Inductus Global
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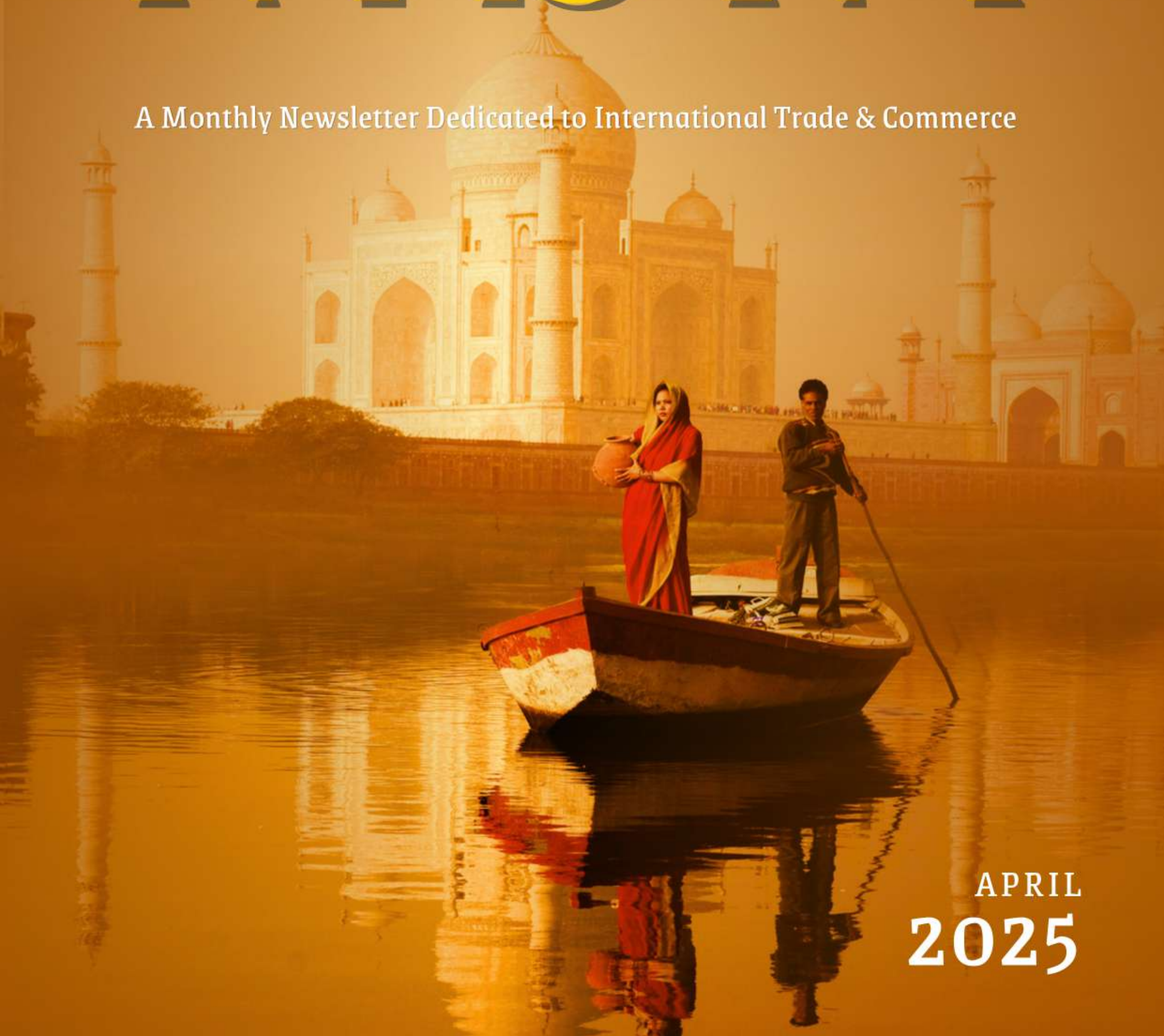
India Rising

PROCURE
INDIA

A Monthly Newsletter Dedicated to International Trade & Commerce



APRIL
2025

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From the Desk of CEO

As we welcome April 2025, I am energized by the remarkable strides India is making in global trade and commerce. **This month's edition of Procure India reflects the momentum of a nation** that is not just participating in the global economy but also actively shaping its future.

The past year has been transformative. **India's rise as the third-largest trading nation—surpassing historic benchmarks**—is a testament to our resilience, innovation, and strategic vision. **From lifting restrictions on rice exports to pioneering tariff reforms,** we are unlocking new avenues for growth while balancing domestic priorities.

Indian Government investments in infrastructure, like the **500% expansion of Chabahar Port,** underscore India's commitment to becoming a linchpin of Eurasian trade.

At Procure India, we recognize that these macro-developments create micro-opportunities for businesses. Whether **it's the global surge in demand for Indian millets** and **organic turmeric** or **the success stories of homegrown brands like Mirza International,** the message is clear: **India's potential is boundless.** This newsletter is designed to equip you with the insights needed to capitalize on these trends.

