

Exports across sectors to suffer a blow if US tariffs double to 50%

SPEEDING UP. Govt carries out consultation with industry to finalise support package

Amiti Sen
New Delhi

India's exports to the US across sectors such as garments, gems & jewellery, handicrafts, seafood and leather products will suffer a debilitating blow if Washington goes ahead with its decision to double tariffs on the country to 50 per cent from August 27.

"The Commerce Department has carried out extensive consultations with various sectors to find out the extent to which exports will take a beating. Exporters across sectors fear that if the additional 25 per cent tariffs are imposed, they may lose some of their US buyers for good.

"The government is trying to expedite a relief package which may be part of the export promotion mission to be implemented shortly," a person tracking the matter told *businessline*.

While exporters have been



SECTORS TO TAKE A HIT. The decision by Washington to double tariffs could severely impact exports of garments, gems and jewellery, handicrafts, seafood and leather goods. REUTERS

trying to meet the challenge of 25 per cent reciprocal tariffs imposed on India on August 7, almost all sectors would take a severe beating if these are doubled.

"Except for the exempted categories, exports will drastically fall across sectors once the tariffs on Indian exports are doubled to 50 per cent," said Ajay Sahai, Director General, FIEO.

Exports to some leading brands, which have margins to absorb the duty and also adhere to social compliance, may continue, but this too would happen only for a season or two, he said.

UNDER PRESSURE

In a recent meeting with Textiles Minister Giriraj Singh and senior officials from the government, the

Export Promotion Council for Handicrafts pointed out that due to the extreme US tariffs, handicraft exporters were under extraordinary pressure as there were large-scale order cancellations. Also, there was intense competition from countries with better tariff terms.

"We urged the government to act swiftly with both fiscal and diplomatic interventions to safeguard this sector's future," the EPCH said in a statement.

Other export promotion councils, including from sectors such as apparel, leather, and gems & jewellery, too, have made requests for similar interventions.

Recent statements coming from senior US officials have indicated that Washington may be inclined towards implementing the higher tariffs on India on August 27.

Last week, White House Trade Advisor Peter Navarro said that he saw US tariffs on India doubling on August 27 as announced as it was not

recognising its role in the bloodshed and was helping perpetuate Russia's war on Ukraine by refining its oil.

Vance said in an interview on Sunday that the secondary tariffs on India announced by US President Donald Trump was an "aggressive economic leverage," to try to make it harder for the Russians to get rich from their oil economy.

SUPPORT PACKAGE

The government is already working on a support package under the Export Promotion Mission to provide affordable credit and other incentives to improve market access and there is likely to be more focus on items hit by the US tariffs.

India's annual exports to the US in FY25 were valued at \$86.7 billion, which about a fifth of the country's total goods exports.

About 53 per cent of the country's US exports are affected by the increased tariffs.

Steel trade deficit narrows to ₹1,195 cr in July; exports pip imports after 14 months



STEEL BOOM. For April to July period, export of finished steel stood at 1.70 mt up 8% y-o-y, and was valued at ₹13,996 crore

Abhishek Law

New Delhi

India's steel trade gap narrowed sharply, witnessing a 28 per cent contraction in just one month.

The deficit came down from ₹4,240 crore in April-June (Q1FY26) to ₹3,045 crore for April-July (4MFY26), implying a ₹1,195-crore turnaround in July alone, data accessed by *businessline* from the Steel Ministry showed.

The change was driven primarily by a jump in exports in July and continuous decline in imports since April, driven by safeguard and quality control orders.

NET EXPORTER

India was a net exporter of the metal though by 0.03 million tonnes (mt). For April-July, export of finished steel stood at 1.70 mt up 8 per cent y-o-y, and was valued at ₹13,996 crore.

Import of the metal stood at ₹17,041 crore for 1.67 mt, down 40 per cent.

In the year-ago period, 4MFY25, the trade deficit was at ₹11,592 crore. Imports in April-July period were at ₹24,941 crore and exports at ₹13,349 crore.

