

PROCURE INDIA

A Monthly Newsletter Dedicated to International Trade & Commerce

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MESSAGE FROM THE EDITORIAL TEAM

Dear Readers,

We are witnessing a defining chapter in India's economic journey, one where the nation is no longer a participant in global trade, but a key architect of its future. This edition of Procure India is dedicated to capturing that transformation.

From achieving the milestone of becoming the world's fourth-largest marine exporter to fostering strategic global partnerships and redefining our artisan economy, India's trade landscape is evolving with unmatched momentum. These are not isolated events, they are signals of a larger shift in how the world sees India, and how we see ourselves.

In this issue, we spotlight the bold policy decisions, innovative enterprises, and grassroots movements that are collectively pushing India to the forefront of global commerce. We explore how companies like Decathlon are deepening their sourcing from India, how our exporters are adapting with agility, and how our artisans are becoming ambassadors of sustainability and culture.

At the same time, we do not shy away from the challenges, whether it's the need for robust supply chain infrastructure, the risk of talent migration in our craft sectors, or the importance of disease control in aquaculture. These are the critical fronts where action is urgently needed.

Procure India remains committed to delivering grounded, insightful, and forward-looking content for decision-makers, entrepreneurs, and policymakers. Our goal is to inform, inspire, and ignite strategic thinking that propels India forward.

Thank you for trusting us as your lens into India's global trade narrative. We hope this issue empowers you with the insights needed to lead, adapt, and thrive in this dynamic environment.

Warm regards,
The Editorial Team
Procure India

FROM THE DESK OF THE CEO

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Dear Readers,

This past month has underscored a profound truth: India is no longer a rising star in global trade, we are emerging as one of its architects. From policy desks to factory floors, from boardrooms to shipping ports, a silent but powerful transformation is underway. It's time we all take notice.

India's rise to become the world's fourth-largest marine exporter is just one example, \$7.2 billion in exports, driven by a 65.5% surge in frozen shrimp shipments over the past decade. This is more than a milestone. It's evidence of our relentless pursuit of quality, innovation, and global trust.

Strategic interventions, such as curbing Bangladeshi textile imports through key ports, have unlocked ₹1,000 crore in potential gains for domestic manufacturers, fueling a new era of self-reliance without retreating from the world.

We are no longer the “back office” of the globe. We are becoming a creator of value, a driver of innovation, and a co-developer in global supply chains. From Decathlon's sourcing commitments to our expanding defense and innovation partnerships, like the landmark India-Belgium pact, India is rewriting its role in the global economic order.

This is not just our moment to seize, it's our century to shape. The world doesn't just need India. It is calling for us.

Our artisans are our competitive advantage. From Banarasi sarees gracing international runways to pioneers like Iro Iro turning textile waste into luxury, India's 3,000+ crafts and 200 million artisans are not just creating products, they are telling a story of sustainability and soul. This is our soft power, and it's resonating globally.

The path forward is clear, but not without challenges. Disease risks in aquaculture, supply chain inefficiencies, and the migration of artisan talent are real threats. To secure our place in the global future, we must act decisively: scale up digital traceability, invest in R&D, and build export-driven manufacturing and craft clusters.

As tariff tensions rise and global supply chains undergo realignment, India stands out for its scale, resilience, and ingenuity.

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ALOUK KUMAR
INDUCTUS



MARKET TRENDS: AN OVERVIEW

- **Ocean of Opportunity: India Climbs to 4th Position in Marine Exports Globally**

India's ascension to the fourth-largest exporter of marine products globally, as per recent trade data, marks a pivotal shift in its agri-marine export strategy, demonstrating the efficacy of sectoral reforms, institutional interventions, and expanding global demand for Indian seafood, particularly aquaculture-based exports.

According to data from the Ministry of Commerce and Industry, India exported 1.685 million metric tonnes (MMT) of marine products worth \$7.2 billion in FY2023- 24, a sharp rise from 1.051 MMT worth \$5.4 billion in FY2014- 15. This 33% growth in volume and 33.3% increase in value over a decade is not merely reflective of higher yields but indicative of a more robust, quality-driven, and value-added export mix, powered primarily by the frozen shrimp segment, which continues to dominate India's marine export basket.

Frozen Shrimp: The Anchor of India's Marine Export Story

India's rise in global rankings is strongly anchored in the exponential performance of frozen shrimp exports, which contributed over \$4.88 billion in FY24, up from \$3.2 billion in FY15, marking a 65.5% surge. Frozen shrimp now accounts for more than 67% of the total value of marine exports, underlining India's dominance in the global warm-water shrimp market.

The United States remains the largest market for Indian shrimp, accounting for nearly 34% of total marine exports by value, followed by China, the EU, Vietnam, and Japan. This geographic spread has been carefully cultivated by India's exporters who have diversified both product offerings and compliance capabilities to meet the food safety and traceability standards of premium global markets.



Strategic Policy Interventions and Infrastructure Support

The meteoric rise in exports is not coincidental but the result of sustained government intervention and institutional realignment. The Marine Products Export Development Authority (MPEDA), under the Ministry of Commerce, has played a catalytic role in expanding India's global marine footprint—from 105 countries in FY15 to 130 countries by FY24.

Government schemes such as the Pradhan Mantri Matsya Sampada Yojana (PMMSY), with an outlay of ₹20,050 crore (~\$2.5 billion), and the Fisheries and Aquaculture Infrastructure Development Fund (FIDF) have enabled capacity expansion, hatchery development, cold chain modernization, and improved compliance with international certification norms.

Additionally, focus on traceability, disease-free aquaculture seed (SPF broodstock), and digital monitoring of aquaculture ponds has enhanced export credibility. The establishment of model aquaculture clusters and eco-hatcheries has further strengthened India's competitiveness against regional players like Vietnam, Indonesia, and Ecuador.



Value Addition, Compliance, and Sustainability Drive

While volume expansion remains a focus, the government and industry stakeholders are increasingly emphasizing value-added marine exports, such as individually quick frozen (IQF) products, ready-to-cook seafood, and marinated shrimp. This shift is driven by higher price realization in developed markets and rising demand from the hospitality and retail sectors globally.

Moreover, sustainability is becoming a non-negotiable requirement. India is actively working with international organizations like the Global Aquaculture Alliance (GAA) and World Bank's Blue Economy initiatives to ensure that aquaculture practices align with global ESG standards. Sustainable aquaculture is critical for long-term export growth, particularly amid increasing scrutiny from Western importers on carbon footprint and antibiotic use.



Challenges and the Road Ahead

Despite the strong performance, India faces structural and operational challenges that could temper future gains:

- **Disease management** in shrimp farming remains a significant risk, especially with climate variability.
- **Logistics and cold chain bottlenecks** in certain coastal states hamper export competitiveness.
- **Global price volatility and anti-dumping measures** from the US and EU pose external threats.

