

THREADS OF INDIA

The Textile Exports Story





5000 years of heritage.
A \$100 billion future.

Foreword

For centuries, India's textiles have traveled the world. Long before globalization connected markets, Indian cottons, silks, muslins, and handwoven fabrics found their way into homes and cultures across continents, prized for both their quality and craftsmanship.

Today, India stands at another defining moment in its export journey.

The conversation around exports has traditionally focused on scale: how much we produce, how much we sell, and how many markets we serve. These measures remain important. But in the years ahead, India's success will also be defined by something less tangible but equally powerful: how India is remembered.

Countries build enduring reputations through the products people use, trust, recommend, and return to. "Made in Italy" evokes design. "Swiss Made" stands for



precision. These associations were not created by governments alone; they were built over time by businesses and brands that consistently delivered excellence. India now has the opportunity to shape a similar identity, one rooted in quality, craftsmanship, innovation, and trust.

Few industries are better placed to lead this transformation than textiles. They have always been among India's greatest strengths, combining centuries of craftsmanship with deep manufacturing capability, abundant natural fibers, and an unmatched diversity of products. Every garment, bedsheet, carpet, or handcrafted textile that reaches a consumer overseas carries with it the opportunity to tell India's story.

The vision of Brand India is built on this belief: that India should be known not only as a place where great products are made, but as the home of brands that consumers around the world actively seek out and trust.

Srinidhi Kalvapudi

Head, Amazon Global Selling India

The rise of e-commerce exports has made that opportunity more accessible than ever before. Digital marketplaces have lowered traditional barriers to international trade, enabling manufacturers, artisans, and entrepreneurs to reach consumers directly, build brands, and earn trust, one purchase at a time. In many ways, this is not a departure from India's textile legacy, but a continuation of it through new technologies, new markets, and new channels.

This book celebrates that journey. It is both a tribute to India's remarkable textile legacy and an invitation to imagine what comes next, as India steps into the next chapter of its textile export story.



Foreword

India's textile legacy is not merely a chapter in history. It is a living, breathing force, one that continues to shape our economy, sustain millions of livelihoods, and reflect the skill and craftsmanship of Indian artisans, manufacturers, and entrepreneurs.

For seven decades, TEXPROCIL has worked at the intersection of policy and practice, helping Indian cotton textile exporters navigate international markets, build compliance capabilities, and strengthen their global competitiveness. From facilitating buyer-seller linkages and participation in global trade fairs, to launching initiatives like the General Certificate of Conformity (GCC) for Indian farm cotton and the Advanced Certificate Program in International Trade (ACPIT), our mission has always been to make Indian textiles globally competitive and globally trusted.

Few countries possess the textile strengths that India does today. India has the world's largest area under cotton cultivation. We produce over 300 lakh bales of cotton annually and employ more than 6 million farmers in cultivation alone, with 40 to 50 million livelihoods in related processing and trade.¹ Our handloom sector engages over 35 lakh weavers, the majority of them women.²

These strengths have been built over generations. Together, they reflect the scale, diversity, and resilience of an industry that has been part of India's economic and cultural fabric for centuries.



The Ministry of Textiles' vision of achieving \$100 billion in textile exports by 2030 is ambitious, but it is grounded in real capacity. We see it in the 7 PM MITRA mega parks being built, in the PLI incentives flowing into man-made fiber manufacturing, in the new free trade agreements opening preferential access across dozens of countries, and in the hundreds of textile clusters across India ready to scale.

“What gives me confidence is the convergence I see today. Government, industry, export promotion bodies, technology partners, and e-commerce players like Amazon are working together to make global markets more accessible for Indian manufacturers, MSMEs, and artisans. When these forces align, our industry has always risen to the occasion.”

Vijay Kumar Agarwal

Chairman, The Cotton Textiles Export
Promotion Council (TEXPROCIL)

India's textiles are ready for the world. This book is a testament to that readiness and our collective ambition to strengthen India's position as a global leader in textile exports.