Steel Secretary, Sandeep Poundrik, in a post on X, earlier this month, said: "India again becomes a net exporter of steel after a gap of 14 months in June 2025, though the gap between exports and imports is small." In June, exports stood at 446,000 tonnes versus imports which were at 440,000

tonnes, while in July, shipments moving out were at 485,000 tonnes as against in-bound shipments which stood at 282,000 tonnes.

PRICE MOVEMENT

The Ministry report said steel prices showed a mixed trend in July, both on a y-o-y and a m-o-m basis, in major markets with some seeing an uptick in prices and some witnessing a decline. "Rebar and HRC (hot rolled coils) prices came down in India," it said. In China and the US, prices saw an upward trend while EU showed a mixed trend.

Imports were substantially down. Korea — the largest import market — saw a 23 per cent y-o-y decline to 0.6 mt, while Japan took the highest hit as shipments from the nation slid 69 per cent to 0.23 mt.

Chinese shipments saw a 50 per cent decline y-o-y to 0.4 mt. Vietnam and Russia were other major countries from where shipments of the alloy came in.

Steel Ministry numbers show Europe was among the major export destinations. Belgium, Italy and Spain were the top three buyers. Shipments to Belgium saw a 66 per cent y-o-y increase to 0.32 mt, Spain was up 46 per cent to 0.16 mt while Italy saw a decline of 18 per cent to 0.26 mt.

Nepal and UAE were the other major markets with exports at 0.15 mt, up 29 per cent y-o-y and imports at 94,000 tonnes, down 10 per cent y-o-y for the first four months of this fiscal.

Coal imports rise 1.5% to 76.4 mt in June quarter

Press Trust of India

New Delhi

The country's coal imports rose 1.5 per cent to 76.40 million tonnes in the April-June period of the current fiscal, compared to 75.26 mt in the year-ago

The coal imports in June also increased to 23.91 mt over 22.97 mt in the corresponding month of the previous fiscal, according to mjunction Services Ltd.

During April-June, non-coking coal imports were at 49.08 mt, almost flat compared to 49.12 mt imported during the same period in the previous fiscal. Coking coal import was at 16.37 mt.

Buyers pause China soya oil import

ARGENTINA IMPACT. Chinese exporters not showing interest, but Indian buyers are turning smart

Subramani Ra Mancombu

Washington

Indian importers have paused buying soyabean oil from China after signing deals to import a record estimated 1.5 lakh tonnes last month as Argentina cut its offer price, two sources involved in the purchases have said.

"We have not bought any soyabean oil from China after last month's purchase. They are not showing interest in selling," said one of the sources. The sources said Argentina, which supplies 65 per cent of the soyabean oil that India buys, cut its prices following Indian importers' purchase of the edible oil from China.

Currently, the landed cost of degummed soyabean oil in Mumbai is \$1,205 a tonne, data from the Solvent Extractors Association (SEA) show. Prices are up nearly 2 per cent from a week ago, and over 18.5 per cent from a

year ago. The buyers signed the deals to import soyabean oil from China when prices were ruling at current levels. However, the landed price of RBD palm oil is currently \$1,105 a tonne.

Nine Indian companies, including Patanjali Foods and Adani Wilmar, and multinational companies, such as Cargill, Bunge, ADM and Louis Dreyfuss, signed deals with two Chinese exporters to import soyabean oil between September and December this year.

SMART BUYERS

On the other hand, Nepal continues to export refined soyabean oil, besides sunflower and rapeseed oils, to India under the South Asian Free Trade Area (Safta) agreement.

BV Mehta, Executive Director, SEA, said Indian buyers had become smart in sourcing cooking oils at a competitive price. "Our buyers source the oil even from Vietnam, where multina-



BORDER BONANZA. Nepal continues to export refined soyabean oil to India under the Safta agreement ISTOCKPHOTO

tional Bunge has set up a crushing plant," he said.

Countries such as China and Vietnam are importing soyabean to crush them for soymeal, used as an animal feed. The oil derived from the crushing is exported.