To overcome these, industry experts are calling for:

- **Export insurance and hedging mechanisms** for small and mid-sized exporters.
- **Public-private partnerships (PPP)** in aquaculture R&D.
- Expedited implementation of the **National Fisheries Digital Mission** to drive data-led farming and predict disease outbreaks.

Conclusion: Towards a \$14 Billion Target

India's marine sector, long seen as a traditional industry, is now emerging as a tech-enabled, quality-oriented export vertical with the potential to reach \$14 billion in annual exports by 2025, as projected by MPEDA. The country's ability to maintain quality consistency, deepen sustainability frameworks, and climb the value chain will define its future position in the global seafood ecosystem.

In a world increasingly wary of food security, traceability, and sustainability, India is not just selling seafood; it is exporting trust, scale, and reliability.



A New Chapter: India and Belgium's Strategic Collaboration in Defense and Innovation

The bilateral relationship between India and Belgium is undergoing a structural transformation, driven by strategic convergence in defense manufacturing, scientific research, and technology transfer. While economic and diplomatic ties between the two nations have historically been strong, recent developments signal a clear shift towards co-development, co-production, and high-technology cooperation, particularly in areas of national security and frontier research.

This new trajectory was underscored during the May 2025 visit of India's Union Minister for Commerce & Industry, Piyush Goyal, to Brussels, where he held discussions with Belgian Foreign Minister Hadja Lahbib, Defense and Foreign Trade Minister Theo Francken, and the Minister-President of Flanders, Matthias Diependaele. The visit followed Belgium's high-level economic mission to India in March 2025, led by Princess Astrid and comprising more than 300 business delegates, the largest ever Belgian business delegation to India. These interactions have laid the groundwork for a comprehensive strategic partnership anchored in defense industrial collaboration and innovation ecosystems.



Defense Industrial Cooperation: From Offset Fulfillment to Joint Capability Building

At the heart of this partnership lies Belgium's increasing integration into India's defense modernization roadmap. The establishment of a 60:40 joint venture between Belgium's John Cockerill Defense (JCD) and India's Electro Pneumatics & Hydraulics Pvt Ltd (EPHL) marks a significant shift from conventional buyer-seller arrangements to industrial co-creation. The JV will locally manufacture 105mm gun turrets for the Indian Army's Zorawar light tank program, reinforcing India's 'Atmanirbhar Bharat' (self-reliant India) initiative and the government's ongoing emphasis on import substitution in strategic sectors.

This development also aligns with India's Defence Acquisition Procedure (DAP) 2020, which promotes IDDM (Indigenously Designed, Developed, and Manufactured) programs and mandates greater participation of private sector firms in defense production. The JCD-EPHL partnership is expected to enable technology transfer, skill development, and localization of critical components within India's defense supply chain, contributing to a more self-sustaining military-industrial complex.

In parallel, Thales Belgium, a subsidiary of the Thales Group, has secured contracts to supply 70mm rocket systems for Indian military helicopters. The systems are part of India's rotary wing modernization, particularly for platforms like the HAL Rudra and Light Combat Helicopter (LCH). This reflects a growing strategic trust between India and Belgian defense firms in providing interoperable and battlefield-tested systems, suitable for subcontinental deployment.



Science and Technology: A Dual-Use Innovation Ecosystem

Beyond defense, scientific collaboration has emerged as a complementary pillar in the bilateral matrix, with a focus on astronomy, space sciences, and high-energy physics. India and Belgium are currently engaged in collaborative telescope and observational science projects, including partnerships involving India's Ladakh-based high-altitude observatories. These initiatives offer dual-use potential, blending civilian research with strategic observation capabilities.

Institutions such as the Inter-University Centre for Astronomy and Astrophysics (IUCAA) in India and Belgium's Royal Observatory and KU Leuven have initiated dialogues around joint academic exchange, co-funding of research programs, and advanced instrumentation development. This deeper academic-industrial connection is expected to seed innovation in remote sensing, nano-electronics, and satellite technology, fields critical for defense and civilian applications alike.



Trade and Investment: Building a Multi-Layered Strategic Framework

Bilateral trade between India and Belgium reached US\$18.04 billion in FY 2023–24, with India enjoying a marginal trade surplus. Belgium is currently India's fifth-largest trading partner within the European Union, and the Flanders region has emerged as a key focal point for inward foreign direct investment (FDI) into India.

Between April 2000 and December 2024, Belgium's cumulative FDI into India stood at US\$4.06 billion, with investments spanning defense manufacturing, clean energy, pharmaceuticals, semiconductor technology, and precision engineering. Notably, Belgian firms are increasingly aligning their India strategy with sector-specific Production Linked Incentive (PLI) schemes and the Make in India framework, enabling long-term market presence beyond transactional engagements.

On the regulatory front, both countries are exploring mutual recognition agreements (MRAs) and export control harmonization, particularly in dual-use technologies. The goal is to ease compliance for Belgian firms operating in India's defense and scientific sectors while ensuring alignment with India's strategic and sovereign considerations.



Geostrategic Outlook: A Diversified, Resilient Partnership in the Making

In the broader Indo-Pacific and Euro-Atlantic contexts, the India-Belgium defense and innovation convergence has significant implications. For India, Belgium serves as a vital node within the European defense and tech innovation landscape, providing access to advanced R&D, battlefield-proven systems, and regulatory-friendly co-development opportunities. For Belgium, India offers scale, skilled technical talent, and a rapidly growing market for defense and high-tech products.

As global value chains in defense and science become more regionalized and politically sensitive, partnerships built on transparency, reciprocity, and technology co-creation, as seen in the India-Belgium case, are likely to define the next phase of global economic diplomacy.

"The India-Belgium relationship is moving beyond trade to encompass strategic collaboration in defense and high technology. The current trajectory reflects not just shared economic interests, but a deeper convergence on innovation, resilience, and long-term strategic alignment,"

said a senior fellow at a New Delhi-based think tank specializing in Indo-EU relations.

Decathlon's India Strategy: Doubling Sourcing Amidst EU FTA Developments

As the European Union and India inch closer to concluding negotiations on a comprehensive Free Trade Agreement (FTA), French sporting goods major Decathlon is preparing to significantly ramp up its procurement from India, a move that could mark a watershed moment in the evolution of India's role in global value chains.

According to a recent report, Decathlon plans to double its sourcing volumes from India once the EU-India trade pact is finalized. Currently, India accounts for around 8% of the company's global sourcing footprint, supplying a wide range of products, including sports apparel, footwear, bicycles, and fitness equipment.



India's Strategic Advantage Grows

Industry observers see this as more than just a commercial expansion, it reflects a broader shift in global sourcing dynamics driven by rising geopolitical uncertainty, tariff challenges, and the need for resilient, diversified supply chains. With over 100 supplier partners and 50 manufacturing units operating across the country, India is already a critical node in Decathlon's supply chain network. The company's planned ramp-up is poised to cement India's position as a core strategic sourcing hub for the brand.

The FTA, which is expected to eliminate import duties and introduce more favorable trade terms, could significantly improve India's competitiveness compared to other Asian manufacturing centers like China, Vietnam, and Bangladesh.