As we look ahead, we suggest you join the pivotal events like the **IHGF Delhi Fair** and **India Carpet Expo,** where partnerships are forged and markets are explored.

To our **clients, partners,** and **team—thank you for being the driving force behind this journey.** Together, we will continue to break barriers, foster innovation, and redefine what's possible in global trade.

Alouk Kumar

Alouk Kumar - CEO, Inductus

EDITOR'S NOTE

Dear Readers,

Welcome to the April edition of Procure India! This month, we bring you the latest updates, trends, and insights that are shaping India's trade and commerce landscape. As **India continues to grow as a global powerhouse,** we explore the key moves that are driving this transformation.

India has now become the third-largest trading nation after the U.S. and China—an achievement that speaks volumes about its potential. **With the removal of the last restrictions on rice exports,** reduced tariffs on U.S. imports, and bold regulatory changes, the country is setting the stage for a major economic shift. **We also take a closer look at India's ambitious plans for Chabahar Port, which is all set for a 500% capacity expansion in the next decade,** strengthening India's trade network.

In our Advantage India section, we talk about **how Indian millets are making their mark in the global superfood market.** Meanwhile, our Know Your Business segment **simplifies the Bill of Lading, a crucial document in international trade** that every exporter and importer must understand.

This month's Product Spotlight is on **organic turmeric, India's "Golden Export,"** which continues to be in high demand globally for its health benefits and culinary uses. We also bring you a **Case Study on Mirza International, a company that started from Kanpur Street and is now making waves internationally.**

For those looking to expand their business, we've covered two major trade fairs—**the 59th Indian Handicrafts & Gifts Fair** and the **48th India Carpet Expo**—which offer fantastic opportunities to connect with buyers and industry leaders.

At Procure India, we are committed to providing you with Market insights, market intelligence, and strategic updates to help you navigate the ever-changing world of global trade. We hope this edition gives you valuable knowledge and useful takeaways.

Stay ahead, stay informed, and keep growing!

Market Trends

An Overview

India Lifts Final Curbs on Rice Exports to Double Shipments & Fuel Economic Boom by 2030

India, the world's largest rice exporter, has taken a game-changing step by lifting its final restrictions on rice exports. This policy shift is poised to significantly impact global rice markets, improve India's agricultural trade balance, and contribute to the nation's ambitious goal of doubling agricultural exports by 2030. With this move, India aims to bolster its role as a global food supplier while ensuring domestic food security.

Record-High Rice Stocks: The Driving Force Behind the Decision

India's decision to remove export curbs comes on the back of record-breaking rice stocks. As of December 2024, the Food Corporation of India (FCI) reported rice inventories soaring to 44.1 million metric tonnes, significantly surpassing the buffer stock norm of 7.6 million metric tonnes. This surplus has been attributed to favorable monsoon patterns, improved seed varieties, and government-backed agricultural schemes, making the removal of export restrictions a well-calculated move.

Key Figures:

- 2024 Rice Stock: 44.1 million metric tonnes (FCI Data)
- Projected 2025 Rice Production: Over 120 million metric tonnes
- India's Share in Global Rice Exports: 40%
- Targeted Agricultural Export by 2030: $100 billion
- Current Agricultural Export (2023-24): $48.15 billion

Economic Aspirations: India's Plan to Double Agricultural Exports

The government has set an ambitious target of $100 billion in agricultural exports by 2030, almost doubling from $48.15 billion in 2023-24. The move aligns with India's broader economic strategy of strengthening its agrarian sector while leveraging international trade opportunities.

To support this growth, India is focusing on:

- Enhancing Agri-Processing Capabilities: Investments in rice milling, fortified rice production, and food packaging to boost value-added exports.
- Infrastructure Expansion: Development of port facilities, cold chain logistics, and dedicated agricultural export hubs.
- Bilateral Trade Agreements: Strengthening trade pacts with Southeast Asia, Africa, and Middle Eastern nations to secure stable rice trade relationships.

India's dominance in the global rice trade means that its policy decisions have worldwide repercussions. Following the removal of export restrictions, rice prices in international markets have declined by 8-12% as increased supply has eased concerns over shortages.

Beneficiaries of India's Rice Export Policy:

- Importing Nations: African nations, Indonesia, and the Philippines rely heavily on India for affordable rice imports.
- Indian Farmers: With expanded global demand, Indian rice growers are expected to witness a surge in farmgate prices, improving rural incomes and employment.

Other rice-exporting nations like Thailand, Vietnam, and Pakistan are facing increased competition due to India's market re-entry. While these nations had temporarily gained from India's export ban, they now must readjust pricing strategies to maintain market share.

Domestic Considerations: Balancing Exports and Food Security

While India's export expansion benefits its economy, concerns remain about maintaining domestic food security and price stability. The government is implementing a two-pronged approach:

- Stockpile Management: Ensuring a minimum buffer stock of 10 million metric tonnes to safeguard against domestic shortages.
- Targeted Subsidy Programs: Strengthening the Public Distribution System (PDS) and extending subsidies for lower-income groups to mitigate the impact of fluctuating rice prices.

