

So you want to

Importing from China

A steel bottle costs ₹223 on Alibaba. J does the maths every reel does. Then the bottle reaches the port and meets four charges, a certificate, and a shelf full of ₹300 bottles. Five ways to buy from China, the samples, the duties, BIS, a ₹35 lakh scam story, the full landed cost, and what Amazon actually leaves you.

THE REEL'S PROMISE

₹7.5 lakh from one order

A ₹223 steel bottle on Alibaba, sold for ₹580–635 under Indian brands: ₹7.5 lakh from one order.

WHAT J DID NOT KNOW YET

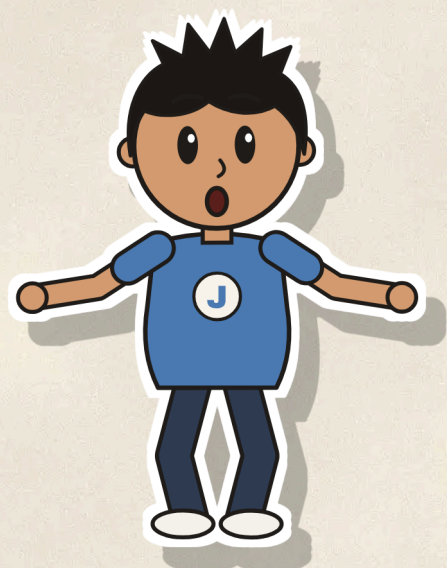
The flaw

The duty on the duty: basic customs duty, surcharge, anti-dumping duty and IGST – plus a BIS certificate that can send the shipment back.

THE REAL BILL

Sell price	₹599
GST + fee	–₹114
Landed	–₹535

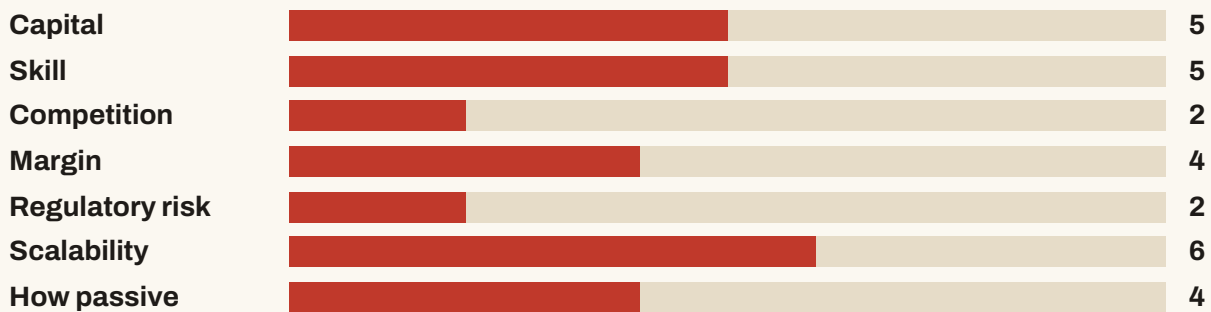
You lose **₹50** on every bottle



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The scorecard: **28/70**



Ten points each, higher is better. Season average per question: Capital 5.4 · Skill 4.6 · Competition 2.6 · Margin 3.6 · Regulatory risk 2.6 · Scalability 5.6 · How passive 2.6.

Two years, run two ways **ILLUSTRATION**

The good version

His own infuser bottle at ₹999, factory price about \$5, about ₹100 kept per bottle after ads, 6,000 a year: about ₹6 lakh.

The realistic version

The same bottle as everyone, freight rises after pricing, discounts and returns, half the stock unsold: a small loss to about ₹1 lakh in year one.

J's checklist before you start

1. Look up the HS code's full duty stack – including anti-dumping – before you pay a deposit.
2. Check whether the product needs a BIS certificate, and whether the factory has one.
3. Price samples, inspection and freight into the landed cost, per unit.
4. Search the shelf price on Amazon India for the same item before you order 2,000.
5. Never pay a new supplier outside a protected payment method.

