

Report On Himalayan Salt

INTRODUCTION:

Himalayan salt is rock salt or halite from a mine in the Punjab Region of Pakistan. Himalayan Salt is a wonderful product that contains 84 minerals which are known to be essential to humans, and this pure crystal salt is able to balance the pH of Human body, regulate blood pressure and stabilize glucose levels in diabetics just to mention a few. Himalayan Pink Salt is a pure, hand-mined salt that is derived from ancient sea salt deposits, and it is believed to be the purest form of salt available. The high mineral crystals range in color from sheer white, varying shades of pink, to deep reds, the result of high mineral and iron content. Himalayan Pink Salt is used by holistic chefs, spas, health professionals, and individuals for its range of nutritional and therapeutic properties. Himalayan salt may be used in the same manner as table salt for culinary dishes and baking, but it is purer and higher in mineral content.

HISTORY:

“Salt is born of the purest of parents: the sun and the sea”

(Pythagoras 580 BC – 500 BC)

Himalayan salt supplies us with a truly ancient ocean of energy and regenerates our body on all levels. Himalayan Pink Salt was originally formed from marine fossil deposits over 250 million years ago during the Jurassic era. Himalayan Crystal Salt originated from the evaporation of the primeval sea by the sun's energy, at a time when pollution did not exist and planet Earth was an immaculate ecosystem. Throughout hundreds of millions of years of intense heat and pressure from shifting tectonic plates the Himalayan mountains were formed and the salt became crystallized. Historically, the Himalayan people used this salt to preserve their fish and meat throughout the year, and every spring they transported the salt to Nepalese valleys for trade. Heavily burdened yaks would carry the salt along narrow sloping paths, mountains, and cliffs in order to sell and exchange the salt for other commodities. Harvested from ancient sea beds, this rare and extraordinary salt has been a valuable commodity for centuries. Himalayan Pink Salt is still extracted from mines by hand, according to primeval tradition, and without the use of any mechanical devices or explosion techniques. After being hand-selected, the salt is then hand-crushed, hand-washed, and dried in the sun. However it should be noted that most of the commercial supply of Himalayan Pink Salt in the market today is currently coming from the mountainous regions of Pakistan. The elements trapped within the pink Himalayan salt are small enough to be absorbed by human cells.

ORIGIN:

The Himalayan mountain range stretches across Asia passing through China, Nepal, Myanmar, Pakistan, Bhutan, Afghanistan, and India. Most people associate the Himalayans with Mount Everest, the highest peak on this planet, but here is something new to think about- salt.

Once in the history (a couple of hundreds of millions of years ago) crystallized sea salt beds, now deep within the Himalayans, were covered by lava. Aside from being kept in a pristine environment that has been surrounded by snow and ice year round, the lava is thought to have protected the salt from modern-day pollution leading to the belief that Himalayan Pink salt is the purest salt to be found on earth. It is now hand-mined from the mountains and brought to the culinary market.

SPECIFICATION:

The many hues of pink, red and white are an indication of this salt's rich and varying mineral and energy-rich iron content and following other specifications.¹

• Color - Light pink with variations of white and red.	• Sulfate - .05%
• Odor - Salty	• Iron - .0006%
• Sodium Chloride - 98.35%	• Moisture - .026%
• Magnesium - .07%	• Insoluble - .77%

SALT MINES IN PAKISTAN:

Himalayan salt is one of nature's most purest and effective gifts. It's obvious from the name that the point of origin of this miracle salt is in areas around Himalayan mountain ranges in Asian continent but there are also some deposits in the European region. When we talk about Asian salt deposits, Khewra Salt mines located in the country of Pakistan is the most famous in this regards.