Since the policy shift, domestic rice prices have increased by 10-15%, driven by rising global demand. the government is monitoring inflationary trends and may introduce temporary curbs if required to stabilize local markets.

A New Era for Indian Agricultural Trade

India's decision to lift final export curbs on rice is a strategic move that positions the country as a dominant force in global agriculture. By balancing its export ambitions with domestic price stability, India can harness this opportunity to strengthen its economy, empower farmers, and enhance its global trade standing. The coming years will be crucial in determining how effectively India manages this transition, but one thing is clear—India's agricultural sector is entering a new era of growth, trade, and global influence.

India Rises as a Global Trade Powerhouse, Now Ranked 3rd After US & China!

India is no longer waiting in the wings—it has stormed onto the global trade stage with authority. The DHL Trade Atlas 2025 report has positioned India as the third-largest contributor to global trade growth, just behind the United States and China.

With a projected 6% share in driving the world's trade expansion over the next five years, India is not merely keeping up—it is setting a blazing pace for economic transformation.

Growth That Outshines the World

The statistics are nothing short of remarkable. ***In 2024, India stood as the 13th largest trading nation globally***, yet its trade growth has been phenomenal—a robust 5.2% compound annual rate from 2019 to 2024, far exceeding the global average of 2%. This is not a slow climb but a dynamic leap forward. Strong macroeconomic fundamentals, advanced manufacturing capabilities, and an increasingly efficient logistics network are propelling India to new heights in global commerce.

- **Spearheading a Neutral Trade Bloc**

India is not rising in isolation. Alongside nations like Vietnam, Indonesia, and the Philippines, it is leading a group of neutral countries that are redefining international trade. Free from alignment with superpower blocs, ***these nations have increased their collective share of global trade from 15.4% in 2016 to 17.5% in 2024.*** By 2029, India is poised to be a pillar of a multipolar trade ecosystem, where adaptability and innovation take precedence over traditional dominance.

- **A Golden Opportunity for Procurement**

For procurement professionals across India and beyond, this is a transformative moment. ***India's rise offers more than just impressive trade figures—it presents a strategic advantage.*** As countries like the UAE, Brazil, and Mexico join India in diversifying global supply chains, businesses can leverage a market that is agile, cost-effective, and forward-looking. The time to forge partnerships and capitalise on this shift is now—India is at the forefront of this global opportunity.

- **India's Future as a Trade Leader**

This is not a passing phase—it is a paradigm shift that demands attention. India's momentum signals a clarion call for enterprises worldwide: align with this emerging powerhouse or risk lagging behind. By 2029, India will not just be a participant but a trailblazer in global trade. ***As Mr. Alouk Kumar, CEO Inductus Group, rightly observes, the world is recalibrating its trade strategies, and India is a force to reckon with.***

Regulatory

UPDATES

India Unleashes Trade Masterstroke: Boldly Cuts Tariffs on $23 Billion in US Imports to Defend a Colossal $66 Billion Export Empire, Sources Confirm!

In a strategic move to protect its extensive export portfolio, India is contemplating substantial tariff reductions on over half of its imports from the United States, valued at approximately $23 billion. This initiative aims to mitigate the potential adverse effects of impending U.S. reciprocal tariffs that could impact $66 billion worth of Indian exports.

Scope of Proposed **Tariff Reductions**

India is considering lowering tariffs on 55% of U.S. imports, which currently face duties ranging from 5% to 30%. The proposed reductions could involve significant decreases or complete eliminations of tariffs on specific U.S. products. This move is designed to preempt the impact of U.S. President Donald Trump's global tariff measures, slated for implementation on April 2, 2025.

Negotiation Dynamics and **Conditionalities**

Negotiations are set to commence, led by Assistant U.S. Trade Representative Brendan Lynch. India's willingness to adjust its tariff structure is contingent upon the United States providing reciprocal relief from its proposed tariffs. While India is open to immediate tariff reductions, broader tariff reforms are under preliminary discussion and are not anticipated to be part of the immediate negotiations.

Implications for **Key Sectors**

The sectors most vulnerable to these U.S. tariffs include pharmaceuticals and automotive industries, prompting India to consider substantial tariff reductions or the complete elimination of specific U.S. products. Conversely, certain agricultural products are expected to remain protected to safeguard domestic interests.

Strategic Considerations and Broader Economic **Impact**

This development underscores India's commitment to preserving its export-driven economic interests while navigating complex international trade dynamics. By proactively engaging in tariff negotiations, India aims to maintain favorable trade relations with the United States and protect key domestic industries from potential economic disruptions.

As the April 2 deadline approaches, the global trade community is closely monitoring the outcomes of these negotiations, which hold significant implications for international trade policies and economic alliances.

LOGISTICS

Spotlight

Shipping & Freight

India Unveils Bold Plan to Skyrocket Chabahar Port Capacity by 500% in Just

In a strategic move poised to redefine regional trade dynamics, India has announced an ambitious investment of nearly ₹4,000 crore to expand Iran's Chabahar Port. This initiative aims to quintuple the port's capacity to 500,000 twenty-foot equivalent units (TEUs) over the next decade, significantly enhancing its role as a pivotal maritime hub.