The Thread That Runs Through Time

India's textile heritage

Long before the world had a word for trade, it knew Indian cloth. Archaeological evidence from the Indus Valley suggests that Indians were producing cotton textiles as early as 3000 BCE.³ Ancient texts such as the Arthashastra, dating to the 3rd century BCE, outline rules and taxes for spinning and weaving, reflecting a textile industry that was already deeply embedded within the region's economy.⁴ From cotton and silk to a rich variety of natural fibers, textiles were not simply a craft; they were one of the foundations of civilization across the Indian subcontinent.

Over the centuries, that expertise led to the rise of one of the world's most sophisticated textile trade networks. From the ports of Gujarat, Indian cottons and silks sailed west across the Indian Ocean to Arabia, Egypt, and the East African coast. From the Coromandel Coast, fine chintz and silk traveled east to Southeast Asia. Indian textiles became prized possessions across Europe, with weavers producing muslin so delicate that it came to be described as "woven air."⁵



By the 18th century, India accounted for nearly

25%

of global manufacturing output, with textiles at the heart of its economy.⁶ That dominance was deliberately dismantled during the colonial era, as India was transformed from one of the world's leading textile exporters into a supplier of raw cotton for the mills of Europe.⁷



Independence marked the beginning of a new chapter. Handloom revival movements, the growth of manufacturing clusters such as Tiruppur, Surat, and Panipat, and advances in cotton cultivation helped rebuild an industry that had shaped the country's identity for thousands of years.

Today, that legacy is formally recognized and protected. Nearly 200 GI-tagged textile products⁸ — from Banarasi silk and Chanderi sarees to Kutch embroidery and Pashmina shawls — carry both centuries of craftsmanship and legal geographic protection.



India also remains one of the world's great natural fiber producers. It is the largest producer of cotton and jute, and the second-largest producer of silk.⁹ Together, these strengths give India a uniquely broad textile ecosystem, one that few countries can match in depth or diversity.



INDIA

*The largest producer of cotton and jute.
The second-largest producer of silk.*



The thread runs unbroken. Thousands of years after its first cotton fields, India's textile story continues to evolve, woven into the economy, culture, and identity of the nation.



Kasturi Cotton

India produces some of the world's finest cotton, including Extra Long Staple (ELS) varieties prized for their softness, strength, and luster. Yet despite this quality, Indian cotton has historically lacked global brand recognition, meaning it doesn't command the premium pricing or generate the organic international demand that its quality deserves.



The Kasturi Cotton initiative was launched to change that. Led by the Ministry of Textiles, The Cotton Textiles Export Promotion Council (TEXPROCIL), and the Cotton Corporation of India (CCI), Kasturi Cotton is India's first nationally branded cotton initiative, aimed to position Indian cotton as a globally recognized mark of premium quality.¹⁰

Each Kasturi-marked bale is certified against benchmarked quality specifications through a verification system implemented by TEXPROCIL. It is a statement: India's cotton is world-class, and now it carries a name the world can trust.





ASSURED QUALITY

- ▶ Wide range of staple lengths
- ▶ Softer, Stronger, More Durable
- ▶ Improved Colour Vibrancy



ON-PRODUCT TRACEABILITY

- ▶ Conformity of Indian Origin
- ▶ Blockchain technology with QR code
- ▶ Complete Chain of Custody
- ▶ Farm to Fashion Transparency

SUSTAINABILITY

- ▶ Collaboration with BCI, Regenagri and CottonConnect
- ▶ Ensuring better value for farmers
- ▶ Promoting environmental care

Seller Success Story

Stitching local dreams into global style

For years, Palanisamy Thiruvassaga Mani nurtured a simple yet ambitious dream: to build a globally recognized apparel brand. That dream took shape as Tahrr & Me. When e-commerce began reshaping how consumers shop, the path forward became clear. “With the growth of online business, it was obvious that we had to take our brand digital,” Palanisamy recalls. In 2025, Tahrr & Me launched on Amazon US with their signature crew neck T-shirts for men and women. Encouraged by their early success, the team is now working to double its product catalog to capture rising demand and introduce new styles to customers worldwide.