Khewra Salt Mine

It is mined in the Khewra Salt Mine, located in Khewra, Jhelum District, Punjab Pakistan. The foothills of the Salt Range are located 300 km from the Himalayas, 298 km from Amritsar, India and 260 km from Lahore². The Khewra mine is one of the most popular salt mines that harvest pure Himalayan rock salt and is the second largest salt mine in the entire world. It has been used for centuries as the source of the precious Himalayan salt, which is well renowned as special gift for human health and well-being. The rock salt at this mine is treasured for its 99% purity and is white and veined or hued with deep orange, pink and red colors. This mine has always been the point of attraction for tourists round the globe and many thousands flock to the site each year to see the beautiful walls of the precious salts and to marvel at the many health-boosting handicrafts that are produced from the region. The other popular attraction for tourists at the Khewra Tourist Resort is the "Assembly Hall" which is a large chamber with incredibly high walls on all sides, lined with the smooth, veined salt rocks that have produced so many treasures and granted numerous benefits. Resort was developed with government funding after the people of Pakistan recognized what a gift they could offer the world in these rich mines. Inside, one can find not only the salt walls themselves, which are beautifully marbled with rich natural veins, but also other attractions. For instance, there is a mosque constructed of bricks of the salt, all of which vary in color. A main tunnel that sits at the mouth of the mine was first opened in 1872 and has served miners until relatively recently, until it was turned into a tourist resort. In addition, at the Khewra Tourist Resort one can find mysterious, beautiful chambers with a brine water solution that is reflected by the soft glow of interior lighting. Salt bridges, high chambers, illuminated ponds and more create an exciting experience for travelers who come to admire the beauty of the salt mines. They are like no other place on earth and are worth a visit for anyone interested in learning more about the salt itself and the rich traditions that surround it.

Other Information³ :

Location	160km south of Islamabad
Leased area	3,398.53 acres 3,398.53 acres
Geological Horizon	Pre-Cambrian

¹ <https://www.mountainroseherbs.com/products/himalayan-pink-salt/profile>

² <http://www.himasalts.com/>

³ <http://www.pmdc.gov.pk/?p=KhewraSaltMines>

Purity of salt	Average 98%
Shades of salt	White, Pink and Red
Mining method	Room and Pillar
Total Resources	Over one Billion
Production	387,747.820 tons (2013-14)
Sales	386,255.240 tons (2013-14)

There are following other mines in Pakistan other than Khewra mine, those are also the gift of nature for our homeland⁴.

Kalabagh Salt Mines:

Situated in the same province as Khewra mines, Kalabagh salt mines are located on the banks of the famous Indus River some 300 km away the capital city of Islamabad. Kalabagh salt mines bears 13 different forms of salts which vary according to granular consistency and color. Although modern mining methods such as room and pillar are employed to extract salt but in some chambers where the salt is found at exceedingly deep recesses of the earth (80 km or more) it's still hand mined. The Himalayan salt obtained from Kalabagh salt mines is ideal for turning into Himalayan salt lamps.

Other Information⁵ :

Location	296km from Islamabad or 50km from Mianwali
Leased area	3,837.81 acres (Two Leases)
Geological Horizon	Pre-Cambrian
Purity of salt	Average 96%
Shades of salt	White and Pink
Mining method	Room and Pillar
Total Resources	28,503 tons
Production	106,271.150 tons (2013-14)
Sales	106,271,150 tons (2013-14)

Warcha Salt Mines

Located around 276 km away from Islamabad, Warcha salt mines span over 3,601.17 acres and yielded over 622,688.495 tons of white and pink Himalayan salt in the years 2011-2012. Salt mined from Warcha is usually of edible quality and is in high demand by the manufacturers of kitchen-flow salt.

