of 10kg or 20kg.
- Tails of imported rock lobsters of large size (>1kg) are often procured for their meatier attribute compared to local ones.
- Premium hotels like Taj Exotica and ITC Grand include rock lobsters in their menu 2-3 times a week in places like Goa and Mumbai where they have a strong high-end clientele.

- As a reaction to consumers' price sensitivity, outlets in this channel often prefer stocking or using frozen rock lobsters as they are priced lower than live ones.
- Some of the smaller restaurants also deal in B-grade or low-quality local rock lobster meat (having black/brown spots).

Australian Brands Positioning

- This channel uses imported rock lobsters (including Australian) as they are perceived as high-quality due to their larger size and higher meat ratio, which allows them to furnish their customers with fancier and more exotic dishes.

- No imported or Australian products are known to be largely used in this channel partially due to higher prices (35% higher than local products).

Demand for rock lobster in various foodservice channels is largely influenced by seasonality

Premium full-service restaurants

Procurement

- For full-service restaurants, **high buying season includes the period of holidays and festivities such as Christmas and Easter**. During peak season (ie December and January), foodservice establishments stock up on rock lobsters to last up to 3-4 months. **Low buying season includes early summer and monsoon** when people avoid eating seafood.
- Restaurants procure their local products mostly from their **listed vendors** as and when the need arises, sometimes with notice of at least 3-4 days.

Coastal themed cafés/bars

- Coastal themed cafés and bars often procure their products from local suppliers or commission agents from shores as per their need and product demand.
- Like any other foodservice channel, rock lobsters are in peak demand during winter.

Distribution

Online meat and seafood retailers add rock lobsters to their basket as consumers shift to e-commerce



Supreme Seafood

E-retailer

Contact:

Old No.123, New No.255, Linghi Chetty Street, Parrys, opposite High Court Road, Chennai, Tamil Nadu 600001

Tel: +91 044 40287777



Freshtohome Foods Private Limited

E-retailer

Contact:

No. 1, 2nd Floor, Carlton Towers, Old Airport Road, Bangalore – 560008

Tel: 1800 313 3302



O-Fish (A Unit of S A Fine Foods)

E-retailer

Contact:

Sector 46, Noida, Uttar Pradesh – 201301

Tel: +91 7827879766



Fresh Catch Now

Online digital marketplace

Contact:

NO 4/9, N Krishna, Osborne Road, Ulsoor, Bengaluru (Bangalore) Urban, Karnataka, 560042

Tel: 1800 121 6119

Chained mid-market to high-end hotels as well as coastal themed cafés at major tourist destinations have exotic rock lobster dishes on their menu



Taj Exotica Resort & Spa, Goa

Luxury hotel/ resort

Contact:

Calwaddo, Benaulim, Goa 403716

Tel: + 91 832 668 3333



Le Méridien, Goa

Premium hotel

Contact:

Aguada - Siolim Rd, Gauravaddo,
Calangute, Goa 403516

Tel: +91 0832 226 7777



W, Goa

Luxury beach resort/hotel

Contact:

Vagator Beach, Bardez, Goa
403509 India

Tel: +91 832 671



Zeebop by the Sea

Coastal themed café

Contact:

Pereira Waddo, Utorda, Goa
403713

Tel: +91 832 671

Potential in-market partners identified for Australian rock lobster firms in India