We work closely with the Amazon sales and sourcing teams,” says Palanisamy. “Their insights and data help us identify which products have the most potential. At the same time, we share our ideas and categories for Amazon to evaluate market opportunities.



Tahrr & Me



Amazon's guidance helps us overcome challenges and focus on what matters most — building a brand that stands for quality, comfort, and trust."

Palanisamy Thiruvassaga Mani
Founder, Tahrr & Me

Textiles Export Today

The \$100 billion opportunity

The global textile market is worth \$1.2 trillion¹¹ and continues to grow. India, despite its unmatched heritage, manufacturing depth, and raw material dominance, currently accounts for only 4.1% of global textile trade.¹² The task ahead is clear: transform India's textile manufacturing strength into greater global market presence.



\$1.2 Trillion

The global textile market's worth



4.1%

India's share of the global textile trade



Where The Demand Lives

USA

Largest

apparel import market¹³ for India

~\$10 billion

of Indian textile exported in FY24¹⁴

European Union

~26%

of India's total textile exports went to UK and EU-27 in FY24-25.¹⁵

20-25%

annual export growth expected following India-EU Free Trade Agreement¹⁶

Middle East

14.5%

growth in India's textile exports to the UAE in the first half of FY25¹⁷

Zero Tarrifs

on most textile products due to India-UAE CEPA (operational since 2022).¹⁸

Disclaimer: The map used below is for general illustration only. The representation of political boundaries on this map does not imply the expression of any opinion on the part of Amazon Global Selling concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

A Country Of Clusters

India's competitive position

India's textile strength does not come from a single manufacturing hub. It comes from an interconnected network of specialized clusters, spread across the country, with each state bringing its own distinct manufacturing identity, craft tradition, and export capability to the national story. Together, they give India a rare advantage: the ability to produce almost every type of textile, across fibers, price points, and quality segments.



Punjab

Ludhiana: Woolens & Hosiery

Punjab accounts for 95% of the country's woolen hosiery production.²⁰

*Total number of exporters from Punjab on Amazon Global Selling: **6,000+****

Madhya Pradesh

Indore: Readymade Garments

A rising readymade garment hub centered around Indore, with handloom clusters across Dhar, Chanderi, and Maheshwar.

*Total number of exporters from Madhya Pradesh on Amazon Global Selling: **8,000+****

Maharashtra

Bhiwandi: Powerlooms

Maharashtra combines financial muscle with manufacturing depth across the textile value chain.

*Total number of exporters from Maharashtra on Amazon Global Selling: **22,000+****