Other Information⁶ :

Location	276km south of Islamabad
Leased area	3,601.17 acres (Two Leases)
Geological Horizon	Pre-Cambrian

⁴ <http://www.himasalts.com/himalayan-salt-mines-pakistan/>

⁵ <http://www.pmdc.gov.pk/?p=KalabaghSaltMines>

⁶ <http://www.pmdc.gov.pk/?p=WarchaSaltMines>

Purity of salt	Average 98%
Shades of salt	Generally white and pink
Mining method	Room and Pillar
Total Resources	Over one Billion
Production	696,979.170 tons (2013-14)
Sales	665,577.496 tons (2013-14)

Quaidabad Salt Mines

Quaidabad salt mines are given their name because of their geographical location inside and around the city of Quaidabad in the Punjab province. These mines are located 283 km away from Islamabad and are a major source of revenue for the population of the Quaidabad city. The salt obtained from Quaidabad mines is suitable for turning into Himalayan salt lamps, salt tiles and bricks.

Other Information⁷ :

Location	Khushab District, 283 km away from Islamabad
Purity of salt	Average 97%
Shades of salt	Generally white and pink
Mining method	Room and Pillar
Production	Golewali Section: 60,000 - 65,000 tons per annum Dhodawan Section: 35,000- 240,000 tons per annum

Jatta Salt Mines

Jatta, Bahadurkhel and Karak salt deposits are located in the trans-Indus extension of the Salt Range. The thickness of the rock salt in the Bahadurkhel area is 350 ft. while in Jatta and Karak, it is over 100 ft. Production from this area almost equals that of the Warcha mines. The reserves, however, are thought to be very large.

Other Information⁸ :

Location	217km from Islamabad or from Kohat
Leased area	3,837.81 acres (Two Leases)
Geological Horizon	Tertiary
Purity of salt	98%
Shades of salt	white, light to dark grey
Total Resources	Over few Billion tons
Production	72,539.500 (2013-14)
Sales	72,539.500 (2013-14)

⁷ http://punjmin.com/index.php?option=com_content&view=article&id=136&Itemid=580&lang=en

⁸ <http://www.pmdc.gov.pk/?p=JattaSaltMines>

Bahadurkhel / Karak Salt Mines:

Economically workable minerals deposits of the Karak include rock salt, gypsum, Limestone and shale/clay. All these are present in abundance. In case of new or increased demand their production can be quickly raised manifold without any heavy capital investment or encountering major mining problems. Oil and gas has been recently discovered. And limited production is also in progress in near future Karak will be an economical and Industrial zone of KPK.

Other Information⁹ :

Location	265km from Islamabad or 112km from Kohat
Leased area	0.70)
Geological Horizon	Tertiary
Purity of salt	98%
Shades of salt	light grey to dark grey
Total Resources	Over few Billion tons

⁹ <http://www.pmdc.gov.pk/?p=BahadurKhel-KarakSaltMines>

PRODUCTS RANGE:

There are wide varieties of products formed with the Himalayan Salts.

