Make in Bharat for the World: Mafatlal's Strategy in a Changing Trade Order

Europe–US Trade Developments and Mafatlal Industries' Market Expansion. The quote is by Mr. Mannil Balakrishnan Raghunath, CEO, Mafatlal Industries Limited:

The recent US–EU trade developments mark a defining moment for the Indian textile and apparel industry. The combined impact of US tariff rationalisation and the India–EU trade agreement significantly enhances cost competitiveness, policy predictability, and long-term visibility for exporters. Together, these markets account for nearly 35–40% of global apparel and textile imports. Access to such a large and stable consumption base under more favourable trade conditions represents a structural shift, one that enables deeper sourcing relationships and positions India as a more reliable and strategic partner in global supply chains.

For Mafatlal Industries, this is both an opportunity and a responsibility. As a 120+ year institution rooted in the legacy of Indian textiles, we have built enduring relationships in the US and Europe based on quality, reliability, and execution excellence. Demand from these markets, particularly the US, has consistently validated our manufacturing strength and product integrity. Over time, this has also shaped our evolution from a strong textile and institutional supplier to a fully integrated player with growing capabilities in apparels.

With improved tariff clarity, we are now accelerating our scale-up across textiles, apparels, and uniform markets. Our apparel business is a natural extension of our legacy, allowing us to move closer to global customers with finished products while retaining the same standards of craftsmanship, compliance, and consistency that have defined us for decades.

We have the manufacturing bandwidth, technical expertise, and on-ground resources to serve these markets at scale. Our expansion strategy is anchored in disciplined operating systems, strong compliance frameworks, and a deep understanding of global customer expectations. More importantly, it is built on trust cultivated over generations.

This evolving trade landscape is not merely about incremental export growth, but about strengthening India's position as a dependable, long-term sourcing hub. At Mafatlal, our focus remains on building enduring partnerships in markets that value consistency, credibility, and long-term commitment. Mafatlal reinforces its commitment to "Make in Bharat for the World", blending heritage, innovation, value creation, and responsibility to deliver apparel that resonates with both domestic and global markets.