Uttar Pradesh

Bhadohi: Carpet City

60% of India's carpet exports originate from Uttar Pradesh.¹⁹

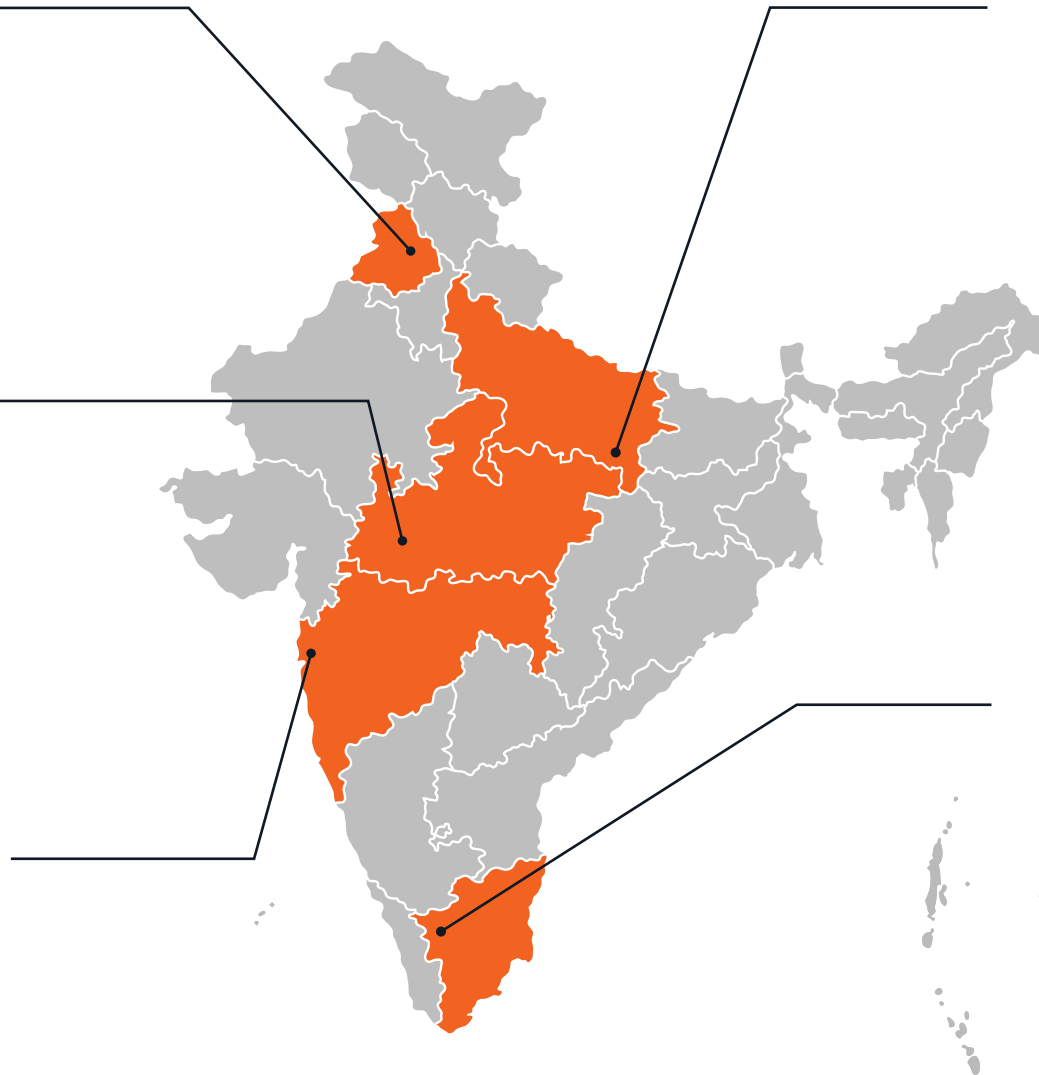
*Total number of exporters from Uttar Pradesh on Amazon Global Selling: **25,000+****

Tamil Nadu

Tiruppur: Knitwear Capital

Home to Tiruppur's knitwear, Coimbatore's spinning mills, and Kanchipuram's silk. From fast-fashion T-shirts to heirloom sarees, Tamil Nadu does it all.

*Total number of exporters from Tamil Nadu on Amazon Global Selling: **7,000+****



Taken together, these clusters, along hundreds of others, form the backbone of India's textile exports, combining regional expertise with manufacturing scale to serve markets around the world.

