

# Know Your Exporter

## Pawan Kumar Budhamal, India



**Mr Pawan Banwani**

CEO, Pawan Kumar Budhamal, Madhya Pradesh, India

### Brief us about your company and your business on sesame seeds

We are manufacturers and exporters based in Gwalior and have been working in this field since 1965. The business of sesame seeds has been carried forward by our family for generations. My father “Omprakash Banwani” started the

Sundried Sesame Seeds product under the brand name “**ROCKET BRAND**”, which is the best-selling product of today and is in high demand in domestic markets. Since 2010 we have been directly exporting sesame seeds to the international markets.

### Where do you source the raw material?

We usually prefer Madhya Pradesh and Uttar Pradesh sesame seeds. As we are in the business of hulled sesame exports, the raw material should have minimal pesticide content, which is well addressed by these origins. Also, the taste of sesame seeds from MP and UP is at par with our needs. During the summer season, the availability of sesame seeds in Kharif-centric areas becomes low. So, we shifted our focus to Gujarat and fulfilled our needs. Gujarat produces high-quality sesame seeds during summer, which we export/supply as cleaned/sorted natural sesame seeds to our customers. Over the years, production in the Kharif season has declined for various reasons. So, we have started focusing on Gujarat and even Andhra Pradesh to explore our raw material source.



**Why are MP, UP, and other states not attempting to grow sesame during summer?**

As of date, yes, these States have yet to try it. But to initiate this, we distributed free seeds to the farmers in MP and UP and encouraged them to go for sesame seeds during summer. However, due to limited irrigation facilities and a lack of awareness among the farmers, it has yet to yield any positive results. Still, our idea is to educate farmers to go for sesame seeds during summer. We will do our best and soon see new crop floating during summer in these two States.

**Tell us about your manufacturing facility, certifications and export destinations.**

Our manufacturing units are equipped with state-of-the-art technology at our manufacturing units. We have installed Buhler London colour sorters to deliver the best-sorted natural sesame seeds. We have two hulling plants in Gwalior with facilities to perform all the necessary tests to check the quality and other parameters. Our company is HACCP/ISO/HALAL certified, and we follow all the required hygiene and safety standards.

Our production capacity of natural and hulled sesame seeds is approximately 10,000 MT each. We export about 4000 MT, and the major destinations are the Gulf countries, Indonesia, Russia, Ukraine and Viet Nam.

**What is your expected Indian sesame production during this Kharif season, and where do you see the prices moving forward?**

As per our views and estimates, the overall crop is meagre compared to last season. Madhya Pradesh is expected to produce around 50,000 MT, Uttar Pradesh 60,000 MT, Gujarat 25,000 MT and Rajasthan 50,000 MT. Of the total expected production, about 50 per cent of the volume has already arrived/sold in the markets or with the traders/stockiest. Since our opening stock remained very low or almost nil, we will have to depend on imports from African countries and Brazil until the new summer crop from Gujarat starts.

Due to the lower availability, we expect the price of hulled sesame in India to touch USD 2400 FOB.

