



# कयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार  
Ministry of MS&ME, Govt. of India)

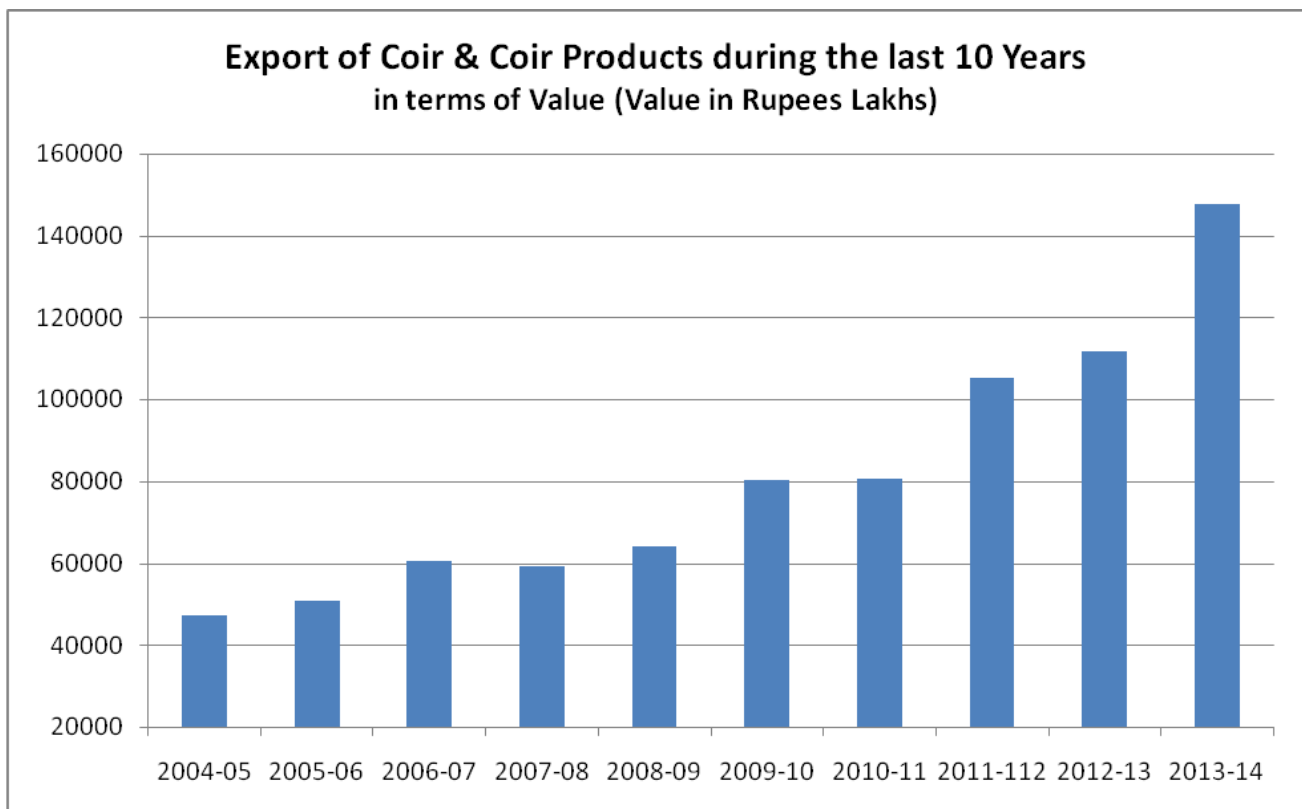
कयर हाउस, एम.जी.रोड., कोच्ची - 682016  
Coir House, M.G. Road, Kochi - 682016  
तार/ Gram : COIR BOARD  
दूरभाष/ Ph : 0484-2351954, 2351807, 2351788  
फैक्स / Fax : 0484-2370034, 2354397  
ई-मेल/ E-mail : coir@md2.vsnl.net.in  
वेब/ Web : www.coirboard.nic.in, www.coirboard.gov.in

## Review of export performance of coir and coir products from India during the period from April- 2013 to March-2014

A total quantity of 5,37,040.38 MT of coir and coir products valued at Rs.1476.04 crores was exported from the country during the period April 2013 to March 2014 as against an export of 4,29,500.92 MT valued at Rs. 1116.02 crores achieved during the corresponding period of previous year. There is an overall increase of 25% in quantity and 32% in value over the export achieved during the corresponding period of the previous year. The target fixed for coir & coir products for the year 2013-14 by the Ministry of MS&ME, Govt. of India, New Delhi, is Rs.1000 crores. The achievement upto March 2014 during the year is 147% of the target fixed by the Govt. of India which is an all time high in the history of coir industry.