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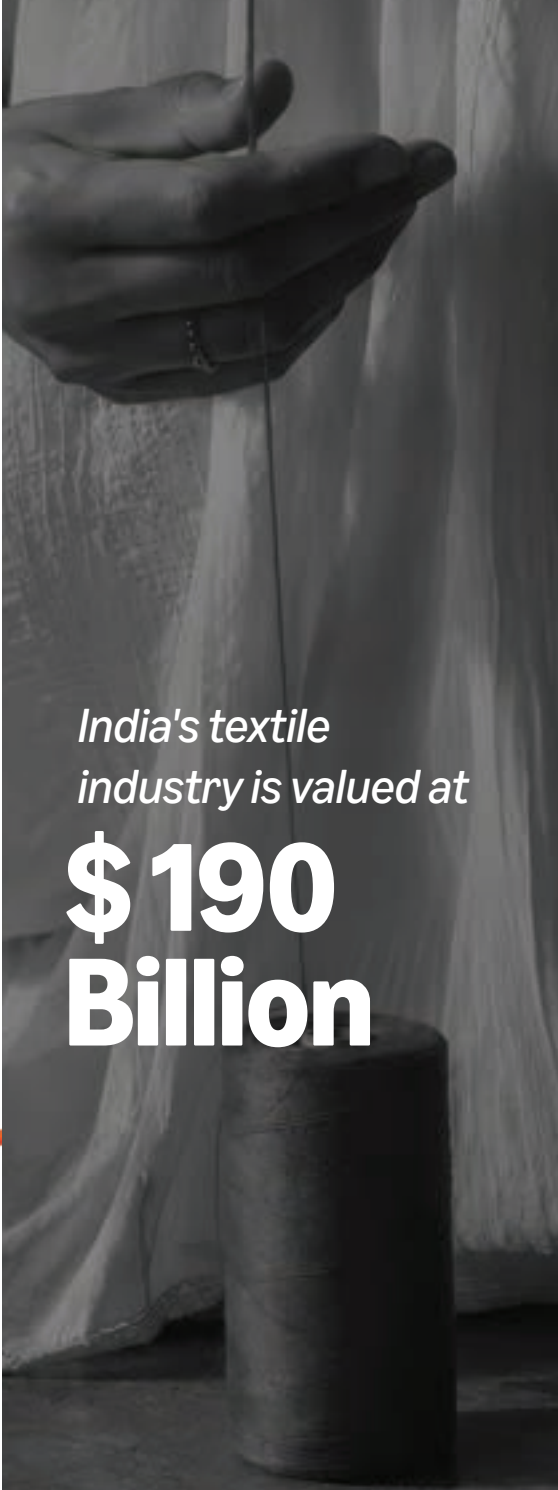
*Source: Amazon Global Selling data for 2024.



The Path To \$100 Billion

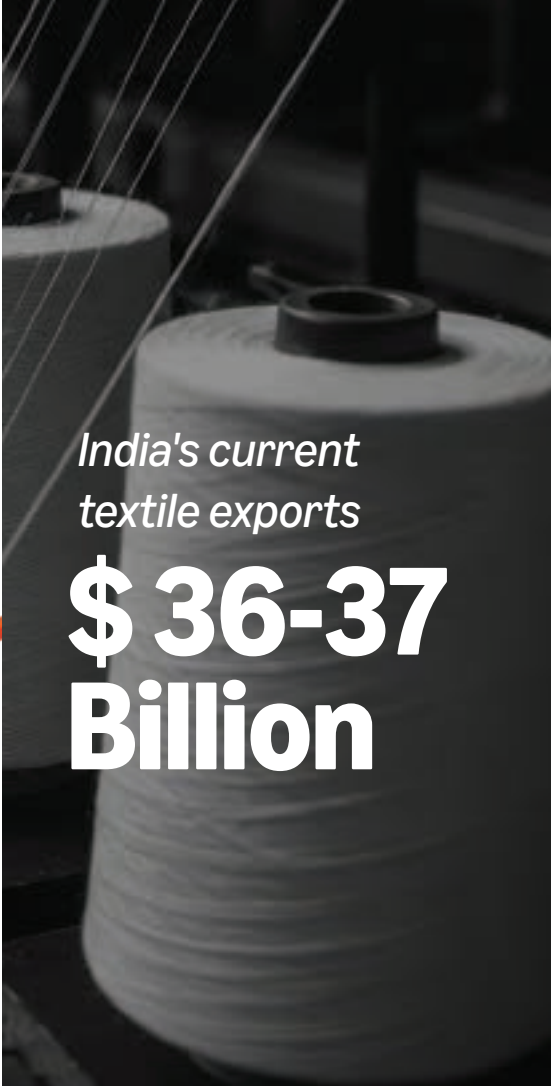
India's textile industry is already one of the largest in the world, valued at nearly \$190 billion.²¹ Yet most of that output serves the domestic market, with textile exports standing at just \$36–37 billion.²² Today, 68% of India's textile exports originate from just 25 districts, with the top three being Tiruppur (11.8% share), Gautam Buddh Nagar (6.2% share), and Bengaluru Urban (4.9% share).²³

Meanwhile, 530+ districts export textiles and 770+ host textile MSMEs and artisan communities.²⁴ Many have the capability to produce for the world but lack the infrastructure, market access, or support to compete globally.