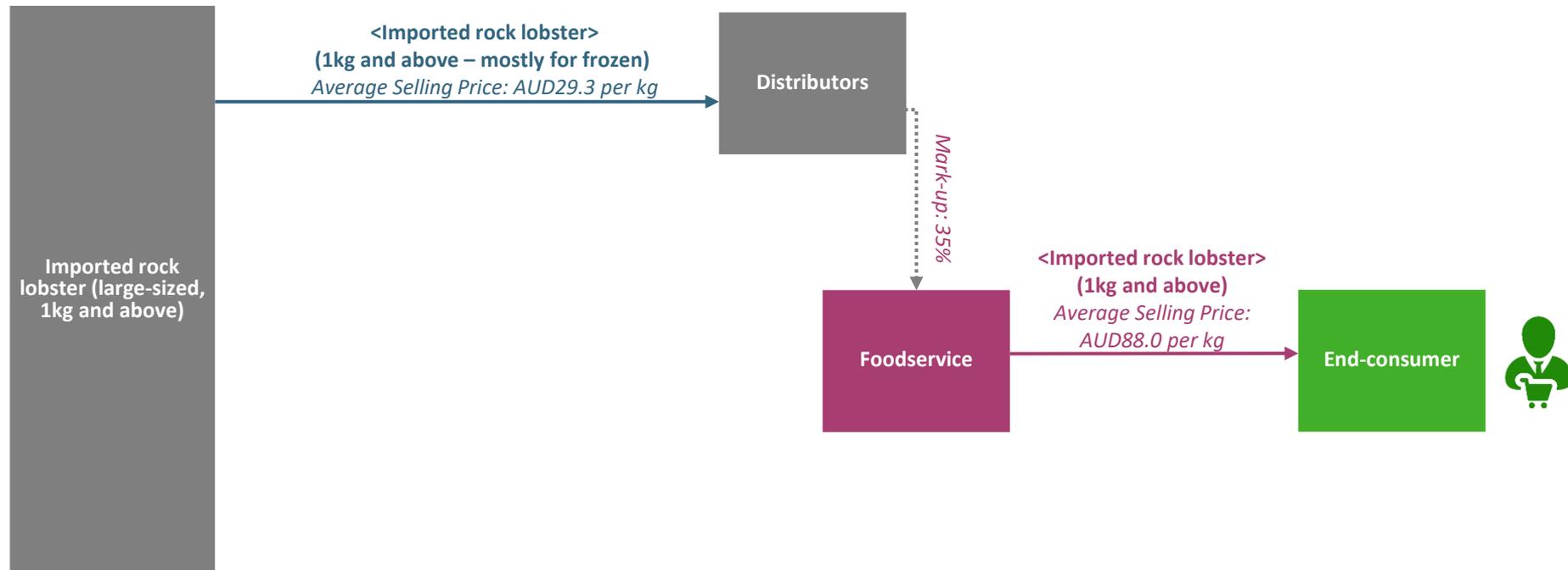
Company	Type	Contact Details	Website
Abad Fisheries Pvt Ltd	Importer <i>Importer of crustaceans, including rock lobster, sand lobster and shrimps</i>	S-31, 40/1818-C15, 1st Floor, Bay Pride Mall, Marine Drive, Ernakulam, Kochi-682031, Kerala, India Tel: +91 484 410 4000	http://abadfisheries.com/
Baby Marine Ventures	Importer/buyer <i>Importer of milk powder directly for dairy products</i>	6th Floor, Compass Commercial Complex, Chakkaraparambu, Vytilla – Palarivattom By-Pass, Ernakulam, Kerala-682 032, India Tel: +91 484 428 00 00/ +91 9349121313	https://babymarine.com/

Pricing

Rock lobster is both a niche and a high-end product. Prices of rock lobster can vary due to its seasonality, quality and grade/size. A fresh rock lobster will fetch a higher price than the frozen form.

Cost of procurement of imported rock lobsters (large-sized) is considerably higher (+35%) than local products for foodservice channels

Imported Products Supply Chain



Source: Euromonitor International estimates as per interview inputs and store checks

Note: Average selling prices include tariffs and local taxes, eg retail taxes

With costs being added along the way, fresh local rock lobster retails for AUD29 per kg

Locally-produced Products Supply Chain



Source: Euromonitor International estimates as per interview inputs and store checks

Note: Average selling prices includes tariffs and local taxes, eg retail taxes

Competitive Environment

As the rock lobster is a unique product, there are several local players involved in the import and export of this product, with Castlerock being one of the key players in the country. Other leading players include Big Sam, Luke Export and many more.

The rock lobster market is dominated mainly by traders, and importers who also export