DN Pathak, Executive Director of Soyabean Processors Association of India, who was here to attend the US Soybean Export Council's Soy Connex 2025, said if Chinese prices are at par with Argentine prices, Indian imports would move to China as it can be shipped

within three weeks against six weeks from Argentina.

NEPAL EXPORTS

Mehta concurred with the view, said shipments of cooking oil from countries such as Vietnam take only 10 days compared with 45-60 days for consignments from Argentina.

Pathak said Nepal's exports of refined soyabean, sunflower and rapeseed oils to India were 5.2 lakh tonnes between November 2024 and June 2025. Of this, soyabean oil accounted for 4.03

lakh tonnes. Indications are that buyers could return to China depending on market developments.

In the US, more soyabean crushing plants are being set up after the Biden administration's mandate for using soyabean oil in biofuel in 2021. Bruna Coletti, Oilseeds Analyst at Cargill Inc, told Soy Connex 2025 that 8 plants had been set in the US since 2023, and seven more are in the pipeline. Two of them will likely be set up by the year-end.

In 2024, the US exported 4.6 lakh tonnes of soyabean oil valued at \$523.99 million. However, by February this year, the US shipped out 7.64 lakh tonnes — a 12-year high. India accounted for 20 per cent of this, data show.

Per SEA data, India imported 1.88 lakh tonnes of soyabean oil from the US between November 2024 and July 2025.

The writer was in the US at the invitation of the USSEC

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India-UK FTA to boost aluminium exports

SAKET KUMAR

New Delhi, 25 August

The recently signed India-United Kingdom (UK) free-trade agreement (FTA) could treble Indian aluminium export to the other signatory nation by 2030, even as the UK's Carbon Border Adjustment Mechanism (CBAM), effective January 2027, threatens to nullify these gains, according to experts and industry leaders.

India's aluminium sector is poised for a boost under the FTA, which eliminates the UK's import duties previously ranging from 2 per cent to 10 per cent. "With the FTA now in place, the aluminium industry aims to treble its export to the UK by 2030 from the current 21 kilotonnes per annum (KTPA), worth \$93 million, to approximately 65 KTPA, valued at around \$220 million," said Rajiv Kumar, chief executive officer, Vedanta Aluminium.

However, the CBAM could nullify these gains. "It could

impose a carbon-related duty burden exceeding 50 per cent, making export from high-emission producers economically unviable. It has the potential to offset the benefits gained through the FTA's tariff concessions," he said.

Analysts say the CBAM could impose tariffs of 14-35 per cent, translating into roughly \$150 per ton of carbon dioxide. "The FTA failed to get a carbon-tax exemption, so I think that is one challenge that must be addressed," said Rajib Maitra, partner, Deloitte.

Kumar also said duty-free access under the FTA made aluminium products more attractive in some sectors. "Given the UK's portfolio of diverse aluminium consumption, Indian producers are well positioned to tap into several high-potential segments such as construction, automotive components, food-and-beverage packaging, and renewable-energy infrastructure, particularly power transmission," he said.



The trade data shows India primarily imports scrap aluminium from the UK. In 2024-25, India imported aluminium worth ₹3,244 crore, of which 86 per cent comprised the value of scrap aluminium, while it exported aluminium worth ₹794 crore, comprising mostly value-added products.

The FTA also opens up avenues for research & development collaboration, particularly in utilising aluminium byproducts. "Red mud, a byproduct of alumina process-

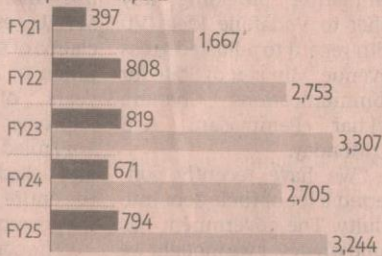
ing, contains critical minerals such as gallium, titanium, and vanadium. India produces about 9 million tonnes of red mud annually. Aluminium dross also offers potential for recycling and extraction of critical minerals," said Maitra.