India's textile industry is valued at

\$190 Billion



India's current textile exports

\$ 36-37 Billion



25 districts contribute to

68% of Exports

India's textile footprint is broad. Its export footprint is still concentrated.

*The Ministry of Textiles has set the vision:
\$100 billion in textile exports by 2030²⁵ – a 2.7x leap from today.*

Reaching it will require building on India's existing strengths while unlocking new opportunities for growth.



Four strategic levers can drive the leap:

1

District to global: Unlocking local strengths

India's textile strength is rooted in its districts, each with distinct capabilities, traditions, and manufacturing expertise. The opportunity lies in identifying each district's competitive strengths and connecting them to global demand through locally tailored, evidence-based export strategies.



2 **GI tags: Building the Brand India story**

With more than 200 GI-tagged textile products, India has an unparalleled opportunity to shape its textile identity on the global stage. These tags establish provenance, authenticity, and geographic identity, that can help differentiate India in global markets.

From commodity to branded products:

Moving up the value chain

India has long exported raw yarn, grey fabric, and unfinished textiles, capturing a fraction of the value chain. The next phase of growth lies in finished, design-led, branded products that carry Indian identity and command higher prices. This means investing in design, packaging, storytelling, and quality certification at the cluster level, so that every product from India carries a value that consumers recognize and trust.

E-commerce exports:

Taking India directly to the world

Traditional B2B exports have built India's textile industry. E-commerce exports can accelerate the next phase of growth by providing manufacturers, MSMEs, and artisans with direct access to global consumers, new opportunities for brand building and greater value capture.



Seller Success Story

From loom to living room

At Kaleen Bhaiya- The Carpet House, every weave carries the weight of generations. "Carpet trade has been our family's legacy — my grandfather was a weaver during the British era, my brother turned that craft into an export business, and now the responsibility of taking it forward is mine," recalls Hrishit, third-generation carpet maker from Bhadohi. He joined the business at 21. When COVID brought an e-commerce wave, he saw his moment.



Kaleen Bhaiya The Carpet House



The shift was transformative — from B2B deals with international buyers to reaching customers directly. "Feedback now comes to us straight from the customer. And what used to be a year's sales? It now happens in a month."

Rooted in a tradition that dates back to the British era, these handcrafted carpets from Bhadohi now find their way into homes across the world, carrying with them the skill of local artisans and a philosophy the family has long lived by: no matter how old the business, it only grows with new thinking.

I started reading about Amazon Global Selling and discovered that handcrafted carpets have enormous global demand.

Hrishit Jaiswal

*Founder of Kaleen Bhaiya
The Carpet House*

The New Era

From traditional exports to e-commerce exports

India's textile export success has been built over decades through B2B trade: bulk orders, long-standing buyer relationships, and manufacturing excellence that established India's reputation around the world. That foundation remains essential and will continue to drive growth.

But reaching the Textile Ministry's \$100 billion export target will require an additional engine, one that expands access to global markets for the thousands of manufacturers, MSMEs, and artisans across India's 530+ exporting districts who have traditionally had limited access to international buyers.

Traditional exports built India's multi-billion dollar textile trade. E-commerce can help accelerate the next chapter of growth.



E-commerce Exports

Turning India's manufacturers into global brands



Lower barriers to entry

Global expansion no longer begins with container-load orders or overseas offices. Businesses can start small, test demand with limited inventory, and scale production or enter new markets as they grow.

Global brand building

Building a global brand no longer requires a flagship store in New York or London. Product photography, brand storytelling, digital advertising, and customer reviews, all available through e-commerce export programs, have made it possible for businesses to build trusted brands and loyal customer bases from anywhere in India.

Direct access to global consumers

A rug maker in Jaipur can now reach a homeowner in Houston directly through e-commerce. E-commerce export programs are bringing together the storefront, payments, logistics, and customer access, opening up international selling opportunities to businesses of every size.



Brand India x Amazon Global Selling

Building the next generation of global textile brands

The vision for Brand India is simple: to establish India as the global destination for premium textiles and trusted brands.