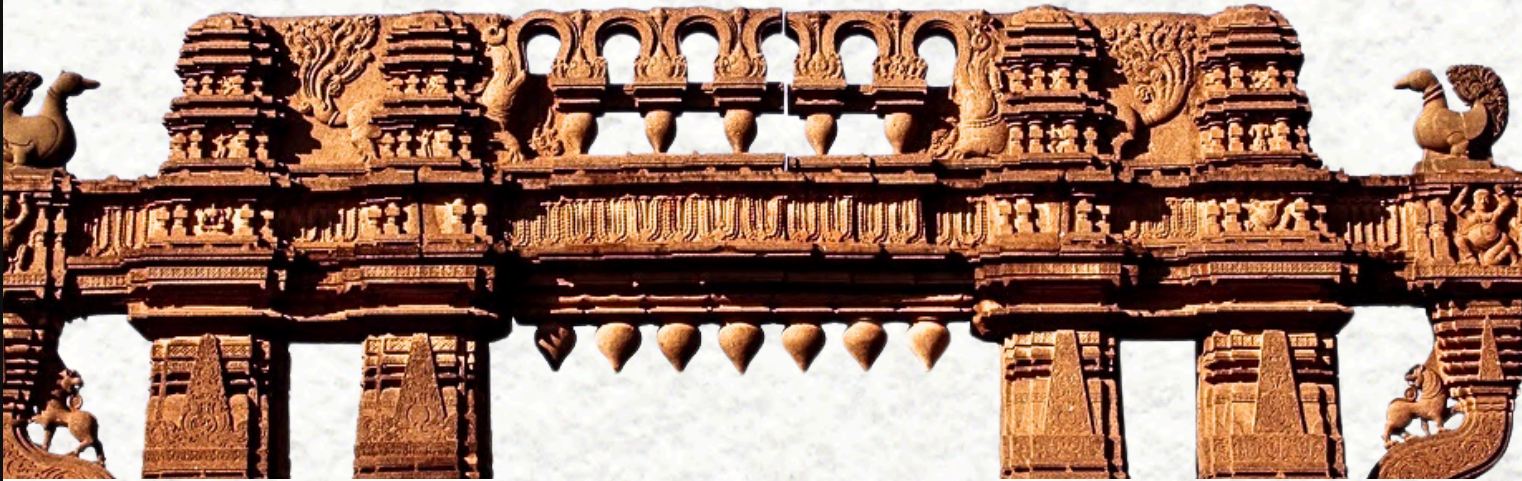
"The EU-India FTA will be a transformative trade lever for Indian exporters. For companies like Decathlon, it reduces cost pressures and enables easier access to the European market with compliant, tariff-free Indian products,"
said a senior trade consultant based in New Delhi.



Sourcing Surge: Impact Across Ecosystem

Decathlon's move is likely to generate substantial ripple effects across India's MSME sector, which forms the backbone of sports and textile manufacturing. Higher procurement volumes will drive scale, accelerate the formalization of supplier networks, and lead to increased employment in export-oriented clusters such as Tamil Nadu, Karnataka, and Uttar Pradesh.

Notably, the anticipated scale-up aligns with the Indian government's push to boost manufacturing under initiatives like Make in India and the Production Linked Incentive (PLI) Scheme. By deepening supplier engagements and upgrading local production capabilities, Decathlon's strategy also supports India's objective of climbing higher in the global manufacturing value chain.



FTA as a Catalyst for Structural Realignment

The EU-India FTA, under negotiation since 2007, has gathered momentum in recent months amid shared interest in enhancing economic cooperation, reducing strategic dependency on China, and leveraging India's growing market potential. For European retailers facing margin compression and sourcing volatility, India offers a blend of scale, cost advantage, and regulatory alignment that is difficult to replicate elsewhere.

"Post-FTA, we expect not just Decathlon but multiple European brands to diversify their sourcing portfolios in favor of India. The tariff advantage alone could shift millions of dollars' worth of orders annually,"

noted a sourcing strategist with a leading European consultancy.



India at the Center of the Next Sourcing Cycle

Decathlon's planned expansion is a bellwether for what lies ahead. As global brands recalibrate sourcing to account for cost, resilience, and trade policy shifts, India is increasingly emerging as a preferred destination, not merely as a fallback, but as a foundational pillar in long-term sourcing strategies.

The finalization of the EU-India FTA could serve as a formal trigger, but the momentum is already visible. For India, the opportunity lies not just in increased order volumes but in building durable supplier ecosystems that can meet global standards on quality, compliance, and sustainability.



REGULATORY UPDATES

- **Unlocking Leather Exports: India Removes Port Restrictions Amidst New Import Checks on Hinges**

In a noteworthy shift in trade policy, the Indian government has lifted port restrictions on leather exports while simultaneously imposing import checks on low-cost cabinet hinges, marking a dual move to boost outbound shipments and protect domestic manufacturers.



According to a notification by the Directorate General of Foreign Trade (DGFT), exporters of finished leather, wet blue leather, crust leather, and East India (EI) tanned leather will now have more flexibility in routing their consignments. Earlier, such shipments were allowed only through specified ports and required mandatory clearance from the Central Leather Research Institute (CLRI). The latest move eliminates this bottleneck and is expected to provide a fillip to the country's leather export sector.

Industry players have welcomed the announcement, calling it a progressive step that will ease compliance burdens and reduce costs for exporters, especially small and mid-sized firms. Leather exports have long faced logistical and regulatory hurdles, and this measure could provide the much-needed shot in the arm to revive the sector's global standing.

Import Checks Introduced on Low-Cost Hinges

On the import front, the DGFT has introduced a new safeguard, cabinet hinges valued below ₹280 per kilogram (CIF value) will now fall under the “restricted” category. This means importers will need prior approval or licenses from the DGFT to bring in these items.

The rationale behind this move is to stem the influx of low-cost imports, primarily from countries like China, Italy, and Germany, which have been impacting domestic manufacturers. By placing import controls on hinges priced below the set threshold, the government aims to strike a balance between availability and protection of homegrown hardware manufacturing.



Balancing Export Push with Import Regulation

This regulatory tweak comes at a time when the Centre is actively pursuing its twin goals of promoting exports and fostering Atmanirbhar Bharat (self-reliant India). While the liberalisation of leather exports is likely to help Indian products penetrate international markets more competitively, the restrictions on hinge imports are intended to give domestic manufacturers a level playing field.

Experts say this strategy, liberalising where India holds an edge and clamping down where local players face unfair competition, is part of a broader recalibration of India's trade architecture. These measures also reflect a fine-tuned understanding of sectoral needs and global pricing dynamics.



What Lies Ahead

For India's leather exporters, especially in states like Tamil Nadu, West Bengal, and Uttar Pradesh, the removal of port-related red tape could translate into faster turnaround times, lower overheads, and better margins. On the other hand, hardware importers may need to rework their sourcing strategies and perhaps look inward for alternatives.