### Export Trend in General

During the period April 2013 to March 2014 export of **Coir Fibre, Coir Yarn, Powerloom Mat, Handloom Matting, Geo-Textiles, Coir Rope, Curled Coir, Rubberized Coir, Coir Pith and Coir other sorts** have shown an increase both in terms of quantity and value when compared to the previous year. The item **Coir Rugs & Carpet** has shown negative growth both in terms of quantity and value when compared to the figures of the previous year. **Handloom mat** have shown decrease in terms of quantity and an increase in terms of value. During the year 2004-05 the export was valued at Rs.473.40 crores and now the export has increased by more than three times and reached 1476.03 crores during the year 2013-14.



1. A table showing the item-wise export of coir and coir products from India during the period April 2013 to March 2014 and comparative figures for the previous is given below:

**SUMMARY OF EXPORT OF COIR AND COIR PRODUCTS FROM INDIA**  
**April 2013 –March 2014**

Item	Q=Quantity in M.T		V= Value in Rs.Lakhs		%Growth Cumulative	
	April -2013 - March 2014		April-2012 - March- 2013		Q	V
	Q	V	Q	V	Q	V
Coir Fibre	173902	32878.11	140693	20707.66	23.60	58.77
Coir Yarn	4247	2848.26	4202	2387.22	1.07	19.31
Handloom mat	22609	23623.82	24151	22810.10	-6.38	3.57
Powerloom mat	234	278.36	2	3.15	11600.00	8736.83
Tufted mat	43752	41776.39	37289	33572.91	17.33	24.43
Handloom matting	3425	3353.91	1418	1702.77	141.54	96.97
Powerloom matting	0	0	0	0	0.00	0.00
Geo textiles	4468	3503.78	3597	2628.74	24.21	33.29
Coir rugs & Carpet	93	105.99	95	133.38	-2.11	-20.54
Coir rope	498	390.17	420	282.41	18.57	38.16
Curled Coir	11263	2947.93	8883	2112.46	26.79	39.55
Rubberised Coir	965	1560.76	322	495.01	199.69	215.30
Coir pith	271495	34173.23	208399	24727.61	30.28	38.20
Coir other sorts	89	163.13	30	39.33	196.67	314.77
<b>Total</b>	<b>537040</b>	<b>147603.84</b>	<b>429501</b>	<b>111602.75</b>	<b>25.04</b>	<b>32.26</b>

# Quantities Rounded

**2. COMPOSITION OF EXPORT**

Tufted mats constituted 8.15% in terms of quantity and 28.30% in terms of value during the period under review and it is one of the major items of coir product exported from India. Coir pith constituted 50.55% in quantity and 23.15% in value, Coir Fibre constituted 32.38% in quantity and 22.27% in value, Handloom mats constituted 4.21% in quantity and 16% in value. The table showing the composition of export of coir for the period April 2012 to March 2013 in quantity and value is given below:

**Composition of Export (Share in %)**

Name of the item	Apri2013-March 2014		Apri2012-March 2013	
	Qty %	Value%	Qty %	Value %.
<b>Tufted Mat</b>	8.15	28.30	8.68	30.08
<b>Coir Pith</b>	50.55	23.15	48.52	22.16
<b>Handloom Mats</b>	4.21	16.00	5.62	20.44
<b>Coir Fibre</b>	32.38	22.27	32.76	18.55
<b>Geo Textile</b>	0.83	2.37	0.84	2.36
<b>Coir Yarn</b>	0.79	1.93	0.98	2.14
<b>Curled Coir</b>	2.10	2.00	2.07	1.89
<b>Handloom Matting</b>	0.64	2.27	0.33	1.53
<b>Rubberised Coir</b>	0.18	1.06	0.07	0.44
<b>Coir Rope</b>	0.09	0.26	0.10	0.25
<b>Coir Rugs &amp; Carpet</b>	0.02	0.07	0.02	0.12
<b>Coir Other Sorts</b>	0.02	0.11	0.01	0.04
<b>Powerloom Mat</b>	0.04	0.19	0.00	0.00
<b>Total</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

### **3. COMMODITY-WISE ANALYSIS**

Among the items of export, the items which showed major increase in terms of percentage growth in quantity and value and also declining trend are detailed below:-

#### **INCREASE**

##### **COIR FIBRE:**

Export of this item has increased from 140692.93 M.T to 173901.72 M.T in quantity (24%) and in terms of value it increased from Rs. 20707.66 lakhs to Rs.32878.11 lakhs (59%) when compared to the corresponding period of the previous year.