Strategic Expansion Initiatives

To realize this vision, India has initiated several key measures:

- Acquisition of Modern Equipment: Orders have been placed for five mobile harbour cranes to modernize and expedite cargo handling operations.
- Infrastructure Development: Discussions are underway to construct a second berth, facilitating increased vessel accommodation and operational efficiency.
- Capacity Milestones: The port is projected to handle 100,000 TEUs by FY2026, with expectations to reach near-full capacity. Notably, by January 2025, Chabahar had already processed over 65,000 TEUs, matching the total for FY2024.

Enhancing Regional Connectivity

Chabahar Port is integral to the International North-South Transport Corridor (INSTC), a multi-modal transportation route connecting Mumbai to Eurasia. This corridor aims to reduce transport costs and time, thereby boosting trade efficiency. The Economic Survey 2024-25 highlighted a 43% increase in vessel traffic and a 34% rise in container traffic at Chabahar, underscoring its growing significance.

Strengthening Bilateral Commitments

In May 2023, India Ports Global Ltd (IPGL) signed a 10-year contract with Iran's Ports and Maritime Organisation to equip and operate Chabahar's Shahid Beheshti Terminal. India has augmented its grant assistance for port equipment to $120 million and extended a $250 million Line of Credit. Equipment worth $24 million has already been supplied, with further procurement in progress.

Navigating Geopolitical Challenges

While India previously secured a U.S. sanctions waiver for Chabahar due to its role in humanitarian aid and regional trade connectivity, uncertainties persist amid evolving U.S. policies. Nonetheless, India's commitment to the port underscores its strategic importance in regional trade.

Expanding Maritime Influence

Beyond Chabahar, India is actively enhancing its maritime footprint:

- Myanmar's Sittwe Port: IPGL has assumed operations at this port, a key component of the Kaladan Multimodal Transit Transport Project linking Bangladesh, Thailand, and Kolkata.
- Sri Lanka's Kankesanthurai Port: Development efforts are underway, including plans for a ferry service between Nagapattinam and Kankesanthurai to bolster trade and passenger connectivity.

India's proactive investments in Chabahar and other regional ports reflect a strategic vision to fortify its position as a central player in international trade and maritime affairs.

ADVANTAGE

INDIA

The Potential of India's Millets: The Superfood for Global Importers

In an era where climate resilience, nutritional security, and sustainable agriculture dominate global discourse, India's ancient grains—millet—are stepping into the limelight as a transformative force in the food industry. Long revered as "nutri-cereals," these grains, including sorghum (jowar), pearl millet (bajra), and finger millet (ragi), are not only a staple for millions in India but are now capturing the attention of health-conscious consumers and international importers alike.

With India producing over 20% of the world's millets and spearheading their resurgence—especially after the United Nations designated 2023 as the International Year of Millets—the nation is poised to redefine the future of global food trade.
This article delves into why India's millets represent a nutritional revolution, a high-growth economic opportunity, and a sustainable food solution for global markets.

Nutritional Excellence: A Powerhouse for Health

Millets offer a superior nutritional profile, positioning themselves as an ideal alternative to conventional grains like wheat and rice. The Indian Council of Agricultural Research (ICAR) reports that finger millet contains three times more calcium than milk, making it an invaluable resource for combating osteoporosis and malnutrition.

Pearl millet, with its rich iron content, directly addresses anemia—an affliction impacting over 1.6 billion people worldwide, according to the WHO. Meanwhile, sorghum is loaded with antioxidants and dietary fiber, crucial for heart health and diabetes management—conditions that affect millions across both developed and emerging economies.

Unlike refined grains, millets are gluten-free, boast a low glycemic index, and support digestive health. A 2022 study in Frontiers in Nutrition highlighted their role in improving gut microbiota and reducing inflammation, reinforcing their status as a global superfood. For importers, this nutritional edge translates into lucrative market potential—aligning with the rapidly expanding health food industry, projected to surpass $1 trillion by 2027, per Allied Market Research.

India's Millet Boom: An Unparalleled Economic Opportunity

As the world's largest producer of millets, India cultivates approximately 17 million tonnes annually, particularly across the arid and semi-arid landscapes of Rajasthan, Maharashtra, and Karnataka. These regions, where smallholder farmers have grown millets for centuries, are now the backbone of a booming export industry.

The Indian government has catalyzed this growth through initiatives like the National Millet Mission, extensive subsidies, and global trade promotion efforts. In 2022-23, India's millet exports reached $75 million, with soaring demand from regions such as the United States, Europe, and the Middle East. For international importers, India presents a reliable supply chain coupled with cost efficiencies.

Unlike highly processed grains, millets require minimal processing, reducing logistical and production costs. Additionally, the country's diverse millet varieties—each offering distinct flavors and culinary versatility—allow importers to tap into various segments, from gluten-free flour markets to the burgeoning ready-to-eat healthy snack industry. The emergence of millet-based startups, such as Bengaluru-based Troo Good, which sold over 10 million millet snack bars in 2023 alone, underscores India's ability to scale for international trade.