As the government continues to fine-tune its trade policy tools, more such targeted interventions can be expected across sectors. Businesses would do well to stay alert to these shifts and recalibrate operations accordingly.

The broader message is clear: ease of doing business and safeguarding domestic industries are no longer mutually exclusive goals. India is learning to walk both paths, and fast.



Logistics Spotlight: Shipping & Freight

- **India's Port Curbs on Bangladeshi Imports: A ₹1,000 Crore Opportunity for Domestic Textiles**

In a decisive move to bolster domestic manufacturing and address trade imbalances, India's Directorate General of Foreign Trade (DGFT) announced, effective May 17, 2025, restrictions on the import of specific goods from Bangladesh through land ports. This policy mandates that ready-made garments (RMG) and other select items from Bangladesh can now only enter India via the Kolkata and Nhava Sheva seaports, effectively barring their entry through northeastern land customs stations.

This strategic realignment is anticipated to significantly impact the Indian textile sector. Industry experts estimate that the redirection of imports could generate an additional ₹1,000 crore in business for domestic textile manufacturers. The policy aims to reduce dependency on foreign textile products, promote local production, and strengthen the domestic economy.

Market Response: Positive Momentum in Textile Stocks

The immediate market response to the policy shift was notably positive. Textile stocks, including Siyaram Silk, Kitex Garments, and Raymond, experienced surges of up to 10% on the Bombay Stock Exchange. This rally reflects investor optimism regarding the potential for increased domestic demand and reduced competition from Bangladeshi imports.

Implications for Supply Chains and Trade Dynamics

While the policy is poised to benefit Indian textile manufacturers, it also introduces complexities in supply chain logistics. The restriction on seaports is likely to increase import costs for Bangladeshi exporters, potentially by 15-25%, due to longer transit times and higher shipping expenses. This cost escalation may lead to higher prices for certain garments in the Indian market in the short term.

Furthermore, the policy could disrupt existing supply chains, particularly in India's northeastern states, which have traditionally relied on land-based trade routes with Bangladesh. The redirection of imports may necessitate adjustments in logistics and inventory management for businesses operating in these regions.



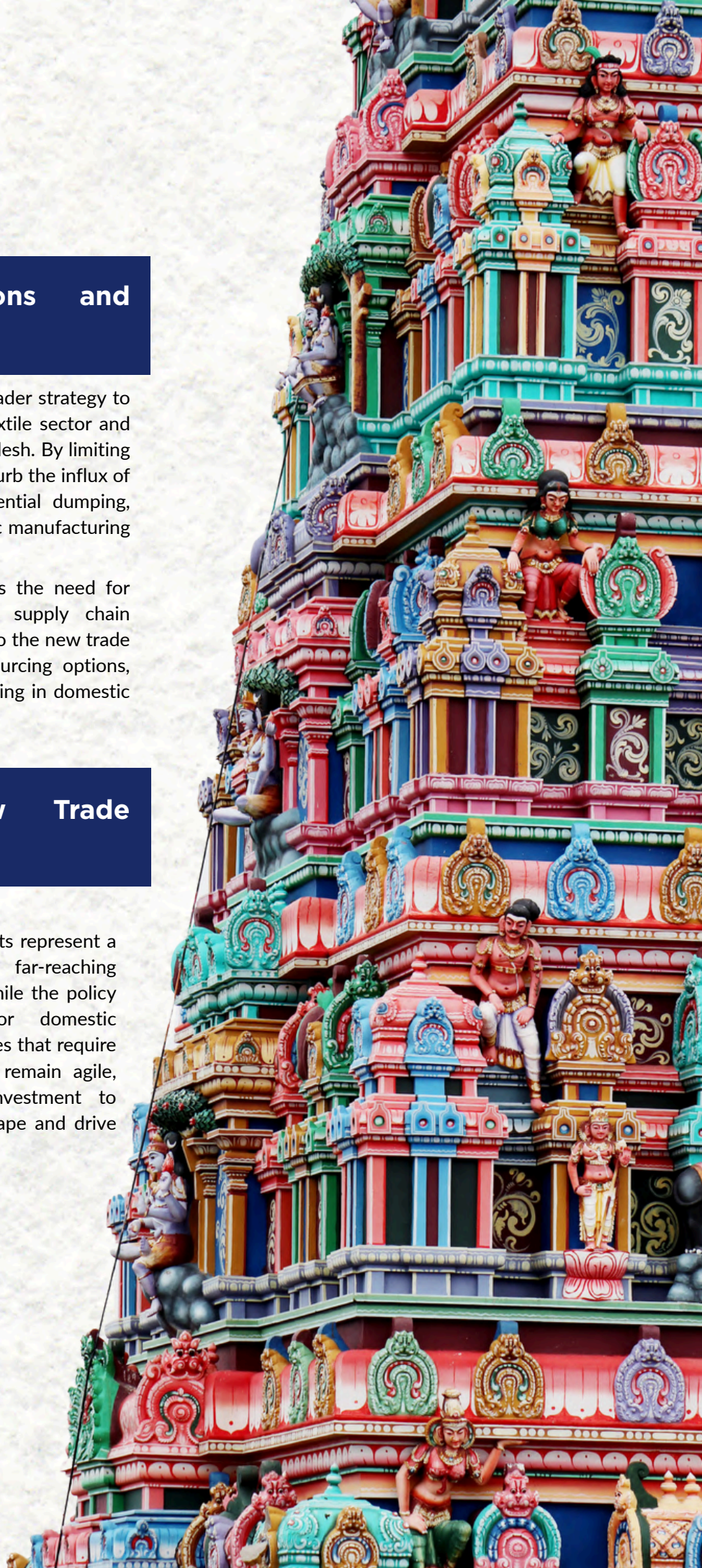
Strategic Considerations and Future Outlook

The port restrictions are part of a broader strategy to enhance India's self-reliance in the textile sector and address trade imbalances with Bangladesh. By limiting import pathways, the policy seeks to curb the influx of foreign-made garments, prevent potential dumping, and encourage the growth of domestic manufacturing capabilities.

However, the policy also underscores the need for strategic planning in logistics and supply chain management. Businesses must adapt to the new trade dynamics by exploring alternative sourcing options, optimizing inventory levels, and investing in domestic production capacities.

Navigating the New Trade Landscape

India's port curbs on Bangladeshi imports represent a significant shift in trade policy with far-reaching implications for the textile industry. While the policy offers substantial opportunities for domestic manufacturers, it also presents challenges that require careful navigation. Stakeholders must remain agile, leveraging strategic planning and investment to capitalize on the evolving trade landscape and drive sustainable growth in the sector.



Advantage India

- **The Timeless Appeal of Indian Craftsmanship in Today's Global Economy**

In an era where global markets are increasingly saturated with mass-produced goods, the resurgence of handcrafted excellence is reshaping consumer behavior, brand narratives, and trade flows. At the heart of this shift stands India, with its diverse, decentralized, and deeply cultural craftsmanship ecosystem, emerging not just as a supplier of goods, but as a custodian of heritage with global commercial value.