##### **COIR YARN:**

Export of this item has increased from 4202.31 M.T to 4246.88 M.T in quantity (1%) and in terms of value it decreased from Rs. 2387.22 lakhs to Rs.2848.26 lakhs (19%) when compared to the corresponding period of the previous year.

##### **TUFTED MAT:**

Export of this item has increased from 37288.51 M.T to 43751.79 M.T in quantity (17%) and increased from Rs. 33572.91lakhs to Rs.41776.39 lakhs (24%) in terms of value when compared to the corresponding period of the previous year.

##### **COIR PITH:**

Export of this item has increased from 208399.28 M.T to 271494.76 M.T in quantity (30%) and in terms of value it increased from Rs. 24727.61 lakhs to Rs.34173.23 lakhs (38%) when compared to the corresponding period of the previous year.

##### **HANDLOOM MATTING:**

Export of this item has increased from 1418.31 M.T to 3425.62 M.T quantity (141%) and in terms of value it increased from Rs. 1702.76 lakhs to Rs.3353.90 lakhs (97%) when compared to the corresponding period of the previous year.

##### **COIR GEO-TEXTILE:**

Export of this item has increased from 3597.30 M.T to 4468.28 M.T in quantity (24%) and increased from Rs.2628.74 lakhs to Rs.3503.78 lakhs (33%) in terms of value when compared to the corresponding period of the previous year.

##### **POWERLOOM MAT:**

Export of this item has increased from 1.94 M.T. to 234.21 M.T in quantity and in terms of value it increased from Rs.3.15 lakhs to Rs.278.36 lakhs when compared to the corresponding period of the previous year.

##### **COIR ROPE:**

Export of this item has increased from 419.62 M.T to 497.84 M.T in quantity (19%) and in terms of value increased from Rs.282.41 lakhs to Rs.390.16 lakhs (38%) when compared to the same period of the previous year.

##### **CURLED COIR:**

Export of this item has increased from 8883.14 M.T to 11262.66 M.T in quantity (27%) and in terms of value it increased from Rs. 2112.46 lakhs to Rs.2947.93 lakhs (40%) when compared to the corresponding period of the previous year.

### **RUBBERIZED COIR:**

Export of this item has increased from 321.47 M.T to 965.42 M.T in terms quantity (200%) and in terms of value it increased from Rs. 495.01 lakhs to Rs.1560.76 lakhs (215%) in value when compared to the corresponding period of the previous year.

### **COIR OTHER SORTS:**

Export of this item has increased from 30.37 M.T to 88.86 M.T in terms of quantity (193%) and increased from Rs. 39.32 lakhs to Rs.163.12 lakhs in terms of value (315%) when compared to the corresponding period of the previous year.

### **Decrease in Quantity and Increase in Value**

### **HANDLOOM MAT:**

Export of this item has decreased from 24150.93 M.T to 22608.90 M.T in quantity (6%) and in terms of value it increased from Rs.22810.10 lakhs to Rs.23623.81 lakhs (4%) when compared to the corresponding period of the previous year.

### **Decrease in Quantity and Value**

### **COIR RUGS & CARPETS**

Export of this item has decreased from 94.83 M.T to 93.43 M.T in quantity (1%) and in terms of value it decreased from Rs.133.37 lakhs to 105.99 lakhs (21%) when compared to the corresponding period of the previous year.

## **4. EXPORT DESTINATION.**

During the period April 2013-March 2014, 103 countries imported coir and coir products from India. China is the major importer of coir and coir products both in terms of quantity and value with a share of 36% and 24% respectively. USA which was the major importer of Coir Products for the past few years has now been ranked 2<sup>nd</sup> position with overall share of 20% in value. The combined exports to all the EU countries are 26.21% in terms of quantity and 32.90% in terms of value. The other countries, which imported substantial quantities of coir during the year under report, are South Korea, Australia, Russia, Canada, Brazil, and Japan.

**4.1** The item-wise and destination-wise export of major coir items during April 2013 - March 2014 and growth rate are furnished under:

### **4.2 COIR HANDLOOM MATS**

Eighty one countries have imported coir handloom mats from India during the year 2013 -2014 the important markets for coir handloom mats and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	36.35	41.18	-2.2	7.5
2	UK	9.11	8.50	7.3	16.4
3	Australia	4.58	4.44	-14.9	-5.4
4	Netherlands	4.46	4.39	29.1	37.9
5	Canada	3.04	3.41	3.9	22.0

#### 4.3 COIR TUFTED MATS

Seventy Nine countries have imported PVC tufted mats from India during the year 2013-14. The important markets for PVC tufted mats and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	31.77	32.59	22.7	30.0
2	UK	13.34	12.36	-1.8	2.0
3	Germany	10.73	11.65	10.1	18.4
4	Italy	7.32	7.10	20.9	33.2
5	France	4.08	4.24	21.5	32.5