Experts say policy intervention is crucial in ensuring the FTA's benefits are realised. "Aluminium could be granted core-sector status, a domestic carbon pricing and trading mechanism could be implemented to align with CBAM

Report card

India's aluminium trade with UK (in ₹ cr)

■ Exports ■ Imports



Source: Ministry of Commerce and Industry

compliance, and financial incentives, along with technology upgrade, could be extended to micro, medium, and small enterprises in downstream aluminium," Maitra said.

He said the framework for certifying green aluminium, similar to standards on green steel, should be developed to define, promote, and certify low-carbon aluminium production, complemented by export-incentive schemes to boost India's competitiveness in global markets.

Windmill blade and component exports to US face twin blow

TE Raja Simhan

Chennai

At a time when the export of windmill blades and accessories to the US was seeing an uptick from Tamil Nadu, the sector now faces a twin blow.

The additional 25 per cent tariff on Indian goods, effective Wednesday, coupled with the US Commerce Department's national security investigation into the import of wind turbines and components last week, is likely to affect the shipping of blades from the State, according to sources.

Tamil Nadu, a major hub for wind energy manufacturing, has seen significant export activity in wind mill blades and accessories from the Chennai and VOC (Thoothukudi) ports.

SHIFT TO VIETNAM

"We are completely in the dark. We don't know what to do. We despatched the blades to the US as much as possible to avoid the additional tariff. However, we cannot escape now. We don't know what will be the outcome of the investigation," said a windmill blade exporter in Thoothukudi.

An official from a large shipping company in Thoothukudi stated that a 50 per cent tariff would significantly increase the cost of Indian windmill blades and components in the US market.

For example, if a blade currently costs \$100,000, an additional \$50,000 tariff would increase its price to \$150,000, reducing competitiveness against countries with lower tariffs (Vietnam at 20 per cent or Thailand at 19 per cent).

Vietnam is becoming a competitive manufacturer of windmill blades and components, he added.

US buyers might shift to alternative suppliers such as Vietnam, China or Europe with lower tariff rates, potentially cutting India's wind



energy export share. Tamil Nadu's recent export growth could stall unless mitigated by trade negotiations or government support, he said. "For us, wind mill blade is the anchor commodity," he said.

Major players such as Vestas, Nordex, and Siemens already have their manufacturing facilities in the State. Also, there are many MSMEs in Tiruchi, Coimbatore, Erode, and Chennai that support these OEMs to manufacture non-critical components, Edwin Samuel, Founder and CEO of Thoothukudi-based Pearl Shipping, told *businessline*.

Some of the companies contacted by *businessline* declined to comment.

RECORD SHIPMENTS

In the last two years, 729 windmill blades and 4,381 windmill accessories, including towers and generators, were exported from VOC port. In July, the port handled 343 windmill blades, a 90 per cent increase from the previous year. The shipment had a record 101 blades to the US on a single ship, he said.

There are 300-400 windmill blades stored in port premises for export to various countries, including the US and Europe. Almost 40-50 per cent of exports go to the US every month.

Handling of windmill blades and components is crucial for VOC port, Samuel added.

Starlink seeks Centre's nod to import landing station equipment

CAREFUL APPROACH. Sources say government may take a considered view on bringing in such instruments

S Ronendra Singh
New Delhi

Elon Musk-owned satellite communications (satcom) service provider Starlink has approached the government for permission to import landing station equipment that allow satellite signals to be routed into terrestrial internet networks. These are required for setting up the ground infrastructure necessary to test its services in India.

Sources told *businessline* that the government may take a considered view on the import of such equipment, which are critical for launching the services.

"Starlink has approached the government, including the Department of Telecom-



MUCH WORK LEFT. Starlink has not yet finalised its ground station locations REUTERS

munications (DoT), to import equipment for its ground infrastructure, after which it can do the testing before the launch of services," a government official told *businessline*.

OTHER PLAYERS

Till now, four players — Starlink, Bharti Group-backed Eutelsat OneWeb,

Reliance Jio's joint venture with SES and Globalstar — have received the Global Mobile Personal Communication by Satellite (GMPCS) services licence needed to provide satcom services in the country.

