

10 Best Ways to Turn a Profit Sourcing Amazon Products From India



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Ten practical ways for an Amazon seller to make sourcing from India profitable, from choosing a supplier in the right production hub to negotiating MOQs, putting quality before price, planning around real ports and transit times and staying with a good supplier. US-only points, such as East Coast routing and tariffs, are labelled.

The Short Version

- India has no MOQ norm. Negotiate the drivers, such as colours, sizes and packaging runs, not the number.
- Below a few hundred units India is often not cheaper once freight, duty and your time are counted.
- Write a maximum shrinkage into the spec, ask for line photos at about 10% completion and inspect before shipment.
- Ask which port your goods leave from. Northern clusters sit roughly 1,000 km or more from Nhava Sheva or Mundra.
- For US sellers, East Coast ports have direct sailings from western India, while every West Coast routing transships.

If you're a new seller on Amazon, your days are probably jam-packed with problems. Getting seen is hard, keeping stock moving is hard, and the hardest of the lot is still turning a profit.

Lots of things decide whether an Amazon business makes money, but how you source is one of the biggest. Good sourcing gets you better margins, lower costs and shorter transit times without overpaying for the shipment. Sourcing Amazon products from India can do a good chunk of that, provided your product is the kind of product India is good at.

Wondering why you should source products from India for eCommerce at all, and how to make it pay if you do? That's what this piece covers.

One note before I start. I wrote this with US Amazon sellers in mind because that's who kept asking me, but most of it holds if you sell on Amazon Australia, the UK or anywhere else. Where a point is US-only I say so.

1. Why Source Products From India?

There are good reasons to buy from India, but let me clear one thing up first. You'll read everywhere that India's own market is booming. True, and beside the point. A big domestic market doesn't make a country good to buy from, and it can even work against you because every commodity has tremendous demand at home too.

What matters is what India makes well, and that list is specific: cotton and most of the world's organic cotton, jute at about three quarters of world output, craft goods from the 42 towns the government designates as export towns, value-added garments like babywear and embroidered tops, and metal parts made to drawing. It's weaker on plain basics at scale, on synthetics and on speed, and its share of world apparel exports has sat at about 3% for fifteen years. So ask whether your product is one India is good at, rather than whether India is cheap. Our team has laid the evidence out on why India, and when not.

One more myth while I'm at it. You'll also read that Indian goods carry less quality risk because manufacturers go through rigorous safety testing. Nobody tests Indian factories on your behalf. The border data says the opposite – the US FDA refused 19,963 entry lines from India between January 2021 and August 2026, and India was the most-failed origin in Australia's imported-food tests every year from 2021 to 2025. For the non-food goods you'll sell on Amazon the picture is calmer (130 EU Safety Gate alerts over the same period), but the failures are the kind a spec would have caught:

chromium VI in leather, cadmium alloys in fashion jewellery, drawstrings on kids' clothing. Quality in India is what you specify and test. See [quality control in India](#).

If you're after unique or hard-to-find items then India might be your best bet. Here's why -

1. You Get Unique Products

India is home to a diverse group of artisans and craftspeople. The products you can source from here include excellent handmade goods, jewelry, and textiles you can't find in other places like China or Indonesia.

Products like these sell well on Amazon and eBay because nobody else has them. Not everything is hunky-dory though. In craft towns like Moradabad, Jodhpur and Saharanpur, the workshops make to order for export houses and rarely sell direct, so you'll usually buy through an exporter rather than the artisan. That's a normal way to run a craft cluster, and it's how most Western home-decor aisles are supplied. Ask who makes your goods and who answers for quality, and you're fine.



2. Low MOQs Are Possible, With Honest Caveats

For a new Amazon seller, high minimum order quantities can eat the whole budget. And yes, you'll find Indian suppliers who take small orders. But I'm not going to tell you it's easy, because it isn't.

Nobody publishes minimum order quantities for India, and there's no norm. Buyers on trade forums (2024 to 2026) report roughly 200 to 500 pieces per style at established knitwear factories, about 100 at small units, and 1,000 from traders. One Tiruppur unit advertises 30. Those are reports, not rules, and the next factory will differ.