As climate change exacerbates global food security challenges, millets emerge as a beacon of resilience. These crops thrive in harsh conditions, requiring 70% less water than rice and flourishing without synthetic fertilizers—making them a cornerstone of regenerative agriculture. A 2021 report by the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) highlighted that millet farming generates 30% fewer greenhouse gas emissions than traditional cereal production. In India, where droughts and erratic monsoons pose a growing threat to agriculture, millets offer a sustainable lifeline.

Consumers in Western markets are increasingly willing to pay premiums for eco-friendly products, as evidenced by a 2023 NielsenIQ survey indicating that 66% of global shoppers prioritize sustainability. By sourcing millets from India, businesses can capitalize on this demand while aligning with the United Nations' Sustainable Development Goals (SDGs), enhancing their brand's ESG (Environmental, Social, and Governance) credentials.

Sustainability: The Climate-Resilient Crop of the Future

Despite their immense potential, India's millet exports face several hurdles. Limited consumer awareness, inconsistent international quality standards, and competition from other superfoods like quinoa pose obstacles. However, India is proactively addressing these challenges. Collaborations between the government, ICRISAT, and private enterprises are leading to standardization in millet processing and packaging, ensuring global compliance. Additionally, aggressive marketing at global trade expos, such as Gulfood 2025 in Dubai, is elevating international awareness and demand.

For global importers, early partnerships with Indian suppliers, investment in millet value chains, and securing long-term contracts with farmer cooperatives present a strategic advantage. Analysts predict that global millet consumption could double by 2030, driven by evolving consumer preferences for health-conscious and sustainable diets.

Overcoming Challenges: The Road to Global Domination

India's millets transcend being just a food crop—they symbolize a convergence of nutrition, sustainability, and economic prosperity. At a time when the world grapples with malnutrition, environmental challenges, and volatile food supply chains, these grains offer a compelling solution.

For the global Market, the message is unequivocal: India's millets are not just a superfood—they are a game-changing commodity poised to transform global food markets.

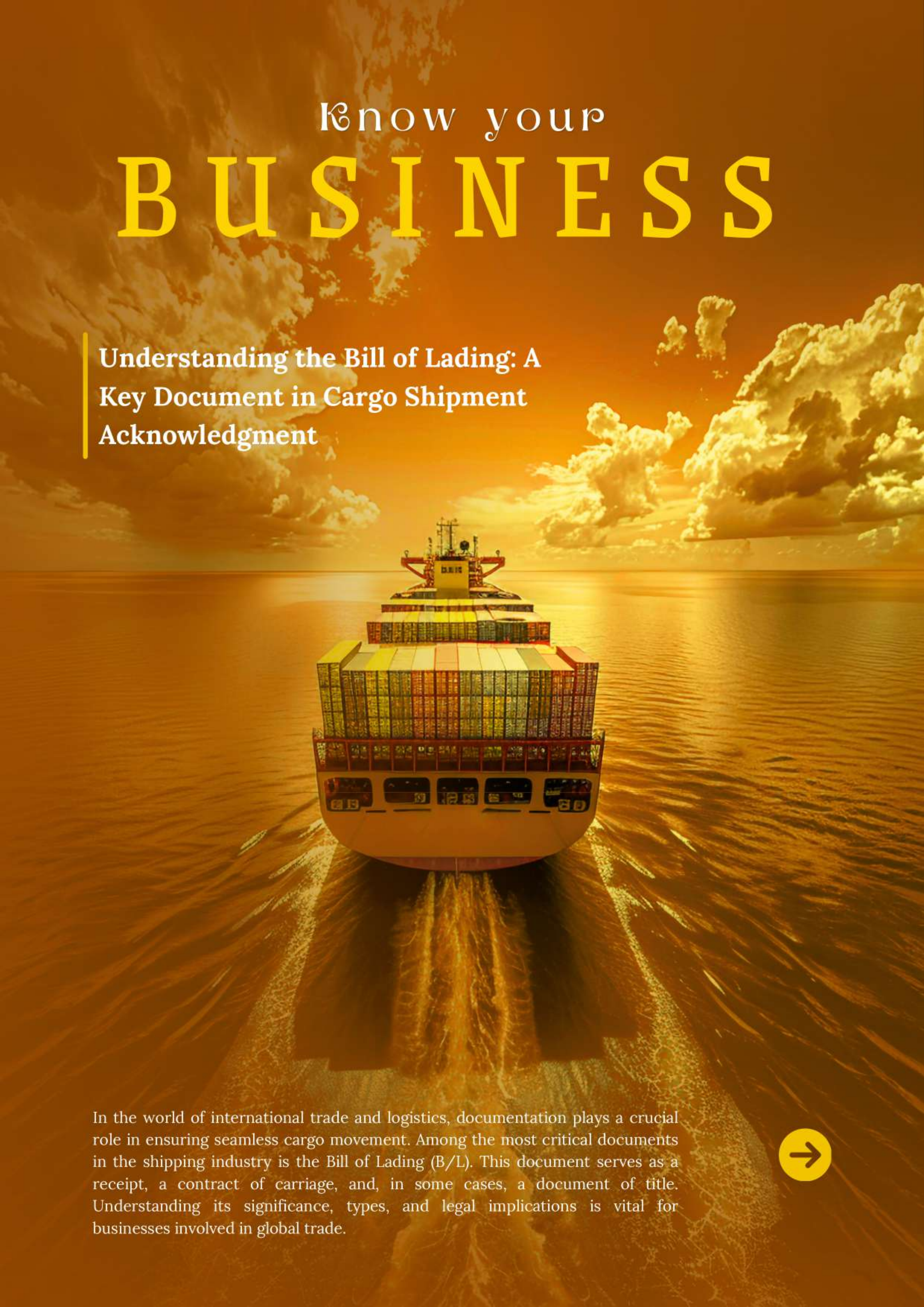
By embracing India's millet revolution, businesses can cater to a health-driven consumer base, support sustainable agriculture, and unlock new economic frontiers—ushering in a future where food is not only nourishing but also climate-resilient and economically inclusive. The world is ready for millets, and India stands at the forefront of this global transformation.