However, with no spectrum allocation yet, as the DoT and Telecom Regulatory Authority of India

(TRAI) are still deciding on the reserve price mechanism, the operators will not be able to start services.

Starlink is still a few steps behind the other two from even setting up ground stations, which is crucial to check the network before a commercial launch. The three companies will also be competing with each other in this new space of communication technology. The government will be providing spectrum through the administrative route on a first come, first serve basis.

Equipment for setting up the ground stations include large phased-array antennas housed in secure facilities that connect the satellite constellation with the terrestrial internet backbone. These stations receive data

from the satellites and send it. Sources said Starlink had not yet finalised its ground station locations.

Bharti Airtel has established two satcom ground stations in Gujarat and Tamil Nadu, and is preparing for launch once the government approves spectrum allocation.

Meanwhile, Airtel and Jio in March this year signed agreements with Musk's company to distribute Starlink's satcom services in India. They are also evaluating other areas of cooperation to enhance India's digital ecosystem.

Last week, the Unique Identification Authority of India also collaborated with Starlink for seamless Aadhaar-based customer verification.

Business Line Dt: 27/08/25

Farm equipment maker KisanKraft plans to scale up exports to 50 nations over 5 years

Our Bureaus

Bengaluru/Mangaluru

KisanKraft Ltd, the Bengaluru-based farm equipment maker, plans to step up exports to around 50 countries over the next five years. The company currently exports farm equipment, such as inter-cultivators and brush cutters, to about 10 countries, including Sri Lanka, Nepal, Bangladesh, the Philippines, Ivory Coast and Ghana.

KisanKraft, which completed 20 years of operations, plans to shortly launch the indigenously developed battery-powered weeders to promote sustainable mechanisation.

A media statement by the company said it plans to deliver end-to-end mechanisation solutions for the top 20



Ravindra Agrawal, Founder & Chairman of KisanKraft

major crops, such as rice, wheat and maize, among others.

Ravindra Agrawal, Founder & Chairman of KisanKraft, said: "As we look ahead, our vision is to position India as a global hub for small farm machinery by producing world-class equipment and delivering

end-to-end mechanisation solutions for the country's top 20 crops, including rice, wheat and maize, enhancing efficiency at every stage of farming, in India and across the globe".

AFRICAN FORAY

KisanKraft recently forayed into the African market. Agrawal said the company's equipment range had received good response both in domestic and overseas markets.

The company operates a farm equipment manufacturing facility at Nellore in Andhra Pradesh.

KisanKraft offers a range of nearly 300 products that span the entire crop cycle from land preparation and sowing to crop management, harvesting and post harvest operations.

The company has also di-

versified into the seeds business and launched several hybrids of tomato and okra, among others.

NEW PADDY VARIETY

Over the past few years, KisanKraft has also developed 15 new varieties of paddy that are suited for the DSR (direct seeded rice) method of cultivation, which uses less water for growing the cereal crop.

"Our mechanic training programmes have fostered rural entrepreneurship and built localised service networks, while our affordable machines have significantly boosted farmer profitability. In addition, we have strengthened the rental ecosystem, where equipment owners lease machines to fellow farmers, improving asset utilisation and increasing rural incomes," he said.

Business Line, Sat. 27/8/25

Feed makers push for separate poultry export body

Vishwanath Kulkarni

Bengaluru

The Compound Livestock Feed Manufacturers Association (CLFMA) of India has made a pitch to the government to set up a separate body for the development of exports of poultry products.

At its recently concluded 58th annual general meeting, CLFMA Chairman Divya Kumar Gulati highlighted the sector's critical role in strengthening rural livelihoods, ensuring national food security and enhancing India's standing in global trade. "India is home to the world's largest livestock population and accounts for 13 per cent of global milk production. The sector contributes 30.23 per cent to agricultural GVA and 5.5 per cent to the national economy," Gulati said.