What actually sets the MOQ sits upstream of the factory – the dye lot at the mill, the screen set-up for a print, a separate minimum for every colour in every size, and the packaging run, which often has a higher floor than the product. So negotiate the driver instead of the number. Fewer colours cuts dye lots. Fewer sizes cuts size minimums.

And below a few hundred units, India is often not cheaper once freight, duty and your own time are counted. Start small by all means, but do the landed-cost sum first. The full picture is on [MOQ, pricing and payment terms in India](#).

3. You Can Find Export Focused Factories

India is one of the most populated countries in the world, so almost everything sells at home too. Even so, there are hundreds of suppliers who work mainly or only for foreign buyers.

That's a big plus, because they already know the legal and shipping side of exporting and that load comes off your back.

There are, broadly, two kinds of Indian factory. One exports everything it makes to large brands. The other sells at home and is just starting to export. They're different experiences, and most of the horror stories you'll read come from the second kind. Smaller upstarts can be just as good, but checking is what tells them apart. And don't be put off if the company you're talking to is a merchant exporter rather than the maker. Both are normal business models in India. You just need to know which factory makes your goods.



4. Lower Costs, For the Right Product

Everyone says Indian labour is 20 to 30% cheaper than China's. I couldn't find a source for that number and neither could our research team, so I won't repeat it.

What I can show you is a customs value. A cotton T-shirt from India entered the US at US\$1.83 a piece in 2025, against US\$2.61 from Viet Nam and US\$1.63 from Bangladesh (UN Comtrade, importer-reported). So India beats Viet Nam by a wide margin and loses to Bangladesh on plain basics. Where India wins is fibre: it grows most of the world's organic cotton and holds about 28% of the world's GOTS-certified facilities, against Bangladesh's 9%.

If you are not too deep-pocketed then an Indian supplier can save you money without costing you quality. Just pick a product where India's cost edge is real.

2. The Best Products to Source From India

Here's what India does well for an online store –

- Textiles, Including Raw Clothes Or Finished Clothing Pieces
- Sarees Or Indian Ethnic Wear
- Musical Instruments
- Jewelry (Specifically Glass Bangles)
- Handmade Home Decor
- Goods Made From Eco-Friendly Fibers Like Jute
- Watches
- Leather Goods, Including Bags, Shoes, Belts, Wallets, Etc.
- Wooden Furniture Or Toys

A few of these have numbers behind them, which I like. India supplies about a quarter of the babies' knitted garments imported by the UK, the US and Australia, 38% of the rugs the US imports, and 57% of the UK's jute sacks and bags (UN Comtrade, 2025). There are plenty more besides. The longer list, with the evidence, is on [what you can source from India](#).

3. Ten Ways to Make More Profit Sourcing From India

1. Source From an Expert

You'll find several suppliers for the same product in India. Do your homework and find out which of them is known for quality and for developing new products.

A supplier who mainly makes one category usually gives better prices and service, and in my opinion that's where the best quality sits too. Delivery tends to be steadier as well.

If you don't know whom to trust then someone on the ground can find the maker and check them for you. SourcingSync does exactly that.



2. Be Mindful of Minimum Order Quantity

If you're a new seller with a small budget then choose your supplier carefully.

Many big factories have minimums you simply can't afford. Their price per piece is better, but the pile of stock you'd have to buy wipes out the saving. So research low MOQ manufacturers and approach them, and remember the trick from above - ask for the product MOQ and the packaging MOQ in the same enquiry, because the higher one is your real MOQ.

Flip it around and the advice flips too. If you need big volumes then low MOQ makers don't cut it, because they can't fill large orders and their prices won't help you. Go to the big factories.

3. Focus On Quality Over Price

In a 2018 First Insight survey of US consumers, 53% said quality was the most important factor in a purchase, against 38% for price. Your customers don't want cheap junk, so don't be laser-focused on price with your supplier either.

