

ASSESSMENT OF INDIAN MARKET FOR SANDALWOOD FROM AUSTRALIA

This project was carried out by **Inl Consulting** (INI) for one of the world's largest forestry companies based out of Australia practicing the sustainable forestry model. India being one of the largest users of sandalwood, the assignment was to understand the potential consumption of sandalwood in India.

After understanding the policies and practices followed by players active in the sandalwood trade, a zone wise market survey was conducted throughout India. After a detailed analysis of the findings during the survey, an application based consumption of sandalwood in India was estimated.

In the current phase, potential customers and potential distribution channel partners are being assessed in order to develop a suitable model for future operations of the Australian Company in India.