"With the right policies, stronger cold-chain and processing infrastructure and



(from left) Divya Kumar Gulati, Chairman, CLFMA; SP Baghel, Minister of State for Fisheries, Animal Husbandry & Dairying, and Vijay D Bhandare, CLFMA Managing Committee Member

faster adoption of innovation, we can evolve from being the world's largest producer to one of its most influential exporters. CLFMA remains committed to working with all stakeholders to turn this vision into reality," he said.

EXPORT POTENTIAL

Further, Gulati said there is good export potential for Indian poultry products in

markets such as the Middle East and CIS countries, which need to be tapped. The Middle East imports around 2.3-2.5 million tonnes of poultry meat, valued around \$4-5 billion, for which Brazil is a large supplier.

"We are not competitive enough to export to the Middle East because our raw materials are not internationally priced," he said.

"We have also proposed

the establishment of Export Oriented Zones (EOZs) and a Livestock Export & Domestic Development Authority," Gulati said.

"These strategic bodies will significantly enhance the ease of doing business and boost the global competitiveness of the Indian poultry sector by ensuring access to raw materials at global price parity, a simplified regulatory framework for domestic and international trade, and market creation and diversification through government-to-government collaboration and coordinated branding strategies through FTA," he said.

The two day event "Animal Agriculture in India - The Way Forward" brought together policymakers, industry leaders, sector experts and stakeholders to shape a unified roadmap for India's animal agriculture sector, with a strong emphasis on boosting agriculture exports.

Crude imports from Russia steady in Aug

ARUNIMA BHARADWAJ
New Delhi, Aug 27

INDIA CONTINUED TO be a steady importer of Russian crude in August despite heightened noise around the issue, particularly following the United States' late-July statement on enforcing secondary sanctions.

As per data provided by global real-time data and analytics provider Kpler, the country imported 1.6 million barrels per day of Russian oil this month, largely unchanged from the last month. However, there has been a notable decline in Russian oil volumes from the peak of 2.1 million bpd purchased in June.

"So far in August, Russian crude imports into India have stayed relatively steady. But that's less a sign of defiance and more about timing—most of these cargoes were likely locked in weeks earlier, in June or July, well before any policy shifts came into play. If refiners do start to adjust their buying behaviour in response to sanctions talk, we probably won't see it reflected in the data until September or October arrivals," said Sumit Ritolia, Lead Research Analyst, Refining & Modeling at Kpler.

While cargo tracking data may suggest ongoing inflows or short-term volatility, these movements need to be viewed in the context of commercial

OIL DEAL

■ As per Kpler, India imported **1.6 million barrels per day (bpd)** of Russian oil this month

■ Russian oil volumes peaked at **2.1 mn bpd** of purchases in June

■ Private refiners, including Reliance Industries and Nayara Energy imported **1.56 mn barrels per day** of oil in August



timelines and procurement cycles, Kpler said.

Iraq emerged as the second largest importer of oil at 714,000 bpd, down 21% from July followed by UAE at 694,000 bpd and Saudi Arabia at 558,000 bpd. Imports from UAE surged 55% from last month while that from Saudi Arabia, declined by 20%.

Private refiners, including Reliance Industries and Nayara Energy imported 1.56 million barrels per day of oil in August. While RIL's oil purchases increased by 2.4% this month to 1.34 million bpd, Nayara's fell by 35% from July. Public refiners cumulatively imported 2.78 million bpd of

oil in August.

Looking at the latest numbers by Kpler, Russian crude loadings to India are currently tracking about 40% lower month-on-month for August, at around ~1,050 kbd. However, this could still change, Kpler pointed out. "Several vessels are heading toward Port Said (Egypt) which typically indicates they will transit the Suez Canal. In the past, we've seen such ships update their final destinations while en route. All Russian flows to India in July passed through the Suez, so it remains a key transit route," Ritolia said.

Cargoes loaded in August are expected to discharge in India during September and October. "We should get a clearer picture over the next week as vessels enter the Red Sea and beyond. It's still too early to confirm a trend — re-routing and destination updates in the Red Sea and Gulf of Aden in the coming days will provide better clarity," Kpler noted.