From handloom textiles in Varanasi and Kanchipuram to brassware from Moradabad, leather goods from Kanpur, and woodcraft from Saharanpur, India's artisan economy is undergoing a strategic repositioning. No longer confined to tourist souvenirs or ceremonial artifacts, Indian crafts are being reimagined as luxury, sustainable, and identity-driven products—integral to the future of conscious consumerism.



The Global Shift: From Uniformity to Uniqueness

Across international markets, a discernible shift is underway. Consumers, particularly millennials and Gen Z, are opting for products that are not just aesthetic or utilitarian, but also ethically produced, rooted in culture, and limited in quantity.

- **McKinsey's 2023 luxury report** notes that craftsmanship is now a key driver in 40% of luxury purchase decisions.
- **The UNCTAD Creative Economy Report** identifies traditional craft as one of the fastest-growing sectors in global cultural exports.

India, with over 3,000 documented craft forms and more than 200 million people directly or indirectly linked to artisanal work, holds a unique comparative advantage in this new value equation.



Structural Strengths: Why India Leads in Craft-Based Production

1. Heritage with Scale

India's crafts are not isolated to a few regions, they are embedded across its geography, offering localized specialization at a national scale. Each cluster, from Bhuj (embroidery) to Jaipur (blue pottery) to Srinagar (Pashmina), has its legacy, often passed down through generations.

2. Diverse Raw Materials

India's biodiversity enables vertical integration of natural inputs, from cotton and silk to bamboo, jute, and sandalwood. This ensures consistency in both quality and sustainability, traits now coveted in global retail.

3. Labour-Intensive Precision

Unlike mechanized factories, handcrafting offers unmatched intricacy and attention to detail. This "imperfection premium" is now celebrated, especially in European and Japanese markets that associate human touch with authenticity.

4. Cultural Soft Power

Indian crafts are often linked to mythology, rituals, and folklore. For global brands, this provides rich storytelling opportunities—a non-replicable advantage over sterile, factory-line goods.

Economic Impact: Craft as a Trade Lever

- **Export Value:** India's handicrafts exports crossed \$4 billion in FY 2022-23, with top markets being the U.S., UK, Germany, UAE, and France.
- **Employment Engine:** The sector provides direct and indirect livelihoods to over 30 million people, many in rural or semi-urban areas, making it critical to inclusive growth.
- **Cluster Development:** Government and private efforts are pushing cluster-based skill enhancement through Mega Handloom Clusters, GI tagging, and e-commerce onboarding programs.



Strategic Catalysts: Technology, Design & Branding

1. E-commerce and Digital Platforms

Startups like Okhai, Jaypore, iTokri, and Craftsvilla are bridging artisans with global consumers. Platforms like Amazon Karigar and Export Promotion Council for Handicrafts (EPCH) are helping expand the reach without geographical constraints.

2. Design-Led Modernization

Collaborations between artisans and designers (e.g., Good Earth, Raw Mango, Nicobar) are evolving traditional motifs into globally appealing collections. This design intervention is redefining perceived value.

3. Sustainability and ESG Compliance

Craft-based products inherently meet many ESG goals, low energy use, biodegradable materials, and community employment. This positions Indian crafts as low-carbon alternatives in B2B procurement chains for hospitality, retail, and fashion.



Challenges and the Path Forward

While the opportunity is immense, the sector faces key constraints:

- Middlemen-led supply chains that squeeze artisan margins
- Limited access to working capital, branding expertise, and global certifications
- Generational attrition, with younger artisans migrating to urban jobs

However, initiatives like One District One Product (ODOP), PM Vishwakarma Yojana, and industry-led CSR-backed skilling programs are showing measurable impact.

To fully capitalize, India must:

- Formalize artisan clusters with micro-enterprise models
- Create export-focused incubation hubs
- Integrate blockchain-based traceability to assure buyers of authenticity and ethical sourcing

Conclusion: Craftsmanship as India's Next Global Brand

The future of trade is not just in hard commodities or software exports, it lies equally in cultural capital and human-intensive production. As the global economy embraces craftsmanship as a luxury currency, India stands at a historic advantage.

By marrying its millennia-old traditions with modern market frameworks, India's crafts sector can become a \$20 billion industry by 2030, not just preserving heritage but monetizing it in a manner that is inclusive, sustainable, and globally admired.

In the global economy of tomorrow, India's hand will not just code, it will craft.



Know your Business

A Complete Guide to Shipping Container Types and Their Role in Global Trade

In the intricate architecture of global trade, shipping containers are the silent enablers. From smartphones to furniture, textiles to machinery, nearly 90% of the world's cargo moves through containers. The standardization of container types since the 1950s revolutionized logistics, enabling seamless multimodal transport across sea, rail, and road networks.

Today, the global container fleet exceeds 50 million TEUs (Twenty-foot Equivalent Units), and understanding their types and applications is crucial for businesses involved in international trade, procurement, logistics, or supply chain management.

This guide provides a comprehensive breakdown of container types, their structural features, and how they facilitate the complex choreography of global commerce.



I. Standard Shipping Containers: The Industry Workhorse

1. 20-foot Dry Container (20' DC)

- **Capacity:** ~33.2 m³
- **Usage:** Ideal for dense, heavy cargo (e.g., metals, machinery, chemicals)
- **Role in Trade:** The TEU is the global benchmark for shipping volumes. These containers maximize weight efficiency over volume.

2. 40-foot Dry Container (40' DC)

- **Capacity:** ~67.7 m³
- **Usage:** Common for light, high-volume goods (e.g., textiles, consumer electronics)
- **Trade Advantage:** Lower cost per cubic meter shipped; often used in transcontinental shipments.

3. 40-foot High Cube (40' HC)

- **Height:** 9'6" vs 8'6" (standard container)
- **Capacity:** ~76.4 m³
- **Ideal For:** Voluminous cargo, lightweight goods like cotton, apparel, or furniture
- **Market Impact:** Growing use in e-commerce-driven freight due to space efficiency.



II. Specialized Containers: Engineered for Functionality

4. Refrigerated Container (Reefer)

- **Temperature Range:** -30°C to +30°C
- **Use Case:** Perishable goods, fruits, dairy, seafood, pharmaceuticals
- **Trade Enabler:** Enables year-round global agrifood trade; critical for cold chain logistics
- **Innovation Trend:** Integration with IoT for real-time temperature, humidity, and location tracking.

5. Open Top Container

- **Design:** No rigid roof; covered with tarpaulin
- **Use Case:** Heavy machinery, mining equipment, oversized cargo
- **Utility:** Allows crane-based loading/unloading, used extensively in construction and industrial exports.

6. Flat Rack Container

- **Structure:** Collapsible sides; floor-only frame
- **Use Case:** Boats, vehicles, pipes, wind turbine components
- **Strategic Use:** Often used in project cargo and infrastructure, related shipments.