#### 4.4 COIR YARN

Twenty four countries imported coir yarn from India during the year 2013-14. The important markets for coir yarn and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Netherlands	32.77	37.35	13.0	29.1
2	Italy	17.40	15.06	12.3	25.4
3	USA	12.66	11.42	11.2	31.6
4	Belgium	8.24	8.66	-3.3	13.8
5	Kuwait	7.00	6.32	-17.5	10.4

#### 4.5 COIR PITH

Seventy seven countries have imported coir pith from India during the year 2013-14. The important markets for coir pith and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	South Korea	24.64	20.15	31.4	38.4
2	Netherlands	18.07	19.93	11.3	21.8
3	USA	10.70	11.32	-10.4	0.5
4	Spain	7.11	7.20	34.6	41.2
5	Australia	3.62	5.24	37.1	57.1

#### 4.6 COIR HANDLOOM MATTING

Thirty six countries have imported coir handloom matting from India during the year 2013-14. The important markets for coir handloom matting and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	33.32	28.72	104.8	70.1
2	UK	10.64	14.42	46.2	48.0
3	Germany	9.98	13.46	116.5	53.9
4	Italy	8.35	7.45	-	-
5	Netherlands	4.75	5.84	196.4	122.7

#### 4.7 COIR GEOTEXTILES

Twenty four countries have imported coir geotextiles from India during the year 2013-14. The important market for coir geotextiles and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	29.04	27.78	-10.5	-1.0
2	Australia	23.98	18.84	109.6	100.0
3	Japan	11.34	14.89	21.0	33.8
4	France	13.51	13.95	20.3	43.4
5	Germany	6.56	8.61	30.2	61.5

#### 4.8. COIR RUGS & CARPETS

Seven countries have imported coir rugs & carpet from India during the year 2013-14. The important markets for coir rugs & carpet and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	UK	39.88	52.51	68.2	100.0
2	USA	28.95	28.73	-18.2	-33.3
3	Australia	23.21	7.59	-	-
4	South Korea	4.95	5.74	-	-
5	New Zealand	1.54	3.68	-	-

#### 4.9 RUBBERIZED COIR

Eighteen countries have imported rubberized Coir from India during the year 2013-14. The important markets for rubberized coir and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Estonia	50.10	49.91	-	-
2	Greece	8.40	8.80	-	-
3	Malaysia	5.80	6.89	-20.0	-10.0
4	UK	4.45	5.97	30.3	89.8
5	USA	5.44	5.92	65.6	76.9

#### 4.10 COIR FIBRE

Twenty three countries have imported coir fibre from India during the year 2013-14. The important markets for coir fibre and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Republic of China	98.54	98.45	24.4	60.7
2	USA	0.38	0.44	-20.8	-15.2
3	Netherlands	0.20	0.27	-42.0	-37.1
4	Greece	0.24	0.23	90.3	92.3
5	Yugoslavia	0.21	0.19	-	-

#### 4.11 COIR ROPE

Four countries have imported coir rope from India during the year 2013-14. The important markets for coir rope and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	France	80.89	86.27	15.8	35.9
2	UAE	12.01	7.57	400.0	500.0
3	Maldive Islands	6.92	5.98	78.9	35.3
4	USA	0.18	0.19	-	-

#### 4.12 COIR OTHER SORTS

Eleven countries have imported coir other sorts from India during the year 2013-14. The important markets for coir other sorts and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	38.95	56.36	-	-
2	UK	22.07	23.88	66.7	105.3
3	Netherlands	2.12	4.05	-	-
4	Ukraine	7.41	3.99	-	-
5	Belgium	2.39	2.87	0.0	25.0

#### 4.13 CURLED COIR

Six countries have imported curled coir from India during the year 2013-14. The important markets for curled coir and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Republic of China	48.42	47.49	85.4	136.5
2	Russia	44.42	44.66	-7.0	-4.1
3	Poland	5.26	5.67	32.4	42.7
4	Bulgaria	1.45	1.59	-	-
5	Germany	0.26	0.41	-50.0	-25.0

#### 4.14 POWERLOOM MATS

Seven countries have imported Powerloom mats from India during the year 2013-14. The important markets for Powerloom mats and the share in terms of quantity and value are detailed below as against the nil export is recorded during the same period of the previous year.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	61.60	67.40	-	-
2	UK	30.32	23.58	-	-
3	France	5.52	6.95	-	-
4	Sweden	1.53	1.18	-	-
5	Poland	0.64	0.48	-	-