As of August 26, there has been a notable increase in cargoes that have sailed from Russian ports without a declared discharge destination. Vessel tracking data shows that many of these tankers discharged their previous two to three cargoes at Indian refineries, suggesting India remains a strong potential outlet.

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Textile sector to gain from duty-free cotton imports

Vishwanath Kulkarni
Bengaluru

India on Thursday extended the duty-free import of cotton for three more months until December 31, 2025, from September 30. The decision will ease the burden of the Indian textile industry, particularly mills in the South, which are under pressure due to the 50 per cent tariffs imposed by the US government. The move will also help Indian textiles and garments to be competitive in markets such as the UK and the European Union, with who it has signed trade deals.

This move will likely result in cotton imports during the first three months of the marketing year 2025-26, starting in October, doubling to around 20 lakh bales (of 170 kg each). This is the second time the government has come to the rescue of the

textiles industry in 10 days. On August 19, the government had exempted the 11 per cent duty on cotton imports till September end.

On the extension of the duty-free window, the Southern India Mills Association said it was a welcome relief.

Atul Ganatra, President, Cotton Association of India (CAI), said the extension of duty exemption will provide relief to Indian textile mills, especially those in the South. They can now get access to cheaper cotton from countries like Brazil, the US, Africa and Australia.

PRICES RULING LOWER

International prices are currently lower by about 20 per cent compared with Indian domestic prices. Cotton futures on the Inter Continental Exchange (ICE), New York, are hovering at 67-68 cents per pound, equivalent to ₹46,000 per candy of 356



HELPING HAND. The government extended duty-free imports to support the Indian textile industry REUTERS

kg in the Indian rupee, while domestic prices are hovering around ₹55,000 per candy, Ganatra said. For the current marketing year 2024-25 ending September, imports are expected to be between 40 and 42 lakh bales.

"During the October-December period, we believe 15-20 lakh bales will arrive, compared with 10 lakh bales in the corresponding period last year," Ganatra said.

ICE futures are under pressure due to a bigger crop

in Brazil, which is 7 per cent higher at 235 lakh bales, while their domestic consumption is only 30 lakh bales, he said.

As Brazilian cotton is cheap, no one is buying US cotton. China, the biggest buyer, has not been buying US cotton over the past six months due to the tariff war. India's cotton imports from Brazil have seen a 10-fold increase during the 2024-25 season to over 6.5 lakh bales valued at over ₹1,620 crore

till the end of May. Ganatra said the Indian textile exports are linked to the yarn prices, which are linked to the ICE futures. That is very important and in 8 of the past 10 years, Indian mills had access to cheaper domestic cotton, he said. Indian cotton was cheaper than ICE futures, but only over the past couple of years, it has become costlier due to the increase in MSP and increase in prices by the Cotton Corporation of India, he said.

A trade analyst said the duty-free imports will help Indian textile exporters to take on competitors such as Vietnam, Bangladesh and Pakistan in the UK and European markets.

Ganatra said the US decision will, however, provide an opportunity to look at over 200 other countries.

With inputs from
Subramani Ra Mancombu, Chennai

Business Line Apr 29/8/25

SEA reiterates demand for lifting of ban on de-oiled ricebran export

Our Bureau
Mangaluru

The Solvent Extractors' Association of India (SEA) has urged the Centre to lift the ban on the export of de-oiled ricebran (DORB) and not to extend it beyond September 30. In a letter to the government, Sanjeev Asthana, President of SEA, said the export ban is in force since July 28, 2023, and currently extended up to September 30, 2025.

Before the ban, India used to export 5-6 lakh tonnes of DORB valued at ₹1,000 crore per annum, mainly to Vietnam, Thailand and other Asian countries. India was positioned as a reliable supplier in the international market.

PRICES DOWN 50%

Stating that the association fully appreciates the government's intent behind imposing the ban to ensure adequate availability of DORB



for the domestic livestock and poultry feed sector and regulate the price, which at that time was ₹20,000 a tonne, he said the DORB prices are now at a lower level at ₹10,000-11,000 a tonne, and are expected to go further down with increased availability of DDGS (distillers dried grains with soluble).

