

# HOLY WATER EXPORT UNIT

## 1. INTRODUCTION

The export of holy water, especially from spiritually significant rivers and pilgrimage sites in India, is gaining momentum as demand rises among diaspora communities, spiritual practitioners, and religious organizations globally. Holy water, particularly from sources like the Ganga, Yamuna, and other revered rivers, holds immense spiritual value for millions. This project envisions the establishment of a Holy Water Export Unit in Uttarakhand — a state renowned for its sacred rivers and pilgrimage destinations such as Haridwar, Rishikesh, and Gangotri. The business seeks to ethically collect, purify, package, and export holy water while preserving its sanctity and cultural relevance.

## 2. MARKET DEMAND AND TRENDS

There is a steadily increasing demand for Indian holy water in international markets, primarily in countries with significant Indian, Hindu, Buddhist, and Jain diaspora. The product is especially popular during religious festivals, ceremonies, temple rituals, and personal spiritual practices. Online platforms and spiritual product exporters have further catalyzed this demand. Key trends include:

- Rising exports to the USA, UK, Canada, Australia, and the Middle East
- Growth in spiritual product e-commerce
- Institutional orders from temples, yoga retreats, and spiritual centers

## 3. PRODUCT & ITS APPLICATION

The primary product is ethically sourced and purified holy water from sacred rivers such as the Ganga, Yamuna, or Saraswati. Applications include:

- Ritualistic and spiritual ceremonies
- Temple offerings and pujas
- Personal prayer use
- Cultural gifting and festival rituals

The water is bottled in tamper-proof containers, with spiritual labeling, optional QR authentication, and spiritual literature inserts.

## 4. DESIRED QUALIFICATION FOR PROMOTER

No formal qualifications are required, but knowledge in areas such as:



- Cultural and religious practices
  - Export compliance and documentation
  - Product hygiene and packaging standards
  - Basic business management
- Is beneficial. Ethical and responsible sourcing practices are crucial.

## 5. BUSINESS OUTLOOK AND OPPORTUNITIES

With the globalization of Indian spiritual practices and cultural rituals, there is strong export potential for holy water. Institutions, individuals, and non-resident Indians actively seek access to spiritually significant products that connect them to their heritage. By tapping into spiritual tourism hubs like Haridwar or Rishikesh, entrepreneurs can set up a localized collection and processing facility.

### Opportunities also lie in:

- White-labeled exports for spiritual brands
- Gifting sets with incense, literature, and holy water
- Bulk supply to temples and retreat centers abroad

## 6. MARKET POTENTIAL AND MARKETING ISSUES

### Market Potential:

- Large expatriate Indian communities in North America, Europe, and Gulf countries
- International temples and spiritual institutions
- E-commerce platforms focusing on spiritual/lifestyle products

### Marketing Issues:

- Maintaining authenticity and purity perception
- Shipping and import restrictions in certain countries
- Cultural sensitivities and religious accuracy
- Competition from unorganized or counterfeit suppliers

## 7. RAW MATERIAL & INPUT REQUIREMENTS

- **Source Water:**

Direct collection from approved points on rivers like the Ganga at Haridwar/Gangotri

- **Purification Equipment:**

Filtration units (UV/RO/ozone safe for spiritual products)



- **Containers:**
- Food-grade, tamper-evident bottles (100ml to 1L sizes)
- **Labels and Packaging:**

Spiritual branding, multilingual labels, and anti-counterfeit features

- **Logistics & Export Materials:**

Export-grade cartons, bubble wrap, and customs documentation

## 8. MANUFACTURING & PACKAGING PROCESS

- Ethical sourcing of water from designated sites
- Pre-filtration and sediment removal
- UV and micro-filtration to preserve the spiritual essence while ensuring purity
- Filling in sterilized bottles using semi-automatic filling lines
- Labeling and tamper-proof sealing
- Bulk packaging for export
- Documentation and dispatch via air/sea cargo

Holy Water Export Process Flowchart



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### Text Flow Chart

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## 9. MANPOWER REQUIREMENT

Role	No.	Salary/month (INR)	Annual Cost (INR)
Manager/Owner	1	-	-
Quality Control Supervisor	1	20,000	2,40,000
Packaging Staff	3	10,000	3,60,000
Logistics Coordinator	1	15,000	1,80,000
Administrative Assistant	1	12,000	1,44,000
<b>Total</b>			<b>9,24,000</b>



## 10. IMPLEMENTATION SCHEDULE

Activity	Duration (Months)
Site selection and setup	1
Licensing and permits	1.5
Equipment procurement	1
Hiring and training	1
Marketing and trial dispatches	1
<b>Total Implementation Period</b>	<b>3–4 months</b>