7. Tank Container (ISO Tank)

- **Composition:** Cylindrical tank mounted in a 20' frame
- **Use Case:** Liquid bulk cargo, chemicals, oils, wine, milk
- **Compliance:** Must meet IMO and UN specifications for hazardous material transport.



III. Emerging Container Types & Tech-Enabled Innovations

8. Ventilated Containers

- **Purpose:** Airflow facilitation for goods like coffee, cocoa, or produce
- **Trade Value:** Prevents moisture build-up and fungus in long transits.

9. Double Door (Tunnel) Containers

- **Feature:** Doors on both ends for quicker loading/unloading
- **Ideal For:** Retail chain logistics and cargo requiring multi-point access.

10. Smart Containers

- **Integration:** GPS, RFID, IoT-based diagnostics
- **Functionality:** Enables cargo tracking, predictive maintenance, and carbon monitoring
- **Adoption:** Growing among third-party logistics (3PL) and FMCG giants.

IV. The Strategic Role of Containerization in Global Trade

1. Standardization and Scalability

The adoption of ISO standard dimensions (primarily 20' and 40') has harmonized container handling equipment, enabling interoperability across 2,000+ ports and thousands of freight corridors globally.

2. Multimodal Synergy

Containers eliminate the need for cargo repacking. One container can travel from a factory in Vietnam to a retail warehouse in Canada via sea, rail, and road without ever opening, cutting transit times and reducing pilferage.

3. Cost and Carbon Efficiency

Container shipping is the most fuel-efficient mode of cargo movement. Innovations like foldable containers and smart container pooling are reducing empty return trips and carbon emissions, a priority amid growing ESG mandates.

4. Geopolitical and Supply Chain Resilience

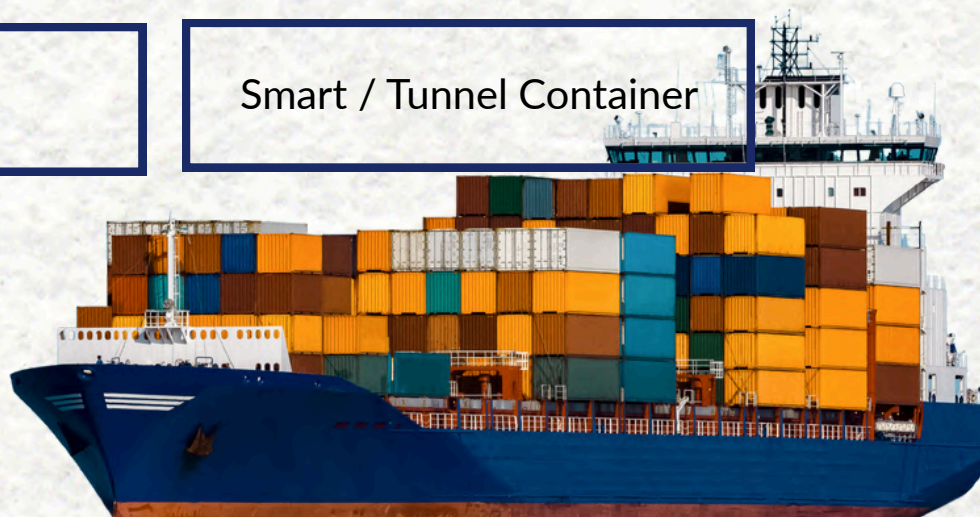
In the post-COVID, post-Suez blockage world, containers are more than just cargo carriers; they are nodes of resilience. The repositioning and leasing market for containers is now a strategic asset class in itself, with players like Triton and Textainer driving global fleet logistics.



V. Choosing the Right Container: Key Considerations for Businesses

For exporters, importers, and freight forwarders, container selection affects everything from freight rates to product integrity. Here's a quick checklist:

Factor	Container Type
Weight-Heavy Cargo	20' Dry Container
Voluminous, Light Cargo	40' High Cube
Perishables	Reefer Container
Oversized Machinery	Flat Rack / Open Top
Liquids	ISO Tank Container
Premium Retail	Smart / Tunnel Container



Conclusion: Containers as Catalysts of Trade Fluidity

Shipping containers, while mundane in appearance, are sophisticated trade instruments. They have turned the global supply chain into an integrated, frictionless machine, serving everyone from SMEs in Jaipur exporting handicrafts to conglomerates moving industrial-grade chemicals across continents.

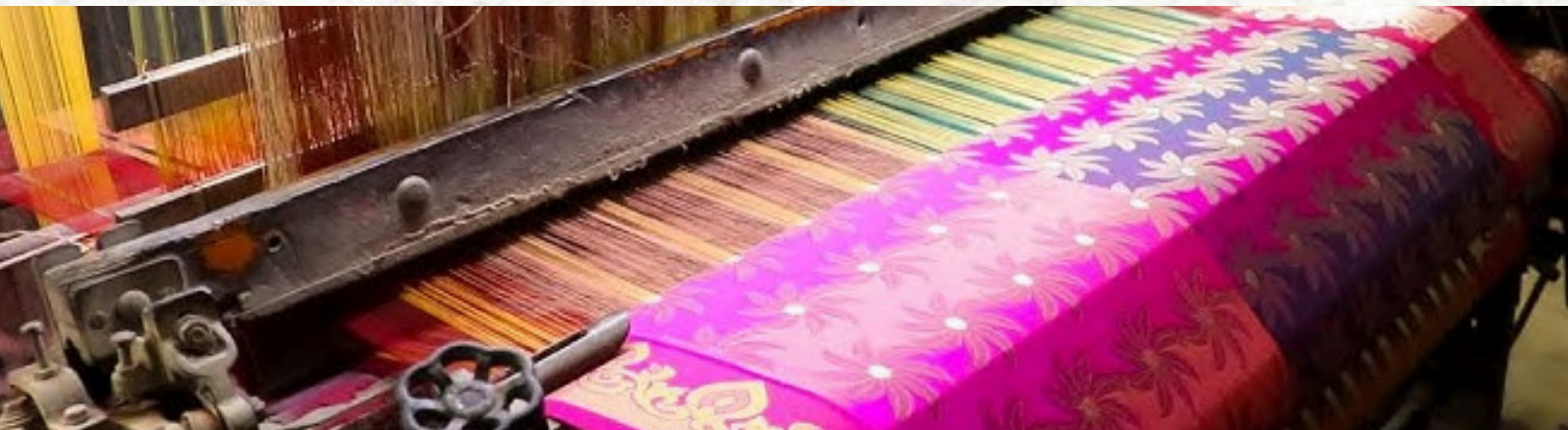
As businesses seek agility, cost-efficiency, and ESG compliance in trade, container selection and logistics planning must become boardroom-level decisions, not just shipping line checkboxes. Understanding container types is no longer the job of freight brokers alone, it is essential knowledge for every business operating in the global trade ecosystem.