The original objective of the export ban was to control rising feed costs and stabilise milk prices. However, two-and-a-half years down the line, all protein meal prices have gone down by 40-50 per cent.

He said the price of mustard/rapeseed/de-oiled cake,

which was at ₹28,000 a tonne in July 2023, declined to ₹15,000 a tonne in July 2025. Price of soybean meal declined to ₹31,000 a tonne in July 2025 from ₹46,000 a tonne in July 2023. Groundnut meal's price declined to ₹20,000 a tonne in July 2025 from ₹44,000 a tonne in July 2023.

Asthana said it is evident that the objectives haven't been achieved. Instead, the ban has resulted in severe economic and operational setbacks across the value chain, especially for the people associated with rice milling and ricebran extraction. Mentioning that ricebran solvent extraction units are operating far below the capacity, he said many are on the verge of closure. Rice mills too are feeling the impact as bran off-take has reduced, disturbing the entire supply chain. Farmers are directly affected since depressed demand for ricebran has led to lower realisations for paddy, he said.

PROPOSED GST CUT TO HELP SMALL CARS: BHARGAVA

Maruti sees exports driving growth

NITIN KUMAR

New Delhi, August 28

MARUTI SUZUKI IS leaning on its export strategy to sustain growth, chairman RC Bhargava said on Thursday. Speaking at the company's annual general meeting (AGM), Bhargava said that with the support of Suzuki Japan and Toyota in several export markets, the company is eyeing a global push aimed at offsetting falling demand at home and boosting foreign exchange earnings.

"Our exports strategy is built around the need to export to make up for the fall in the domestic market and to maximise our foreign exchange earning, our forward production and profits," he said, highlighting that support from Suzuki Japan and Toyota has made it the top automobile exporter for five consecutive years.

The country's largest car-maker exported a record 332,585 cars in 2024-25, up 17.5% over the previous year.

Bhargava further said the GST reduction on small cars is likely to give it a push, adding that the company will be able to increase its market share towards the 50% it held, up from the current level of 41-42%. "I hope that the GST rate is finally decided favourably for small cars, and that we will again pick up small car sales, and that will certainly help in increasing the market share," he said.

On premiumisation, he said Suzuki's strategy is focused on catering to the specific needs of each customer segment, ranging from small cars to pre-

IN THE FAST LANE

■ Maruti Suzuki exported a record **332,585** cars in 2024-25, up **17.5%** over previous year

■ Coming of **BS-6** norms, which led to price hikes, contributed to slowdown in small cars, says Bhargava

■ Carmaker banking on hybrid and CNG tech to boost market share in near future



■ It plans to launch a new CNG-powered SUV

RC BHARGAVA, CHAIRMAN,
MARUTI SUZUKI INDIA

We should not give in to any kind of bullying in this (US tariffs) matter...



mium models. The company's approach to "mass premiumisation" will evolve based on market demand.

Bhargava cited the introduction of BS-6 norms in 2018-19, which significantly increased vehicle costs and contributed to the slowdown in small car sales. To address this affordability gap, he referred to Japan's experience with Kei cars in the 1950s—ultra-compact vehicles designed with lighter safety regulations and lower taxes, offering scooter owners a low-cost upgrade to four-wheelers. "I think India needs to consider something similar to that," he said.

The company is banking on hybrid and CNG technologies to boost its market share in the

near future and plans to launch a new CNG-powered SUV featuring several attractive elements for customers. "Please wait for five days," Bhargava said. He noted that CNG vehicles continue to gain popularity, with Maruti currently offering 14 models capable of running on CNG, and this new SUV will further expand their lineup.

He also urged the nation to stand firm against US tariffs and warned that India must not "give in to any kind of bullying." "It is our duty as Indians to do our very best to promote and maintain our dignity and respect and not give in to any kind of bullying in this matter... the nation has to stand united," Bhargava told shareholders.