



## Press Release

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### **India Has a Major Opportunity to Boost Exports to the U.S. Amid Tariff War Indian Trade and Industry Must Act Swiftly Amid Global Supply Chain Shifts A Big Opportunity to Promote ‘Brand India’**

The escalating tariff war between the U.S. and China has opened new avenues for Indian exporters to expand their footprint in the American market. With the U.S. imposing steep tariffs—up to 145%—on various Chinese products, there is an urgent need for Indian trade bodies and industry players to act decisively to fill the resulting gap in global supply chains.

**Member of Parliament from Chandni Chowk and National Secretary General of the Confederation of All India Traders (CAIT), Mr. Praveen Khandelwal** believes that India, particularly in sectors where it already holds a competitive edge, can emerge as a reliable and democratic alternative to Chinese products in the U.S.

“This is a once-in-a-generation opportunity for India to re-establish itself as a global manufacturing and export hub,” said Mr. Khandelwal. “Current global circumstances will compel the U.S. to seek trusted partners, and Indian trade and industry must seize this strategic moment.”

Mr. Khandelwal pointed out that due to the high tariffs, American companies will likely reduce their dependence on Chinese suppliers. In such a scenario, India’s low-cost, high-skill manufacturing ecosystem presents itself as a superior alternative. \*The global stature of Prime Minister Shri Narendra Modi, India’s democratic framework, rule of law, and steadily improving infrastructure\* could position India as a trustworthy trade partner for the U.S. Moreover, Indian exporters already have a strong presence in sectors such as pharmaceuticals, textiles, chemicals, FMCG, engineering goods, electronics assembly, and auto parts—which are now even more relevant due to the new tariffs on Chinese imports.

He further emphasized that the business and industrial community must quickly adapt to evolving U.S. demands. Specific focus should be placed on sectors like electronics, toys, machinery, furniture, and consumer goods—areas where China’s dominance is now weakening. Additionally, government initiatives like the Production Linked Incentive (PLI) scheme must be leveraged to enhance and scale up India’s manufacturing capabilities. Mr. Khandelwal advocated for the global positioning of ‘Brand India’ as a reliable, sustainable, and innovation-driven producer—valued not just for low costs, but also for high quality and innovation.

However, experts warn that this window of opportunity may not last long—countries like Vietnam, Mexico, and Bangladesh are also quickly stepping up. India must integrate policy support, infrastructure upgrades, and private sector engagement to make the most of this moment.

“In this changing global trade environment, India has the chance to script a new export success story,” Mr. Khandelwal said. “We must act now—strategically and collectively

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