If you negotiate with suppliers to get an incredibly low price, they'll compensate for the amount lost by providing you with poorer quality. Not out of spite. A price below cost leaves a factory two choices, lose money or cut a corner, and you can guess which one gets picked. It won't feel like a big deal at first, but it becomes a massive headache when the bad reviews roll in and customers stop coming back.

Small orders carry their own risk here, so know how it happens. Buyers on forums report small knit orders cut straight off the roll without a relaxation rest, which then shrink 5 to 8% after the first wash, and bulk quietly sent to a subcontractor the buyer never saw. The fixes are boring and they work: write a maximum shrinkage into the spec, ask for photos of your goods on their line at about 10% completion, and inspect before shipment no matter how small the order.

So pay a little extra for better quality. You might have to switch suppliers to get it, and that's fine, because the margin shows up later in fewer returns.



4. Choose A Supplier From A Production Hub

India is big enough that each region has its own speciality. When you're sourcing for Amazon or eBay, look for a supplier in the town known for your product.

Here are some cities and what they make. I've checked these against the government's own export-town list (DGFT, April 2023) and Uttar Pradesh's district product portal, and corrected myself where the reputation and the record differ –

- Tiruppur: Knitwear, T-Shirts, Babywear (Knits Only, Not Wovens)
- Firozabad: Glass Artware Like Bangles, Vases, Decorative And Utility Glassware
- Kanpur: Leather Footwear, Saddlery, Bags And Belts
- Moradabad: Metal Handicrafts. Famous For Brass, But Its US Sea Trade Today Is Mostly Iron, Steel, Aluminium, Glass And Wood Decor

- Varanasi: Handloom And Handicraft, Banarasi Silk Sarees And Brocade, Wooden Toys And Lacquerware
- Panipat: Blankets, Carpets And Bed Linen
- Jaipur And Jodhpur: Handicrafts. Jaipur's Garments And Block Print Are Reported By Suppliers, Not On Any Official List Yet
- Bareilly: A Ministry Of Textiles Handicraft Cluster, Not On The Export-Town List. Its UP One District One Product listing is zari-zardozi embroidery

A designation tells you where to look, not whom to trust. For a complete list of all the regions and the products they are hubs for, [see India's manufacturing clusters](#).

5. Bargain Well

India isn't a fixed-price market. Go in ready to bargain on price and on delivery terms.

Talk price once you've shortlisted a supplier or two and agreed the details, like product type and delivery time. Push the price down a reasonable amount and no further, or you may lose the deal.

Know the price ladder too. The listed price in a directory is a starting point and often a stale one. The quote comes next. Then, if you're not careful, extra charges appear after the order or the deposit, usually labelled "export packaging". Buyers on forums have described all three steps for years. So get an all-inclusive price in writing, with the Incoterm and the named port on it, before any deposit leaves your account. "FOB" without a port is not a price (what FOB actually covers).

To know what a fair price looks like, ask people in your network who've bought the same thing, or dig around online. Once the price is agreed, place the order.



6. Request Additional Services

Sourcing doesn't stop once the price is agreed. A good chunk of what makes a batch right happens after that.

Ask your supplier whether they handle labelling, packaging design and the like. Factories usually know the local printers and box makers well and can get it done for less than you would. Do remember that printed cartons, tubes and moulds carry minimums of their own, so ask about them at the same time as the product.

These look like small things, but they add up as you grow and add new products to your store.

7. Ask for a Warranty

Warranty is another aspect customers value, and on Amazon a listing that stands behind the product tends to look better next to one that doesn't.

But as a seller you can't give a warranty on the manufacturer's behalf. What you can ask your supplier for is a defect clause in the order: replacement or credit for defects found within an agreed period, with your inspection report as the trigger. Put it in writing before you pay.

With that in place, you can list your products for a slightly higher price and offer the warranty to your customer yourself. If the manufacturer doesn't offer anything, you as a seller can still opt to offer a warranty and deal with RMAs yourself. Just price it in.