J's Wall after 5 stops

#1	Exporting	31/70
#2	Importing from China	28/70
#3	Selling abroad	27/70
#4	Car wash	25/70
#5	Cloud kitchen	24/70

Where the numbers come from

Duties and rules

- Customs Tariff, heading 9617 (vacuum flasks): basic customs duty 20%; Social Welfare Surcharge 10% of duty; IGST 18% (heading 9617 not in the 22 Sep 2025 GST rate cuts; single-wall steel bottles under 7323 moved to 5%)
- Notification 03/2025-Customs (ADD), 17 Mar 2025: anti-dumping duty of \$1,732 per MT on vacuum insulated flasks from China, for five years
- Budget 2026: duty on goods for personal use (9804) cut from 20% to 10% from 1 Apr 2026, plus SWS and IGST
- Stainless Steel Vacuum Insulated Bottles and Flasks (Quality Control) Order, S.O. 1072(E), in force 6 Jun 2024, IS 17526:2021; BIS foreign manufacturer certification is held by the factory
- PIB, March 2025: 187 Quality Control Orders covering 769 products; 14 QCOs withdrawn on 12 Nov 2025
- Amazon India: 0% referral fee on products under ₹1,000 from 16 Mar 2026; closing fees apply

Prices and freight

- Alibaba listings (Oct 2026): 500 ml double-wall steel bottle at \$2.35 (about 0.3 kg); \$3.82 at 1,000-2,999 pieces
- Amazon India (Oct 2026), 500 ml: Milton ₹618, Cello ₹585, Borosil ₹634; unbranded and small-brand bottles ₹250-350
- Business Standard, 22 Oct 2026: rupee at 94.83 per dollar
- The Loadstar, 28 Sep 2026: Shanghai to Nhava Sheva about \$3,700 per TEU, more than double July
- Sea freight about ₹14,000-15,000 per CBM door to door, and customs agent fees of ₹8,000-25,000 per shipment, as quoted by importers on YouTube (Oct 2026)

Founders and creators

- Sarthak Ahuja, "How to Import from China | In the Den with Perfora | Sarthak Ahuja | Episode 3": ₹300 ex-factory, about ₹550 landed, about ₹1,200 retail; "100 rupees of X works will come to 170 landed"
- The Founder's Dream, "₹1.25 Cr Scam?! Import Export Business in 2025 | Risks & Trends REVEALED | The Founder's

Dream": Fahad Siddiqui on a ₹35 lakh copper scrap loss (quote translated from Hinglish)

- The Digital School by Prakash, "How to Import Products from China to India 🇮🇳 | Best Chinese Website | Documents and Shipping": clearance cost claim of 2-5%
- About 110 recent import videos reviewed (Oct 2026); titles quoted exactly as published

Posts shown on screen (quotes shown exactly as posted; others marked "summary")

- Instagram reels (Oct 2026): "profits up to 200%" (194,664 plays); an import-process reel with 5.57M plays, marked #ad (accounts not named)
- r/indianstartups, u/Quirky_Bid9961, May 2026: "sample quality comes good... bulk production comes average..."
- r/IndianExporters, u/Fabulous-Pirate-2403, 14 Aug 2026: "My shipment from China is currently stuck at Nhava Sheva Port Customs because CHA is asking for a BIS certificate for the product."

- r/StartupIndia, u/Appropriate-Bug-755, 10 Sep 2025: "For those selling at very low prices in India, they are importing by mis-labelling in a low/zero duty hsn and their CHA gets it cleared on the ports." (a claim, not proof)

- X, @RohanPaliwal7, 27 Apr 2025: "Net margins don't exceed 10-15% in the best case scenario."

- Reddit summaries: sample shipping about 10x product price (r/IndiaBusiness, Sep 2026, 329 upvotes); ₹170 product became ₹647 before customs (Jan 2026); BIS certification ₹9-10 lakh for an ₹86,000 part (Jan 2026); PayPal surcharge of 4.8% (May 2026, 239 upvotes); Amazon price about 3.5x total cost; X, Nov 2025: customs revaluing under-invoiced goods

MUSIC

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