- Rock Salt Crystal lamps
 - Rock Salt Tea Lights & Candles Holders
 - Rock salt handicraft
 - Crushed Salt Stones & granules
 - Rock salt fire bowl
 - Rock salt massages balls & stones
 - Rock salt Bath soap bars & balls
 - Cooking and Table Salt
 - Edible Salt
 - Iodized Table Salt
 - Salt Oil Burner
 - Himalayan Natural Salt Lamps
 - Himalayan Crafted Salt Lamps
 - Salt Bricks/Blocks/Tiles/Slabs/Platters
 - Water Softening Salt
 - Deicing Salt
 - Free Flow Salt
 - PVD Salt
 - Salt Flakes & Chips
 - Sodium Chloride.
 - Salt vases
 - Salt ash trays
 - Salt bricks & lumps/stones for Asthma Resorts
 - Carved Salt Lamps
 - Natural Aroma Diffuser Lamp
 - Flooring & Tiles
 - Residential Lighting
 - Rock salt paper weight
 - Himalayan Salt Sole
 - Spiritual Salt Lamps
 - Salt Animals Lamps
 - Wildlife Animal Salt Lamps
 - Onyx Candle Holders
 - Onyx Mortar and Pestle
 - Aroma Therapy Salt Lamps
 - Religious Salt Lamp Lights
 - Himalayan Salt Detox Baths
 - Himalayan Salts Detoxer
 - Rock salt Bricks & Tiles for construction
 - Rock salt Lumps & boulders for the construction of caves, Huts & sauna
 - Industrial Salt
 - Rock Salt chunks and Granules, stones
 - Animal licking salt & Himalayan salt for Horses
 - Black salt & kala namak chunks & powder
 - Salt Pipes
 - Rock salt mini lamps for cars
 - Massage Stones and Deodorants
 - Stress Relief Massage Pillow
 - Road Salt
 - Spa Salt
 - White Crystal Salt
 - Himalayan Bath soap
 - deodorant bars
 - Himalayan Grinded Salt
 - Wrought Iron Salt Lamp
 - Basket Salt Lamps
 - Aroma Salt Lamps
 - USB Salt Lamps
 - Salt Candle Holders
 - Salt Tableware
 - Neti Pot with Himalayan Salt
 - Himalayan Body Products
 - Himalayan Mineral Seasoning Salts
 - Himalayan Salt Super Specialty Items
 - Organic Flavor Extracts
 - Reed Diffuser
 - Himalayan Solay
 - Himalayan Gifts pack
 - Himalayan Herbs and Spices
 - Beauty products e.g. Himalayan Salt Mask etc.
 - Different types of pinch pots
 - Different Gourmet Salt
 - Himalayan Salt mills
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BENEFITS OF HIMALAYAN SALT:

Himalayan Salt is one of the precious and purest gift of nature and its benefits are far more welcoming.

1. Health benefits.
2. General benefits.

Health benefits:

Salt is necessary for life, we cannot live without it. Himalayan Pink Salt has a rich mineral content that includes over 84 minerals and trace elements such as: calcium, magnesium, potassium, copper and iron. This salt is recognized for its beautiful pink color, high mineral content, and its therapeutic properties. Therefore, Himalayan Salt has the following abundant health benefits.

- Improving breathing ability
 - Reducing anger in both depressed and non-depressed mood
 - Increasing the flow of oxygen to the brain
 - Protection against germs in the air
 - Increasing work productivity and creativity
 - Regulating water content throughout human body
 - Promoting pH balance in body's cell, particularly brain cells
 - Supporting blood sugar balance
 - Restoring skin's natural moisture
 - Promoting clear and healthy skin by removing dead skin cells
 - Supporting sinus and respiratory health
 - Preventing heat exhaustion
 - Improving bone strength
 - Promoting vascular health
 - Create an electrolyte balance
 - Increases hydration
 - Regulate water content both inside and outside of cells
 - Help to reduce acid reflux
 - Prevent muscle cramping
 - Aid in proper metabolism functioning
 - Strengthen bones
 - Lower blood pressure
 - Help the intestines absorb nutrients
 - Prevent goiters
 - Improve blood circulation
 - Dissolve and eliminate sediment to remove toxins
 - Aiding in reducing the common signs of aging
 - Promoting the increased absorption capacities of food elements within the intestinal tract
 - Reducing cramps
 - Promotes kidney and gall bladder health when compared to common chemically-treated salt
 - Weight loss
 - Balanced hormones.
 - Supports thyroid and adrenal function
 - Improve mineral status of the body
 - Act as the powerful antihistamine
 - Himalayan salt's unique cellular structure allows it to store vibrational energy. Its minerals exist in a colloidal form, meaning that they are tiny enough for our cells to easily absorb.
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General and Trade Related Benefits:

Other than health benefits, Himalayan Salt has a lot of other general and economic benefits, as described in the following points;