Supplier	Ranking	Unique Value Proposition
Castlerock Fisheries Pvt Ltd	1	<ul style="list-style-type: none"> • Castlerock is among the leading suppliers, wholesalers and exporters of good quality rock lobster and sand lobster from India. The company boasts an extensive sourcing network along the Indian coastline, high-tech processing facilities in Maharashtra and Gujarat (utilising advanced freezing and processing equipment such as IQF machines, plate freezers, blast freezers, tunnel freezers, and flake ice plants) as well as extensive distribution coverage across the US, Europe, the Far East and Middle East.
Indepesca Overseas Pvt Ltd (Big Sam's Premium Seafood)	2	<ul style="list-style-type: none"> • Big Sam's Premium Seafood by Indepesca Overseas Pvt Ltd is a leading supplier of premium seafood to India's top 5-star hotel chains and restaurants. The company has presence in both the B2B and B2C segments and boasts a strong sales network of distributors and retail outlets in over 30 cities.
Salet Seafoods Private Limited (Sagar Samrat Seafoods)	3	<ul style="list-style-type: none"> • Salet Seafoods is an exporter of rock lobster in several forms – whole raw, whole cooked, and tails in various sizes/grades. The company operates through its two factories – one at Veraval, and the other at Varvala – and exports its seafood to Europe, the US, Canada, Japan, Malaysia, Bangkok, China, Australia, Mauritius and other countries.
Noor Ice & Cold Storages Pvt Ltd	4	<ul style="list-style-type: none"> • Noor is a supplier of frozen rock lobster under the brand name Lobster King Noor. The company has developed a HACCP-based system which assures the safety of processed items.
Luke Export	5	<ul style="list-style-type: none"> • Luke Export is an exporter of live rock lobsters available in sizes of 150/300, 300/500, 500/1,000, 1,000/up (grams per piece) under the brand name Cathay Brand Quality Seafoods. With its head office at Sakhikulangara, Kollam in Kerala, it is geographically placed strategically in terms of sourcing raw material, excellent infrastructure and easy access to international markets. The company has two processing units and a strong distribution network across New York, London and Dubai.

Source: Euromonitor International estimates as per trade press and trade interviews

© Note: Rankings are in order of the supplier's market popularity as per opinions and inputs from industry players

Rock lobster in various forms sold as top selling products by leading suppliers

**Whole raw rock lobster,
by Castlerock**



Rock lobster sourced from Indian coasts

Whole raw rock lobster by Castlerock is **sourced from the Gulf of Mannar and the Maharashtra coast** and is available in sizes: 300/400, 400/500, 500/600, 600/800, 800/up and packing of 2 x 5kg IQF, IWP, net weight.

**Lobster King Noor,
by Noor Ice & Cold Storages Pvt Ltd**



Frozen rock lobster

Frozen rock lobsters (both whole and cooked) are offered under the Lobster King Noor brand by Noor Ice & Cold Storages Pvt Ltd.

**Rock lobster tail,
by Salet Seafoods Pvt Ltd**



Flavourful lobster tail

Rock lobster tails by Salet Seafoods available in size/grade U/1, 1/2, 2/4, 4/6, 6/8, 8/10, 10/12.

Import and Trade Regulatory Landscape

All food importers must possess an Import Export Code (IEC) to import food into India. Food importers have to register with the Director General of Foreign Trade (DGFT) and obtain an import licence from the Central Licensing Authority in accordance with the provisions of the Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011.

All imported food has to be packaged and labelled in accordance with Labelling and Packaging Regulations, 2011 and adhere to the Food Safety and Standards (Import) Regulations, 2017.

Exporters often have to face unpredictable regulatory and tariff regimes.

FSSAI lays down a comprehensive procedure for clearance of imported food products into India



Packaging Requirements

The Separate Packaging Regulation was created by FSSAI to promote food safety, extend shelf life and thereby enhance food security

- Food Safety and Standards Packaging Regulations, 2018: As per the regulations, packaging material should be strong. It should guard against extreme heat and humidity in summer. Steel strapping is recommended to protect against pilfering.
- For fish and fish products or seafood, the types of packaging materials to be used include:
 - a. Polyethylene terephthalate (PET) punnets or containers with plastic caps
 - b. Plastic-based multi-layered flexible laminate heat sealed pouches
 - c. Plastic tray with overwrap



Labelling Requirements

FSSAI verifies at the time of import that products comply with its legislation for food labelling; products that use sticker type labels may not be deemed acceptable.

- Labelling requirements of imported food items are mentioned under Food Safety and Standards (Packaging and Labelling) Regulations, 2011 and Food Safety and Standards (Import) Regulations, 2017. As per the regulations, **when an article of food is imported into India, the package of food shall also carry the name and complete address of the importer in India. The country of origin of the food shall be declared on the label of food imported into India.** The food labels must be affixed in a non-detachable way on the bags for foods which are packed in plastic/gunny bags or sacks.
- Absence of the vegetarian/non-vegetarian logo, and name and address of importer, are considered “rectifiable labelling deficiencies” which may be dealt with via sticker labels in the customs bonded warehouse at the port. However, absence of name and address of manufacturer, list of ingredients, production date, best-before or expiry date, batch or code or lot number, net weight or volume, or nutritional information, when required, is not rectifiable with sticker labels.
- On 14 December 2020, FSSAI notified that Food Safety and Standards (Labelling and Display) Regulations, 2020 were to be complied with by 1 January 2022.

