

# Coconut Chutney Powder: Unveiling the Export Horizon

● Deepthi Vijayan, *Technical Assistant, CDB, Kochi-11*

**C**oconut chutney powder, also known as 'chammanthi podi' in Malayalam, is a traditional food item especially in Kerala. Coconut chutney powder needs no introduction to those who are familiar with Kerala cuisine. Coconut chutney powder is a spicy dish made of roasted coconut and spices. In earlier days, it was prepared using traditional stone mortar and pestle where as it is now prepared with modern mixer.

Coconut chutney powder is basically a combination of roasted coconut, roasted dals and spices. It can be prepared either from coconut milk residue or desiccated coconut powder or dry coconut. Dry chutney powder can be prepared in bulk and can be stored for a long time. It is rich in protein and fibre. Coconut chutney powders can be served along with rice and breakfast items like idli, dosa etc.

## A potential product

Coconut chutney powder is a condiment from the Indian state of Kerala that enhances the flavour

of Indian cuisine. This traditional product has not only captured the taste of Kerala or India but has also captured the taste of other countries. The product is hence exported widely to other countries too, especially in countries where Indian population is high. The countries include GCC, US, UK, Australia, Malaysia, New Zealand, Singapore, Ireland, Maldives, Canada, Netherlands, Belgium and South Africa. Out of these countries, demand for the product is comparatively high in GCC countries.

India has exported coconut chutney powder worth USD 85949 to many countries in the year 2014-2015. United Arab Emirates is the largest importer of coconut chutney powder followed by United States and Oman.

## Direction of exports

India exported coconut chutney powder worth USD 33923 to United Arab Emirates in the year 2014-15. Similarly export of coconut chutney powder to US amounts to about USD 17501 in 2014-15. The

coconut chutney powder export to Oman accounted for USD 8903 and to Saudi Arabia is worth USD 8709. The export to Qatar is worth USD 4744 and to UK is worth USD 4921. India has also exported coconut

**Table 1: Export of coconut chutney powder to various countries from India (2014-15)**

Country	Export value (in USD)
UAE	33923
US	17501
Oman	8903
Saudi Arabia	8709
UK	4921
Qatar	4744
Kuwait	3549
Australia	1547
Bahrain	772
Malaysia	443
Ireland	429
Other Countries	508
<b>Total</b>	<b>85949</b>

**Table 2 Total export value of coconut chutney powder**

Year	Export value (INR)
2013	4157357.97
2014	4898119.28
2015	6698526.87*
*estimated value	

chutney powder to Kuwait and Australia worth USD 3549 and USD 1547 respectively. Bahrain, Ireland and Malaysia also have considerable value of imports from India.

While analyzing the total exports of coconut chutney powder from India for the past two years, it is evident that there is an increasing trend in the export of coconut chutney powder. It is also estimated that about 36% increase is expected in the export of coconut chutney powder by the end of the year 2015.

### Export Incentives

Exports are given priority in India and lots of incentives are provided to the exporters to encourage export of goods /services. MEIS is one such scheme of Government of India, which provides incentives for rewarding merchandise exports.

**Table 3 ITC HS Code under which coconut chutney powder exports are made**

ITC (HS) Code	Item Description	MEIS- Reward Rate (in%) of FOB value
09109100	Mixtures Of Two Or More Products Of Different Heading	3
09101210	Powder	3
09109929	Other Powder Of Other Spices N.E.S.	3
08011990	Other Coconuts Excluding Fresh And Dried And Desiccated And Endocarp	5
20081940	Other Roasted And Fried Vegetable Products	5
21039090	Other Mixed Condiments And Mixed Seasonings	5
21042000	Homogenized Composite Food Preparations	5
20019000	Other Edible Parts Of Plants Prepared Or Preserved By Vinegar/Acetic Acid	5
19019090	All Other Proportion Of Flour Meal Starch/ Melt Extract	5

## Coconut Chutney Powder

### Ingredients

Coconut milk residue (after partial extraction of milk)/ desiccated coconut - 400g.  
 Bengal gram dhal -150 g.  
 Red chilli - 10-15 g.  
 Curry leaves - 20 g.  
 Ginger -40g  
 Salt & tamarind - as required  
 Coconut oil -1 tsp



### Method of Preparation

Toast bengal gram dhal with little oil to a light brown colour. Roast milk residue/ desiccated coconut, chilli, ginger pieces and curry leaves together at low temperature adding little coconut oil. Mix all the ingredients together, add salt and tamarind and make into a coarse powder.

Notified goods exported to notified markets would be rewarded on realized FOB value of exports. MEIS reward rates differ under different ITC HS code. For some code it will be higher than the other ones.

It has been observed that coconut chutney powder is exported by different exporters under different Indian Trade Classification (Harmonised System) code (ITC HS code). There are about 9 different codes through which it is being exported and those commonly used codes are described in table 3

Out of these codes, most often exporters export coconut chutney

powder under the head 'other roasted and fried vegetable products'. One must take into consideration the MEIS reward rate while selecting the code so as to avail maximum benefits under the scheme. The exporters have enough opportunity to utilize the grant provided by the government by selecting that code which provides them more grant or benefits. It is suggested that ITC HS Code 21039090 is more ideal for exporting coconut chutney powder, which is under the head 'other mixed condiments and mixed seasonings'. Moreover it provides 5% incentive under MEIS scheme.

Coconut Development Board provides the necessary support to exporters in exporting coconut and coconut value added products. CIT, the technology and training institute of CDB provides training in preparing coconut chutney powder on commercial scale. It is a four day program which covers certain value added products along with Chutney powder.

Coconut chutney powder is a high potential and prospective product in terms of innovation, traditionalism and value addition with medium investments. The exporters can unveil the potentiality of the product and make use of this opportunity to move ahead. ■