Product of the month

From Varanasi to Global Runways: The Rising Market for Banarasi Sarees

Woven in the ancient city of Varanasi, the Banarasi saree has long been a symbol of Indian opulence, culture, and craftsmanship. Traditionally associated with bridal trousseaus and festive wear, this iconic six-yard textile has transcended ceremonial significance to command attention on global fashion runways and high-end retail platforms.

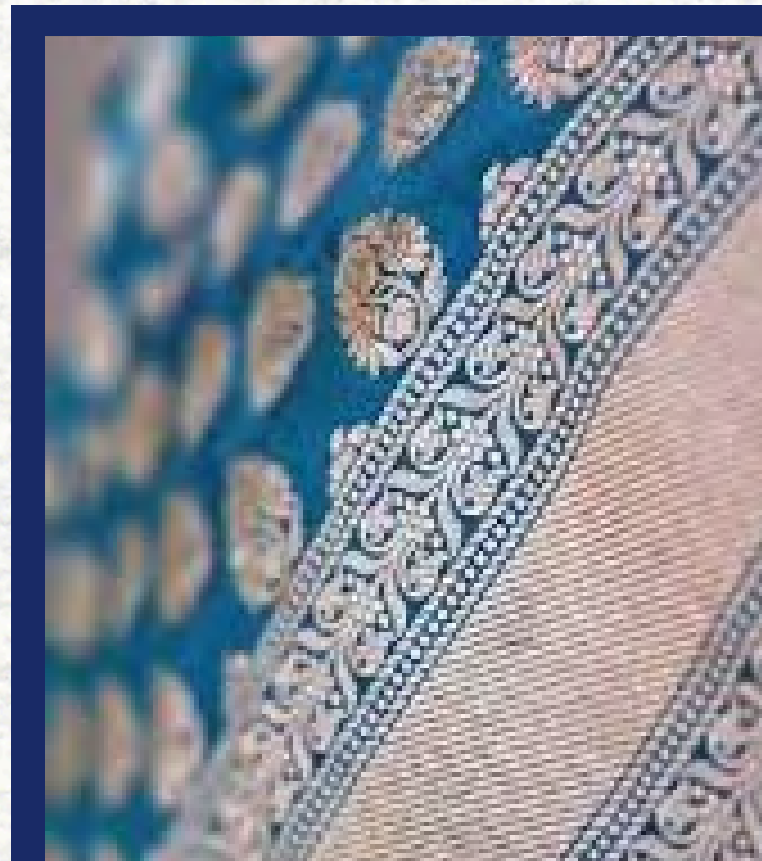


Today, Banarasi sarees are no longer just heritage artifacts, they are evolving into premium exports and luxury collectibles, backed by an expanding diaspora, discerning global consumers, and a shift toward slow, sustainable fashion. The product's revival is not just cultural, it is commercial, with the global Banarasi saree market poised to scale new heights.

Historical Context: Royal Threads of Kashi

Banarasi weaving traces its roots back to the Mughal era, with artisans in Varanasi mastering Persian techniques and fusing them with indigenous motifs. Under royal patronage, the saree emerged as a canvas of intricate brocade, gold zari, and silken finesse. Historically woven with real silver and gold threads on silk sourced from southern India or China, each Banarasi saree was, and still is, a testament to India's artisanal heritage and textile diplomacy.

Despite its timeless charm, the sector suffered setbacks during colonial times and the early industrial era. Machine-made imitations, dwindling artisan support, and market fragmentation pushed this legacy craft to the margins. However, the last decade has marked a powerful resurgence.





The Market Revival: Demand Driven by Conscious Luxury

The revival of Banarasi sarees is being driven by two parallel trends, consumer nostalgia and global luxury's pivot to sustainability.

- **Domestic Premiumisation:** Indian consumers, particularly urban millennials and NRIs, are turning to traditional weaves as identity statements. There's a perceptible shift from synthetic bridalwear to handwoven authenticity. Boutique labels like Ekaya, Tilfi, and Raw Mango have been instrumental in repositioning Banarasi sarees as couture pieces rather than heirlooms gathering dust.
- **Global Appeal:** On international platforms, Banarasi textiles are making inroads through collaborations with luxury designers and sustainable fashion weeks in Paris, London, and New York. From Naomi Campbell to Angelina Jolie, celebrities have donned Banarasi-inspired creations, elevating the weave's global desirability.
- **E-Commerce Boost:** Digitally native D2C brands are helping democratize access. Platforms like Jaypore, Gaatha, and Okhai have given small weavers national and international visibility, bypassing exploitative middlemen.

Economic Value Chain: Tradition Meets Tech

The Banarasi industry supports over 1.2 million artisans in and around Varanasi. Yet, its structure remains largely informal and fragmented. However, the growing formalization, driven by designer interventions, government GI tagging, and export-oriented units, is helping unlock fresh economic potential.

- **Raw Material Sourcing:** Silk is predominantly procured from Karnataka and West Bengal, while zari is produced in Surat. The ecosystem is now seeing digital traceability to ensure authenticity.
- **Weaving Hubs:** While Varanasi remains the nucleus, nearby clusters like Chandauli, Bhadohi, and Mirzapur are emerging as satellite centers due to capacity expansion and skilling initiatives.
- **Export Market:** Banarasi sarees are gaining traction in the U.S., U.K., Middle East, and Southeast Asia. The global Indian diaspora is a critical customer base, but there's increasing interest from non-Indian clientele seeking artisanal, sustainable fashion.
- **Average Ticket Size:** Prices vary from ₹10,000 to ₹2.5 lakh per saree, depending on intricacy, materials, and design lineage. Premium weaves see margins of up to 300%, especially in international boutique markets.

Challenges: Preserving Art in a Scalable Manner

While the market is expanding, the Banarasi saree sector faces several bottlenecks:

- **Artisan Attrition:** Younger generations are reluctant to pursue weaving due to a lack of consistent income and the dignity of labor.
- **Design Fatigue:** Over-reliance on traditional motifs without innovation can limit contemporary relevance.
- **Counterfeits:** The market is plagued with machine-made replicas that erode both trust and pricing power.

A greater push towards GI-certified labels, weaver cooperatives, and tech-enabled inventory systems is needed to protect the authenticity of the product and ensure fair remuneration.

Policy and Institutional Support

Government schemes under the Ministry of Textiles, including Cluster Development Programs, PM-MITRA Parks, and Silk Samagra, have attempted to revive and formalize the sector. In addition, the GI tag awarded in 2009 to Banarasi sarees has become a legal shield against imitations and geographical dilution.

The upcoming Varanasi Textile Park under the PM-MITRA initiative could become a game changer, enabling integrated infrastructure for spinning, dyeing, and weaving, while preserving artisanal integrity.

A Cultural Artefact with Global Commercial Currency

The Banarasi saree stands at a unique inflection point. It embodies India's rich past while symbolizing the country's capability to lead the future of sustainable, culturally rooted luxury. As global fashion increasingly leans toward provenance, craft narratives, and carbon-conscious production, the Banarasi saree is no longer just a festive drape, it is a powerful product of economic aspiration, cultural assertion, and timeless beauty.