Just as "Made in Italy" is synonymous with design and "Swiss Made" with precision, "Made in India" should become a mark of quality and craftsmanship for textile products around the world.

Amazon Global Selling is helping bring this vision to life. Since 2015, Amazon Global Selling has registered 200,000+ exporters from 200+ cities across India, enabling \$20 billion in cumulative e-commerce exports – with a commitment to enable \$80 billion by 2030.²⁶



200,000+
exporters



200+
cities

The Amazon x Brand India Flywheel

India already has what the world is looking for: exceptional products, deep manufacturing capability, and centuries of textile craftsmanship. The challenge is not creating quality, it is gaining recognition from consumers around the world.

The Amazon Flywheel offers one way of thinking about this journey. By expanding selection, improving customer experience, growing demand, and bringing more manufacturers into the export ecosystem, we can create a self-sustaining cycle of growth where each stage reinforces the next. Together, they can help accelerate India's journey towards \$100 billion in textile exports by 2030.





Selection: District-level capacity-building

By offering expert guidance and support to manufacturers, MSMEs, and artisans across India, Amazon enables sellers to bring regionally distinctive products to global marketplaces, expanding the selection available to customers worldwide.



Customer experience: Selection matched to demand

Sellers can access marketplace insights to better understand international demand and create products that delight customers, earning stronger reviews, repeat purchases, and trust.

Traffic: Growing global demand for Indian textiles

As customer satisfaction grows, more shoppers discover and seek out Indian textile brands. This leads to category growth and strengthens the global appeal of "Made in India."

Sellers: More manufacturers become exporters

Growing demand encourages more manufacturers and MSMEs to start exporting, expanding product selection, and reinforcing the cycle of growth.



What Amazon Global Selling Offers

1 Global reach

Registered sellers get access to hundreds of millions of global customers across 18+ Amazon global marketplaces.

2 Integrated logistics support

With Amazon SEND and Fulfilment by Amazon (FBA), international shipping, storage, delivery, and returns are brought together into a single integrated system, making international trade simpler for businesses of every size.

3 Brand-building capabilities

Amazon Stores, A+ Content, brand registry, advertising solutions, and customer reviews help businesses tell their story, protect their brand, and build lasting customer trust.

4 Incentives and growth opportunities

Eligible sellers can unlock New Seller Incentives²⁷ to reduce the cost of going global from day one. Additionally, demand insights, analytics, compliance guidance, and expert support may help exporters understand global consumer preferences, navigate international requirements, and scale with confidence.



Seller Success Story

From factory floor to every bedroom

At California Design Den, every bed sheet carries a quiet legacy, a tradition of cotton craftsmanship built over decades in India. "My brother and I spent years making bedding for US retailers, white labeled, all of them. Our hands on everything, our name on nothing," recalls Deepak Mehrotra, founder of California Design Den.

The pivot came in 2017, when an Amazon Global Selling team member sat across a table in India and said: "If you do well, you'll sell 40 bed sheets a day."



Deepak Mehrotra

Founder

**California
Design Den**

"I thought they were exaggerating, but there are a few more zeros to it now." Deepak laughs.

They sold out almost immediately and when the same person called back asking them to airlift more stock, Deepak listened. He calls it the best decision he has ever made.

California Design Den specializes in pure natural cotton bedding, no synthetics, and no plastic packaging. According to some estimates, more than 4% of US households now sleep on their bed sheets. From an anonymous factory in India to one of America's most trusted bedding brands, California Design Den continues to bring India's textile craftsmanship into homes across the world.



The Demand Signal

A row of rolled-up Indian textiles, including a prominent orange one with a diamond pattern, displayed on a shelf. The textiles are arranged in a row, with the orange one being the most prominent. The background is dark, and the lighting highlights the intricate patterns on the textiles.

Textile export trends on Amazon Global Selling

Every year, Indian sellers export millions of dollars worth of textile products to global consumers through Amazon's global marketplaces. Bed linen, area rugs, and kitchen textiles are some key areas where global demand for Indian textiles continues to grow.