8. Keep An Eye On Transit Times

India's size matters for more than knowing the product hubs. When I first wrote this I said the main port was Mumbai or Chennai. Let me be more precise, because your transit time depends on it.

For the north and west, the big container gateways are Nhava Sheva (JNPA, in Navi Mumbai) and Mundra in Gujarat. The northern clusters – Moradabad, Kanpur, Jaipur, the Delhi apparel belt – sit roughly 1,000 km or more from either in a straight line, and the road or rail leg is longer than that. Mundra is the closer of the two for most of them, though the dedicated freight corridor to Nhava Sheva was completed in March 2026, so that gap is narrowing. For the south, cargo leaves through Chennai, Tuticorin or Cochin. And here's the one that surprises people: a large share of Tiruppur knitwear bound for the US loads at Colombo in Sri Lanka, not at an Indian port at all, because southern cargo is fed there and put on the US-bound ship (US bill-of-lading records, our analysis).

So ask your supplier which port your goods will actually leave from, and name it in the quote. Then add the inland leg, port dwell and, in mid-2026, three to nine days of congestion at Nhava Sheva. Count all of that when you work out arrival dates, and your restocking stops being a guessing game. The whole path a box takes, hubs and all, is in [how sea freight gets from Asia to you](#).



9. Receive Products on the East Coast (US Sellers)

This one is US-specific. Back in 2022 I said the East Coast was far cheaper than the West Coast. I can't put a number on the cost gap, and I don't trust anyone who does, because no India-origin freight rate index exists. What I can tell you is dated and it's about days.

As of the carrier schedules our team read on 23 September 2026, the East Coast has direct services from western India: Mundra to New York in about 30 days, Nhava Sheva in about 33, and Nhava Sheva to Savannah in 28 days via Suez. The West Coast has no direct service in any schedule we read. Every routing transships, with medians of 45 to 58 days. A direct sailing usually beats a relay on days and on handling, so unless absolutely necessary, give your supplier an East Coast address, and get both coasts quoted. Routings change on short notice, so ask your forwarder for a dated transit time with the routing named. The current picture, Suez or Cape included, is kept up to date on [sea freight routes](#).

Picking an East Coast "ship to" city is easy, think NYC, New Jersey or Savannah, and it lets you land stock at an Amazon warehouse near the port. Do make sure your domestic distribution is sorted before you order though.

While we're on US-only points, the tariff. As of 24 September 2026, Indian goods pay the normal MFN rate plus 10% under Section 301, or the Section 232 rate instead where a product is on a 232 list (25% on upholstered wooden furniture, and steel and aluminium "derivatives" like fasteners and kitchen tools). De minimis is gone, so every parcel is dutiable and formal entry applies above US\$250. The 18% and 50% you may have read about are history. How to work the full number out, MFN plus the 10% plus what the duty is charged on, is in [working out the real import duty](#). Details and dates: [importing from India to the US](#). Selling in Australia, the UK or New Zealand instead? Your duty on Indian goods is 0% since 1 January 2026 in [Australia](#), 0% on the consumer lines we sampled since 15 July 2026 in the [UK](#), and 0% since 20 October 2026 in [New Zealand](#).

10. Stick With A Supplier

If you have no complaints about your supplier then stay with them. Long relationships get better deals.

A supplier trusts you more after a few orders, and that's when seasonal discounts and little perks start to appear. It also loosens payment terms, which is the perk that matters most. Small makers commonly ask a new buyer for 70 to 100% up front, and exporters on forums give the same reason every time – foreign buyers, including long-standing ones, have paid late or not at all. Documents against payment is the usual middle ground, and [what each payment method protects](#) is a guide of its own. After a few clean orders, you'll find the advance shrinks.

Related reading: [Amazon FBA from India](#) · [Why is finding a low MOQ clothing manufacturer so hard?](#) · [Sample perfect, bulk not](#)

4. Wrapping Up

Cheap is easy to find in India. Cheap and good takes a bit of work, and that work is where your margin comes from.

If you have more questions about suppliers or sourcing in general, you know where to find me. Hope this helps.