India's Millets: A Superfood for a Sustainable Future

Know your

BUSINESS

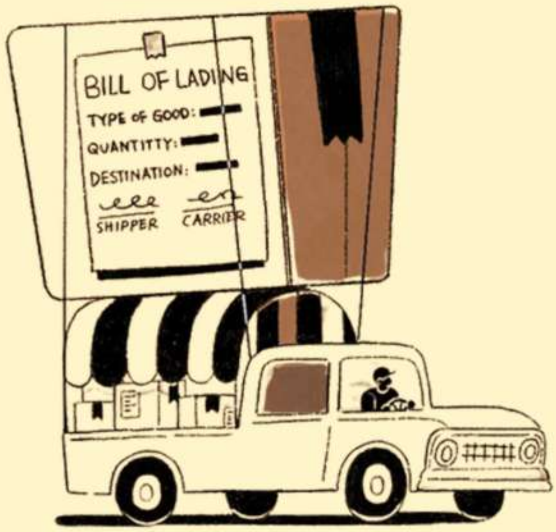
Understanding the Bill of Lading: A Key Document in Cargo Shipment Acknowledgment



In the world of international trade and logistics, documentation plays a crucial role in ensuring seamless cargo movement. Among the most critical documents in the shipping industry is the Bill of Lading (B/L). This document serves as a receipt, a contract of carriage, and, in some cases, a document of title. Understanding its significance, types, and legal implications is vital for businesses involved in global trade.

What is a **Bill of Lading?**

A Bill of Lading (B/L) is a legally binding document issued by a carrier (or their agent) to the shipper. It acknowledges receipt of cargo for shipment and outlines the terms of transportation. The B/L ensures accountability, facilitates smooth transactions, and protects the interests of both the buyer and the seller in a trade agreement.



Functions of a Bill of Lading

The Bill of Lading serves three primary functions:

- Receipt of Goods – It confirms that the carrier has received the goods in the specified condition.
- Contract of Carriage – It defines the terms and conditions under which the goods will be transported.
- Document of Title – In some cases, it acts as proof of ownership, enabling the transfer of goods to different parties during transit.

Types of Bill of Lading

The different types of B/L are crucial for businesses engaged in shipping and logistics.
The primary types include:

- Straight Bill of Lading – Non-negotiable; the goods are delivered only to the consignee mentioned in the document.
- Order Bill of Lading – Negotiable; ownership of goods can be transferred through endorsement.
- Clean Bill of Lading – Indicates that the cargo was received in good condition, without any damages or discrepancies.
- Claused (or Foul) Bill of Lading – Indicates damages or issues with the cargo at the time of receipt by the carrier.
- Sea Waybill – A non-negotiable document primarily used in short-sea shipping and inter-company shipments.
- Air Waybill (AWB) – Used for air freight shipments; it is always non-negotiable.

Importance of a Bill of Lading in Global Trade

The Bill of Lading is an essential document for customs clearance, financing, and risk mitigation. According to the International Chamber of Commerce (ICC), approximately 80% of global trade transactions involve a B/L. It plays a critical role in:

- Facilitating International Trade – Ensuring smooth movement of goods across borders.
- Legal Protection – Defining the obligations and liabilities of shippers and carriers.
- Securing Payments – Used in Letter of Credit (LC) transactions to guarantee payment upon cargo delivery.

Digitalization of Bill of Lading

With the rise of digital transformation, the shipping industry is shifting towards electronic Bills of Lading (eBLs). The International Group of P&I Clubs estimates that if just 50% of global trade adopted eBLs, the industry could save approximately $4 billion annually. Digital B/Ls improve efficiency, reduce fraud, and enhance traceability in supply chains.