- When we think of home or office décor, everyone wants it to be eye catching, pretty decent and a little unique from artifacts available in market, exotic looking natural salt products by Himalayan Salts is the great option for the decoration purposes in the homes as well as at working places.
- Natural salt products are in its finest quality and purest form because they are made with most healthy and natural Himalayan Salt, which not only provides mesmerizing and charming look to your products but also have unique and pure quality.
- The use of Himalayan Salt in any aspect e.g. for beauty and health purpose etc. is accessible and affordable for all.
- Himalayan Crystal Salt is far superior to traditional iodized salt and is millions of years old and pure. It is healthy to use, has no side effects and is free from toxins and pollutants.
- Himalayan salt products are most applauded for their air purifying properties. E.g. Salt lamps attract moisture from the air to the lamp surface, where, due to the warmth, the water evaporates quickly. The evaporation produces negative ions (source). Pollen, dust, dirt, pollutants, and allergens in the air all carry a positive charge, and that is how they can be suspended in the air. The negative ions neutralize these positive ions so they can no longer be airborne. On the other hand, Due to the negative ion production, salt lamps are believed to reduce the toxicity of EMFs.¹⁰
- Himalayan salt products are available in different varieties, shape and sizes but are of same non compromising quality as required by the customers. A single piece of Himalayan Salt's rock can be utilized for manufacturing a bundle of products according to the market rising trends, customers demand and taste.
- There are bundle of products being produced in the market, and still there is large scope to innovate further new products by this natural and valuable Himalayan Salt in various fields e.g. décor products, health-protecting and medical products, beauty products, home and office accessories, kitchen/cooking products, construction products and many other variety of products.
- Businessmen are always interested in such profitable businesses where issues pertaining to supply of raw- materials and transportation cost are minimum whereas market demand is high. Pakistan is the richest country for the natural mines of "Himalayan Salt" and there is no complications to acquire this natural raw-material as well as, there is less transportation cost for obtaining this raw-material as compared to the imported raw-material in other industries. A businessmen or an investor, one can avail the following benefits in this industry;
 - (1) No issue to obtain the raw-material.
 - (2) No heavy cost of transportation for obtaining raw-material. E.g. no import duties and other charges etc.
 - (3) Large scope of manufacturing different types of products in various sizes and for different consumers.
 - (4) Immense potential to enhance their market and to capture the existing market with the long range of products.
- We have immense potential to export our Himalayan Salt's products in the global market and can earn massive amount of foreign exchange from the international market. Traders of Himalayan Salts can earn foreign exchange through;
 - (1) Export Raw form of Himalayan Salt
 - (2) Export the finished products of Himalayan Salt

¹⁰ EMFs are the electromagnetic frequencies emitted from electronics. Growing research shows that the high levels of EMFs in our living environment contribute to disease.

SWOT ANALYSES:

Before making the decision, whether to invest in setting up the salt's products manufacturing business or not, one should carefully analyze the associated risk factors. A SWOT analysis can help in analyzing these factors, which can play important role in making the decision.

Strengths:

- Continuous availability and easy access to Raw Material. 100% of the raw material that mainly comprises rock salt is available in Khewra, Jhelum District.
- Availability of cheap labor.
- Tariff cuts under Trade Agreements are anticipated which may result in increase in the Export market of the Salt lamps and other products.
- Improved life style has changed preferences, people are getting more quality conscious and are willing to spend on unique and decorative items in local as well as in international market.
- More capacity of innovation in this sector.
- Huge Diversity in the products with the same raw-material.
- Vast national and international market.
- Local designers and R&D Departments.
- The main competitors in the Salt Lamp manufacturing industry with respect to the market share is the supply from un-organized sector but the permanent industry has an edge over these supplies because of quality & standard, which is almost doubled as compared to un-organized supplies. Market of un-organized sector can be accessed and captured through automated marketing techniques.
- There is a strong point for international trade that the trend of "Certification" also arising in this industry e.g. ISO, OHSAS, GMP and HACCP etc.