For investors, designers, and policymakers alike, Banarasi sarees present an opportunity to back a product where heritage meets high margin, tradition meets trend, and local meets global.



Case Studies

Iro Iro: Transforming Textile Waste into Timeless Craft

As the global fashion and textile industry grapples with its environmental footprint, a growing breed of Indian startups is championing sustainability with innovation. Among them, Jaipur-based Iro Iro stands out for redefining circular fashion in India. Founded by Smriti Morarka in 2017, Iro Iro is not merely a brand, it is a movement that fuses traditional craftsmanship with modern design thinking to repurpose post-consumer and post-industrial textile waste into high-end, timeless apparel and home décor.

At a time when India generates over 1 million tonnes of textile waste annually, Iro Iro offers a data-backed, design-led, and community-driven solution to the sector's burgeoning waste problem. Its approach is not just environmentally conscious—it is economically and socially regenerative.

The Problem: A Looming Crisis of Textile Waste

The Indian textile industry is the second-largest polluter after agriculture, with the bulk of waste either incinerated or sent to landfills. Globally, less than 1% of clothes are recycled into new garments, and India fares no better. Moreover, the fashion industry's obsession with fast trends and synthetic fibers has marginalized traditional artisans and handloom clusters.

This dual crisis, environmental degradation and artisan displacement, needed a holistic intervention. Iro Iro's genesis lies at the intersection of this challenge.

The Iro Iro Model: Circular by Design

Unlike conventional brands that treat sustainability as an afterthought, Iro Iro has embedded circularity at the core of its operations. It follows a closed-loop production model rooted in the three pillars:

- 1. Upcycling Waste:** Iro Iro collects pre-consumer textile waste, often fabric offcuts and deadstock from urban garment factories. These are meticulously segregated by color and composition to avoid re-dyeing, thereby conserving water and reducing chemical use.
- 2. Craft-Led Innovation:** The waste fabric is woven into new textiles by a community of skilled weavers in Rajasthan using traditional looms. This not only revives dying handloom traditions but also ensures high-quality, durable material.
- 3. Design Thinking:** Iro Iro's garments and home décor products reflect modern aesthetics with minimalist silhouettes, earthy palettes, and modular design, appealing to environmentally aware urban consumers. Each product is designed to be zero-waste, multifunctional, and biodegradable.

This model enables Iro Iro to achieve up to 100% material circularity, a benchmark few brands can claim.

Impact: Measurable, Scalable, and Inclusive

The success of Iro Iro lies not only in its environmental metrics but also in its social and economic impact.

- **Environmental Gains:** According to internal lifecycle assessments, Iro Iro saves approximately 900 litres of water and avoids 1.5 kg of carbon emissions per meter of fabric compared to virgin textile production.
- **Artisan Empowerment:** The enterprise collaborates with over 25 weavers and artisans, ensuring fair wages, skill development, and long-term employment. Unlike exploitative subcontracting, common in the industry, Iro Iro engages in transparent partnerships.
- **Market Acceptance:** Iro Iro has made its mark in niche global markets, with exports to Japan, the U.S., and Europe. It has been featured in sustainability showcases like the Circular Design Challenge and collaborates with eco-conscious designers and interior stylists.

Strategic Positioning: A Niche with Global Relevance

Iro Iro's differentiation lies in its ability to combine purpose with premium positioning. Its products are not commoditized eco-goods but narrative-rich, heritage-rooted designs priced for a conscious luxury segment.

Moreover, the brand's documentation of process transparency, customer education, and storytelling through design makes it a textbook case in eco-branding—a rare feat among Indian SMEs.

From a business strategy lens, Iro Iro exemplifies a slow growth model, deliberately choosing scale only when it aligns with sustainability principles. The brand's operations have remained lean, capital-efficient, and largely bootstrapped, which serves as a counter-narrative to the VC-fueled growth pressures in the D2C space.

Challenges and the Road Ahead

Despite its success, Iro Iro faces familiar hurdles in scaling sustainable businesses in India

- **Lack of Waste Infrastructure:** Reliable sourcing of uniform textile waste is inconsistent. India still lacks organized textile waste collection and segregation systems.
- **Consumer Awareness:** While urban customers are warming to sustainable fashion, mass-market penetration remains limited. Price sensitivity and lack of environmental education inhibit wider adoption.
- **Supply Chain Complexity:** Working with artisans in remote clusters entails logistical, quality control, and capacity-building challenges that require sustained engagement and funding.

Yet, the brand is resolute. Plans are underway to launch workshops, offer consulting to corporates on textile circularity, and license its proprietary upcycling techniques to other designers and manufacturers.

A Prototype for India's Circular Economy Vision

In a country where sustainable development is both a necessity and an opportunity, Iro Iro stands as a prototype for India's circular economy ambitions. It demonstrates that innovation rooted in tradition, when coupled with systems thinking and impact-led design, can redefine how value is created in the fashion ecosystem.

For policymakers, it signals the importance of supporting such models through fiscal incentives and waste management frameworks. For businesses, it offers a blueprint for sustainable profitability. And for consumers, it reimagines fashion as not just seasonal style, but timeless, ethical craft.

Iro Iro is not just stitching new garments from old cloth, it is weaving the future of fashion, one thread at a time.



Upcoming Events :

International Agarbatti & Perfume Expo 2025

The International Agarbatti & Perfume Expo 2025 is a dedicated platform bringing together leading manufacturers, exporters, distributors, and fragrance experts from across the globe. The event will showcase the latest in incense sticks, perfumery compounds, essential oils, aromatic raw materials, and packaging innovations.

This expo presents a unique opportunity for businesses to network, explore sourcing prospects, discover emerging trends, and tap into the growing global demand for traditional and modern fragrance products. An ideal destination for procurement professionals and traders looking to connect with India's thriving agarbatti and fragrance industry.



Date: 15th - 16th June 2025

Venue: International Convention & Expo Centre, (Yashobhumi) Delhi, India.

Biodegradable & Compostable Expo 2025

The Biodegradable & Compostable Expo 2025 is a focused platform showcasing cutting-edge sustainable materials and packaging solutions.

The event will bring together key players from across the biodegradable, compostable, and eco-friendly product ecosystem. It presents valuable opportunities for manufacturers, suppliers, procurement professionals, and international buyers to connect, collaborate, and explore innovations driving the green transition in global trade and commerce.



Date: 4th - 6th June 2025

Venue: India Expo Mart & Centre, Knowledge Park II, Greater Noida

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.



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.

Proud recipient of **Times Power Icons Award** for being one of the **Leading GCC Enabler of India**

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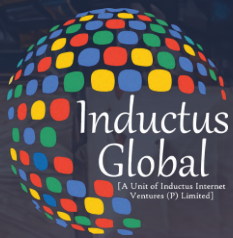


Inductus ensures that each model is executed with precision, innovation, and strategic foresight—helping you unlock the full potential of your GCC in India.

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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TRADE WITH INDIA HAPPINESS