Legal Aspects and Compliance

A Bill of Lading must comply with international shipping regulations, including:

- Hague-Visby Rules – Governing rights and liabilities in sea freight.
- Rotterdam Rules – Modernizing the laws governing multimodal transport.
- UCP 600 – Governing B/L usage in trade finance under Letters of Credit.

The Bill of Lading remains a cornerstone of global trade, ensuring smooth cargo shipment acknowledgment and legal compliance. With the increasing adoption of digital solutions, businesses must stay informed about evolving regulations and technological advancements in this space. Understanding and effectively managing B/Ls can lead to reduced costs, minimized risks, and enhanced operational efficiency in international trade.

PRODUCT
of the Month

Organic Turmeric –
India's Golden Export

In the vibrant world of global trade, few products shine as brightly as organic turmeric—India's golden gift to the world. Known as the "spice of life," turmeric has transcended its culinary roots to become a powerhouse in the international market, blending tradition, health, and sustainability into every golden grain. This month, we spotlight organic turmeric, a product that not only defines India's export legacy but also fuels a growing demand across continents.

The Golden Standard

India produces over 80% of the world's turmeric, with states like Tamil Nadu, Maharashtra, and Andhra Pradesh leading the charge. Organic turmeric, cultivated without synthetic pesticides or fertilizers, has emerged as the crown jewel of this industry. Its rich curcumin content—averaging 3-5% in premium varieties—delivers the anti-inflammatory and antioxidant properties that have made it a staple in kitchens, medicine cabinets, and wellness trends worldwide. From the fields of Erode to the shelves of supermarkets in New York, this golden spice is a testament to India's agricultural prowess.

Export Boom: A Global Appetite

In 2024 alone, India exported over 200,000 metric tons of turmeric, with organic variants driving a significant share of this growth. The United States, Europe, and the Middle East top the list of importers, drawn by the spice's versatility in curries, lattes, supplements, and cosmetics. Valued at over $300 million annually, turmeric exports have surged by 15% year-on-year, fueled by a global shift toward natural, clean-label products. Certifications like USDA Organic, EU Organic, and NPOP have become golden tickets, ensuring compliance with stringent international standards and unlocking premium markets.

From Farm to Freight

The journey of organic turmeric from India's soil to global shores is a masterclass in import-export synergy. Smallholder farmers, often organized into cooperatives, harvest the rhizomes after 7-9 months of meticulous care. Post-harvest, the turmeric is boiled, dried, and polished—processes that preserve its vibrant hue and potency. Exporters like Inductus Global then step in, packaging it as whole rhizomes, ground powder, or value-added extracts, ready for air or sea freight. Ports like Mundra and Chennai buzz with activity as containers of this golden cargo set sail, meeting the demands of food manufacturers, health brands, and spice traders worldwide.

Challenges and Triumphs

The path to global dominance isn't without hurdles. Price volatility, driven by weather fluctuations and rising input costs, tests farmers and exporters alike. Competition from countries like Vietnam and Indonesia looms, yet India's edge lies in its heritage varieties—think Alleppey Finger and Sangli turmeric—prized for their superior flavor and curcumin levels. Rigorous quality checks, from pesticide residue testing to curcumin quantification, ensure that every shipment meets the exacting standards of importers, cementing India's reputation as the gold standard.

The **Golden Opportunity**

For businesses in the import-export game, organic turmeric offers a chance to tap into a market that's both timeless and trending. Whether you're a distributor in Dubai seeking bulk powder or a retailer in London eyeing turmeric shots, India's golden export promises quality, authenticity, and profit.
This month, let's celebrate organic turmeric—not just as a spice but as a global connector, proving that the best trades start with the richest roots.

> “Darjeeling tea is a symbol of quality, tradition, and craftsmanship. Its distinctive flavor and rich heritage continue to attract tea lovers worldwide, making it a timeless experience that represents India's tea culture.”

80%

India's share of global turmeric production

15%

YoY growth rate

$300

Million annual export value

CASE STUDIES

Mirza International

From **Kanpur's Leather Hub** to a Global Footwear Giant

Founded in **1979** by Irshad and Rashid Mirza in Kanpur, Mirza International started as a small leather footwear manufacturer. Leveraging Kanpur's strong leather industry, the company built a reputation for superior craftsmanship and premium quality.

Global Expansion & Red Tape's Success

By the 1990s, Mirza International shifted focus to exports, supplying markets in the UK, Europe, and the Middle East. Meeting global quality standards, the company invested in modern manufacturing and R&D. A game-changer came with the launch of Red Tape in the mid-1990s, offering stylish, affordable footwear that gained rapid popularity in the UK before expanding globally, including the USA and Canada.

Strengthening Presence in India

After establishing itself internationally, Mirza International introduced Red Tape to the Indian market in 2006. The brand expanded through exclusive outlets, multi-brand stores, and major e-commerce platforms, catering to fashion-conscious consumers across metro and Tier 2/3 cities.

Diversification & Market Leadership

Expanding beyond footwear, Mirza International introduced Red Tape Apparel and Bond Street by Red Tape, catering to budget-conscious buyers while maintaining quality and style. This diversification solidified its position as a one-stop fashion destination.