Weaknesses:

- Strict controls over the Labor efficiency need to be observed to reduce the waste production at the minimum level.
- The production process is highly manual and requires high involvement of man power thus strong controls over the man power is required.
- Expected loss at the initial stages of the project as both the local & export market needs to be captured and considering the nature of the products manufactured it requires heavy promotional charges.
- Weak designing skills.
- High employment turnover rate.
- No advanced technological used in manufacturing process according to global market.
- Lack of awareness about this product, its diversity, international demand and market potential of this sector.

Threats:

- Low saving and low holding capacity of General Public as a result of which there is increasing level of poverty.
- Quality and design of the Salt Lamps and other products need to be considered very closely as the lifestyle of people is improving.
- Trends in lamp design, beauty products and decoration products change quickly.
- Salt has hygroscopic properties, which means that it draws water from the surrounding atmosphere. Salt Rock Lamps should, therefore, never be placed in a humid room or outdoors. In humid conditions, the lamp surface may be slightly damp to the touch. Turning on the lamp for a few hours dries it very quickly.
- China, India, Malaysia, Canada, Australia and other few countries also have the mines of Himalayan Salts.

Opportunities:

- Increasing preference for the high quality products unique in nature.
- Increasing share of developing countries in Salt products imports of France, Belgium & UK and other countries of European Union.
- The salt rock crystal is known for its ability to ionize the air thus enhancing the well being and improving the health of human being.
- The crystal salt is believed to help in the cure of many diseases. Bioenergetics therapists and homeopaths in Western Europe have recommended crystal salt lamps for long time to support treatment of allergies, respiratory system and blood system diseases. They are often used in the treatment of rheumatism.
- Due to its beautiful and rich colors, salt lamps can also be used in color therapy i.e. chromo therapy.
- The soothing light of the lamp helps neurotic person and people suffering from insomnia.
- America, Europe, Middle East and Asia are the potential and rising markets for these products.

LOCAL & INTERNATIONAL MARKETS:

There are basically 5-6 categories of Himalayan salts products, according to which we derived the demand of Himalayan salts products and its potential markets.

- **Home/Office décor and accessories**

Salt lamps, basket lamps, fire bowls, Salt Bricks, tiles and salt ash trays etc. These are the products that represents the life style of upper and upper middle class of economy in local as well as in international market. According to the nature of such interior & décor products, one can outline our product market in the following manners;

- (1) Local market within the boundaries of Pakistan, demand of such products are in Karachi, Lahore, Islamabad, Sialkot and other big, rich and industrial/developed cities where people have the trend and taste of such stylish products and such businesses can earn handsome monetary return by selling their products.
- (2) In international market we can earn a lot of foreign exchange through the export of such products to the developed rich nation's e.g. Qatar, Luxembourg, UAE, Norway, Singapore, Switzerland, USA, Netherlands, Ireland and many other countries have the rising trends of uses of décor and such accessories.

- **Industrial products/salt**

Industrial salts and herbs and salt pipes etc. Salt is crucial for many industries. Its compounds make it one of the most important materials in the chemical industry, since more than 50% of the chemical products depend on it at a stage of their manufacture. It is also used in the manufacturing of thousands of other commodities including glass, paper, rubber, and textiles as well as in water softening systems for industry and domestic use. Furthermore, it is used as a de-icing agent and as most commonly known food ingredient. Industrial salt is mostly used in the following industries;

- a) Pulp and paper industry
- b) Textile industry
- c) Waste and water treatment plants
- d) Petroleum additives and petroleum plants
- e) Dyes and intermediates
- f) Pharmaceuticals etc.