## 11. COST OF PROJECT (Indicative)

Particulars	Amount (INR Lakhs)
Premise setup & rent	0.50
Machinery and purification system	3.00
Bottles and packaging setup	1.00
Working capital (initial 6 months)	6.00
Preoperative & licensing expenses	0.50
<b>Total Project Cost</b>	<b>11.00</b>

## 12. MEANS OF FINANCE

Source	Amount (INR Lakhs)
Promoter Contribution	4.40
Bank Loan	6.60

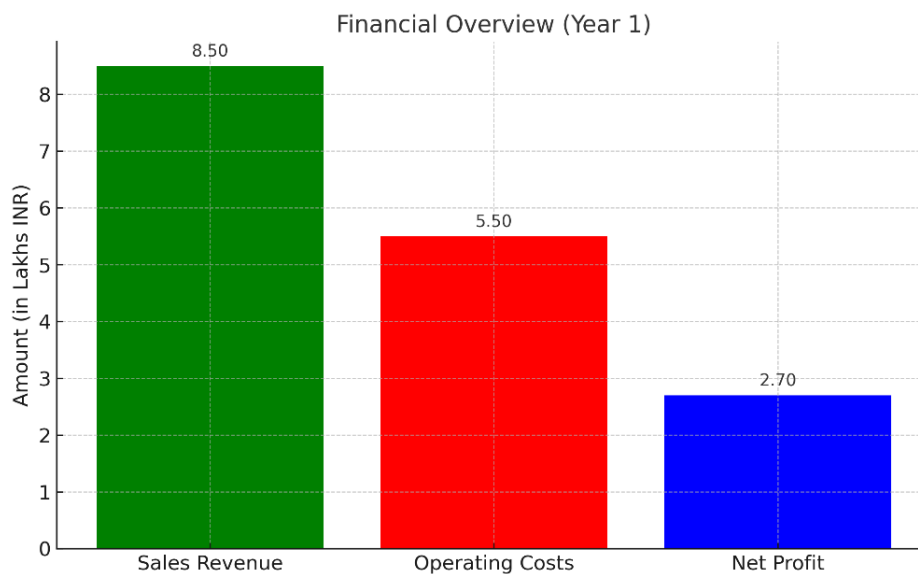


Source	Amount (INR Lakhs)
<b>Total</b>	<b>11.00</b>

### 13. SALES REALIZATION (Year 1 Estimate)

Product Variant	Units/year	Price/unit (INR)	Revenue (INR Lakhs)
100ml bottled holy water	50,000	60	3.00
250ml bottled holy water	30,000	100	3.00
1L bottled holy water	10,000	250	2.50
<b>Total Sales</b>			<b>8.50 Lakhs</b>

### 14. PROFITABILITY ESTIMATE (Year 1)



The chart above provides a snapshot of the financial viability of the Holy Water Export Unit during its first year of operations. The sales revenue is projected at ₹8.5 lakhs, driven by multiple bottle size offerings tailored for global spiritual needs. Operating costs, including salaries, purification, packaging, and logistics, are estimated at ₹5.5 lakhs. After accounting for depreciation and



miscellaneous expenses, the business expects a pre-tax net profit of approximately ₹2.7 lakhs in Year 1. This indicates a promising return potential for a spiritually driven venture with scalable export opportunities.

The healthy profit margins underscore the effectiveness of streamlined operations and ethical sourcing. As demand scales and partnerships expand, especially with temples, diaspora communities, and e-commerce platforms, the profit margins are expected to improve, further enhancing business sustainability and spiritual impact.

The break-even chart above illustrates how total revenue meets total costs, estimated at around 7,500 units sold annually. Below this volume, the business incurs losses; beyond this, it starts generating profit. This analysis provides a clear target for minimum sales volume to ensure financial viability and helps set achievable goals for the sales team and distribution channels.

Particulars	Amount (INR Lakhs)
Sales Revenue	8.50
Operating Costs	5.50
Depreciation & Misc. Exp.	0.30
Net Profit (pre-tax)	<b>2.70</b>

## 15. STATUTORY APPROVALS

- MSME/Udyam Registration
- Exporter Importer Code (IEC)
- BIS/FSSAI (if packaged as consumable)
- Local municipality permits for the collection site
- Pollution clearance (if applicable)
- Labeling & international shipping compliance

## 16. TRAINING & SUPPORT RESOURCES

- DGFT workshops for exporters
- Niryat Bandhu Scheme (by DGFT)
- Agricultural and Processed Food Products Export Development Authority (APEDA)
- FIEO (Federation of Indian Export Organizations)



The Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship. Entrepreneurship programs that help to run businesses successfully are also available from institutes like the Entrepreneurship Development Institute of India (EDII), and their affiliation is all over India

### **Disclaimer**

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.