Source: Euromonitor International as per FSSAI, USFDA GAIN, Trade.gov and trade interviews

Over the last decade, India has steadily replaced licensing and discretionary controls with simpler import procedures



Transportation Requirements

Specified storage conditions to be followed during transportation to obtain clearance

- **Storage facilities for imported foods:** No consignment of food articles shall be stored in a manner that one type of articles of food comes in contact with other types of articles of food. The imported articles of food shall be stored in accordance with the specified storage conditions in the custom warehouse before clearance, failing which, the concerned Authorised Officer may refuse to grant no objection certificate for import clearance of the food consignment.
- **Lead times between Australia and India through maritime routes are around 17-22 days to arrive at the port.**



Documentation and Customs Processes

Mandatory shipping documents for exporting to India have been reduced to three; this improves the export-import process as well as India's Ease of Doing Business ranking.

- The Foreign Trade Policy, 2015-2020 mandates the following commercial documents for carrying out importing activities: **bill of lading, commercial invoice, packing list and bill of entry**. A packing list is not compulsory, but helps with customs clearance.
- Additional documents like certificate of origin (COO) and inspection certificate may be required, depending on the case. For example, livestock imports must come with a sanitary certificate issued and certified by an approved authority in the country of origin.
- Health certificates: live animals, plants, and parts of plants must come with health certificates issued by an approved authority in the country of origin.

Source: Euromonitor International as per trade press and trade interviews

Mumbai, Kochi and Chennai harbours offer strong infrastructure and high operational capabilities for rock lobster trade

India's Ports of Entry



Port of Nhava Sheva, Mumbai

The Nhava Sheva port, also known as Jawaharlal Nehru Port Trust (JNPT), is **one of the busiest container ports** in India with annual traffic of 4.7 million TEUs (twenty-foot equivalent unit) in 2020-2021.

Cochin Port Trust, Kochi

Cochin port is operated by D P World and offers a wide range of services such as cargo services and cold storage facilities. This port is **located geo-strategically** close to the busiest international sea routes and is the closest to the International East West Shipping routes, giving it a distinct advantage.

Chennai Port, Chennai

This **port has three docks, 24 berths and draft ranging from 8.5m to 16.5m** and handled 51.88 million tonnes of cargo in 2017-2018.



Port of Nhava Sheva managed 64% of total import traffic in 2018.

India's tariffs and duty rates are known to be revised constantly; standard tariff now stands at 30%

India's Tariffs & Quotas



0306 (030611, 030631, 030621, 030691) :
Rock lobster, another sea crawfish (Palinurus spp., Jasus spp.)

30%	Standard Tariff Rate
N/A	Preferential Rate (FTAs) for Australia and Others

Permits and quotas are determined by Directorate General of Foreign Trade (DGFT). Currently, there are no quotas on imports of rock lobsters in India. In terms of tariffs, rock lobster imports attract a basic duty of 30%.

Source: Euromonitor International as per Central Board of Indirect Taxes & Customs

Opportunities and Challenges

Australian rock lobsters enjoy the reputation of being premium and high-quality. They can be positioned as a gourmet or luxury food item and penetrate the market.

On the other hand, there is a very small subset of the consumer base for rock lobsters and it could take time to build large volume sales.



OPPORTUNITIES

There exists an opportunity in the Indian market for a highly differentiated and premium product through online sales

- Rock lobster is a high-value product and **there exists an opportunity to develop a more differentiated and premium product for India** with claims such as larger grades, premium, high quality, rich in protein and omega 3, and so on. Australia already enjoys a favourable reputation in the global market as a source for pristine, disease-free, finest quality rock lobsters.
- Given rock lobsters' positioning as a gourmet or luxury food in India, demand is directly driven by growth in household disposable income levels. With increasingly affluent foreign immigrants and better travelled consumers, **there has been a discernible increase in purchasing power in many parts of the country. Australian rock lobsters, which are regarded as premium products, are well positioned to capitalise on this.**
- Online sales and home shopping are quickly becoming the distribution mode of choice in India due to consumers' ability to make informed decisions and compare prices. This can be further built on by exporters, including Australian exporters, to showcase more products with strong marketing messages.



CHALLENGES

A niche consumer segment may also be a deterrent

- Marketing the product to a small subset of the consumer segment could be a challenge. Imported rock lobsters, given their high prices, may find acceptance only among selected customers, such as those residing in metro cities (like Mumbai, Delhi, Bangalore, Pune, Chennai) with certain income levels and ability to afford in-home or out-of-home fine dining experiences.
- This largely restricts large volume sales for imported rock lobsters.

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Thank you

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