According to the use of industrial salt, the potential market of this salt is categorized in the following manners;

- 1) Local market: In Pakistan, there is huge demand of “industrial salt” in the industrial sector e.g. in Sindh; Thatta, Nooriabad, dadu, Karachi, Hyderabad etc. has the industrial plants of oil, water treatments and paper manufacturing. In Punjab; Lahore, Sialkot, Faisalabad, Shekhopura, Gujranwala etc. are famous for the textile, Dyes, leather and other famous industries etc. In KPK; Charsadda, Noshera etc. has the pulp and paper manufacturing plants. Therefore, these are the potential market for the “industrial salt” in Pakistan.
- 2) International market: There is a large scope of “Industrial salt” in the international market;¹¹
 - (a) India, Bangladesh, Macau, Cambodia, Mauritius, Sri Lanka, Dominican Republic, Nepal, Tunisia etc. are the world’s largest textile industrial countries.
 - (b) China, USA, Japan, Germany, Canada, Sweden, Finland, Brazil etc. are the global manufacturers of paper and pulp products.
 - (c) United States, United Kingdom, Switzerland, France etc. are renowned for healthcare products.
 - (d) Saudi Arabia, Russia, United States, Iran, China, Canada, Mexico, United Arab Emirates, Kuwait, Venezuela, Norway, Oman, Egypt, Qatar etc. are the champions in the field of petrol and petroleum products.

These are the potential markets for products of “Industrial Salt” in textile, pulp and paper industry, petroleum industry, pharmaceutical field in the whole world.

- **Animal related products**

Himalayan salt slabs are also used to feed horses and livestock for making their muscles strong. The salt is used in the areas where the trend of agriculture & livestock, horse and cattle related the sports and games are in fashion.

1. Local Market: In Pakistan, there is a large market of livestock in Punjab and Baluchistan province.¹²
2. International Market: Globally, there is a broad market in animal breeding, livestock (United States, European Union, China, Argentina, Australia, Mexico etc.¹³), and animal sports and game (North America, Europe, Belgium, France, Great Britain, Hungary, Ireland, Poland, Italy, New Zealand, Asian countries etc.)¹⁴

- **Cooking products**

Cooking and Table Salt, Edible Salt, Iodized Table Salt, kala namak etc. are the products used in every corner of the world for cooking purposes. There are no boundaries for the local and international market as the whole world is the customer of this products. But, if we specify its export, than some countries which have their own mine resources e.g. Austria, Bosnia, Bulgaria, Canada, Germany, Italy, Morocco, Poland etc. are not attractive markets¹⁵.

¹¹ Wikipedia.org

¹² <http://www.pbs.gov.pk/sites/default/files/aco/publications/pakistan-livestock-census2006/Balochistan%20Province%20Livestock%20Census%202006%20%28PDF%29.pdf>

¹³ <http://beef2live.com/story-world-beef-production-ranking-countries-0-106885>

¹⁴ http://en.wikipedia.org/wiki/Horse_racing

¹⁵ http://en.wikipedia.org/wiki/Salt_mining

- **Medical Field**

Arroma therapy lamps, salt inhalers for asthma, Neti pots of Himalayan Salt etc. are the products which have the direct link with the medical field. Asthma is the 14th most important disorder in the world in terms of the extent and duration of disability and averagely 334 million people have asthma in the world. America, Europe and Asia Pacific etc. are the main region in which drugs manufacturing industry is working very successfully¹⁶. So, these are the potential market to approach.

- **Beauty products**

Deodorant bars, salt soaps, salt mask and other beauty and body products etc. are the skin care products made with the Himalayan Salt. Western Europe, Eastern Europe, Americas, Asia Pacific and Australasia, Middle East and Africa are regions famous for the manufacturing of skin care and beauty products¹⁷, therefore one can explore this side of the whole market at local and international level.

- **Kitchen Accessories**

Salt table slabs, salt bowls, salt table wears, pinch pots, aroma diffusers etc. are the kitchen related products. Such product are in demand all over the world pertaining to the improving life style trends and changing preferences of people regarding quality life.

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Prepared By Research & Development Cell

¹⁶ <https://wb.duke.edu/soc142/team2/trade.html>

¹⁷ <http://www.euromonitor.com/skin-care>