Financial Growth & Sustainability

Going public on the BSE & NSE fueled growth, enabling investments in technology, manufacturing, and global distribution. Committed to sustainability, the company adopted eco-friendly tanning, waste management, and ethical labor practices, aligning with modern consumer preferences.

Future Outlook

Post-pandemic, Mirza International embraced digital transformation, boosting D2C and e-commerce sales. The company now focuses on expanding into Asia and Africa, increasing retail presence, leveraging AI-driven analytics, and innovating with athleisure and smart footwear.

A Legacy of Excellence

From a small Kanpur-based manufacturer to a global footwear powerhouse, Mirza International exemplifies vision, resilience, and strategic expansion—blending heritage with innovation to redefine the global footwear industry.

Upcoming EVENTS

59th Indian Handicrafts & Gifts Fair (IHGF) Delhi Fair (Spring)

The 59th Indian Handicrafts & Gifts Fair (IHGF) Delhi Fair (Spring) 2025 is organized by the Export Promotion Council for Handicrafts (EPCH). this premier B2B event showcases India's rich heritage in home, lifestyle, fashion, furnishing, and furniture sectors. This edition will feature over 3,000 exhibitors presenting more than 2,000 product lines across 16 distinct categories.

The IHGF Delhi Fair serves as a vital platform for international buyers, including importers, wholesalers, retail chains, and design professionals, to source a diverse range of handcrafted products. The event not only highlights India's artisanal excellence but also fosters global trade relationships.

Date: April 16-19, 2025
Location: India Expo Centre & Mart in Greater Noida

48th India Carpet Expo

The 48th India Carpet Expo is organized bi-annually by the Carpet Export Promotion Council (CEPC),. This prominent event serves as a significant platform to showcase the rich cultural heritage and intricate craftsmanship of Indian handmade carpets, rugs, and other floor coverings.

The expo attracts approximately 300 exhibitors from key carpet-producing regions such as Bhadohi, Mirzapur, Varanasi, Panipat, Jammu & Kashmir, Jaipur, and Bikaner. These exhibitors present a diverse array of products, highlighting the exceptional skills of Indian weavers.

Date: April 14-17, 2025
Location: Hall 1, Bharat Mandapam (ITPO), New Delhi

Our Procurement Process

After extensive research, our team has crafted a tested, structured procurement process that ensures top-quality products, competitive pricing, and seamless imports—backed by global standards. Our eight-step procurement framework ensures quality, compliance, and risk-free sourcing for maximum value.

Needs Identification

We begin with an in-depth consultation to understand your requirements, aligning procurement strategy with global quality standards like ISO 9001.

Supplier Selection & Evaluation

Leveraging a network of 11,000+ verified manufacturers, we conduct multi-stage audits to shortlist reliable, high-performing suppliers.

Quotation & Compliance Check

We obtain and analyze multiple quotes, ensuring cost efficiency, regulatory compliance, and supplier credibility before shortlisting the best options.

Negotiation & Sample Development

Beyond pricing, we focus on securing favorable terms, ethical compliance, and product excellence, ensuring prototypes meet exact specifications before mass production.

Contract Award & Final Compliance Check

Contracts are structured to uphold quality, ethical sourcing, and accountability, backed by globally recognized certifications.

Mass Production Management

We oversee production with on-site inspections, quality monitoring, and transparent updates to ensure flawless execution.

Quality Control & Pre-Dispatch Inspection

Multiple quality checks, factory audits, and third-party verifications ensure product excellence before shipment.

Logistics & Shipping

We manage end-to-end logistics with flexible freight options, ensuring timely, compliant, and sustainable deliveries worldwide.

At **Inductus Global**, we go beyond procurement—we build supply chain excellence with trust, transparency, and a commitment to global standards

For a detailed technical Explanation, Click Here

Our Services

1 PRODUCT SOURCING

Finding, vetting, and selecting retail vendors for the provision of goods and services.

2 PRODUCT DESIGN & DEVELOPMENT

Our design & Development process elevates your brand and boosts sales with functional, visually appealing products.

3 BUSINESS NEGOTIATION

Negotiation services to create favourable terms and help businesses acquire maximum value and quality.

4 MASS PRODUCTION MANAGEMENT

Focus on quality, time, and resources to ensure constant production line flow, competitiveness, and profitability.

5 PACKAGING MANAGEMENT

Offering tailored solutions to boost efficiency while reducing cost and creating a strong brand presence.

7 QUALITY CONTROL & INSPECTION

Quality control procedures to build investor confidence, reduce risks, and ensure legal compliance.

6 LOGISTICS & SHIPPING ARRANGEMENT

Providing end-to-end shipping solutions and regulating all aspects of packing, labelling, shipping, and documentation.

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Inductus ensures that each model is executed with precision, innovation, and strategic foresight—helping you unlock the full potential of your GCC in India.

Our deep expertise in GCCs, coupled with a strong network of industry partnerships and policy-level advisory, positions us as a trusted partner for driving transformational outcomes.

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