Top Product Categories On Amazon Global Selling



- Women: T-Shirts, Everyday Bras, Blouses and Button-Down Shirts
- Men: Boxer Briefs, Polo T-Shirts, T-Shirts

- Bed Linen: Sheet And Pillowcase Sets, Standard Pillows, Bed Throws
- Bath Linen: Bath Towel Sets, Dish Towels and Dish Cloths
- Home Decor: Tablecloths, Sofa Slipcovers



- Home Furnishings: Area Rugs, Doormats, Runners, Bath Rugs

India has the supply. The world has the appetite. All that remains is the bridge: the right products, from the right clusters, positioned with the right story, reaching the right consumers.

*Source: Amazon data from 2015-2024.



Roadmap To 2030

No single organization can build a \$100 billion textile export economy alone. It will take coordinated action across government, industry, ecosystem partners, digital platforms, and thousands of Indian businesses. Each plays a different role, but together they create an environment where more businesses can succeed globally.

The ecosystem coming together

1

Government: Policy and incentives

Creates the enabling environment through policy, infrastructure, trade agreements, and national initiatives that make exporting viable.



PLI Scheme



GI tag certification



RoSCTL



PM MITRA Parks
(7 mega parks)



National Bamboo
Mission (NBM)



Mission for Cotton
Productivity



2

Industry and ecosystem partners: Readiness and capability

Builds supply-side readiness so manufacturers are equipped to meet global standards and seize the opportunity created by an enabling policy environment.



3

E-commerce export programs:

Market access and support

Connects export-ready sellers directly to global consumers, and offers logistics, technology and brand-building support.

4

Manufacturers, MSMEs, and sellers

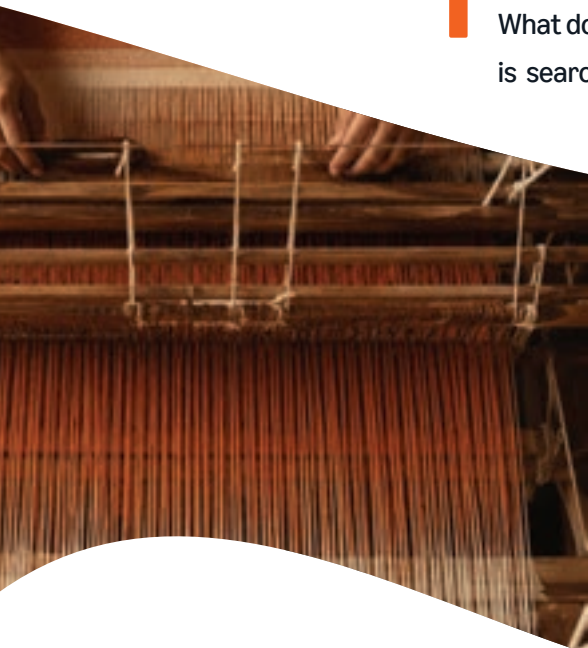
Bring India's craftsmanship to the world, creating jobs, building brands, and inspiring the next generation of exporters.

Together, they help make one vision possible: Make in India. Build in India. Sell to the world.

How To Begin Your Export Journey

1 Identify your export-ready product:

What do you make that the world is searching for?



3 Choose the right selling platform:

E-commerce export programs like Amazon Global Selling offer sellers the opportunity to reach millions of global customers across 18+ Amazon global marketplaces.



2 Gather documents and certifications:

Obtain your IEC, GST registration, product certifications, and any relevant quality or GI tag certifications.

4 Build your brand:

Invest in compelling listings, product photography, and a brand story that reflects the quality and craftsmanship of your products.

5 Choose your fulfillment strategy: Decide how your products will reach customers. Options include cargo or courier shipping modes. You can also opt for integrated solutions like Fulfillment by Amazon (FBA) and Amazon SEND to manage pickup, customs clearance, delivery, and returns.

7 Scale with confidence: Use demand insights and customer feedback to expand into new categories and markets.



6 Leverage government and Amazon incentives: Avail government incentives under RoSCTL, Duty Drawback, Export Promotion Mission, as well as state-specific export incentives. As a new seller on Amazon, you can also unlock New Seller Incentives in your first 90 days.

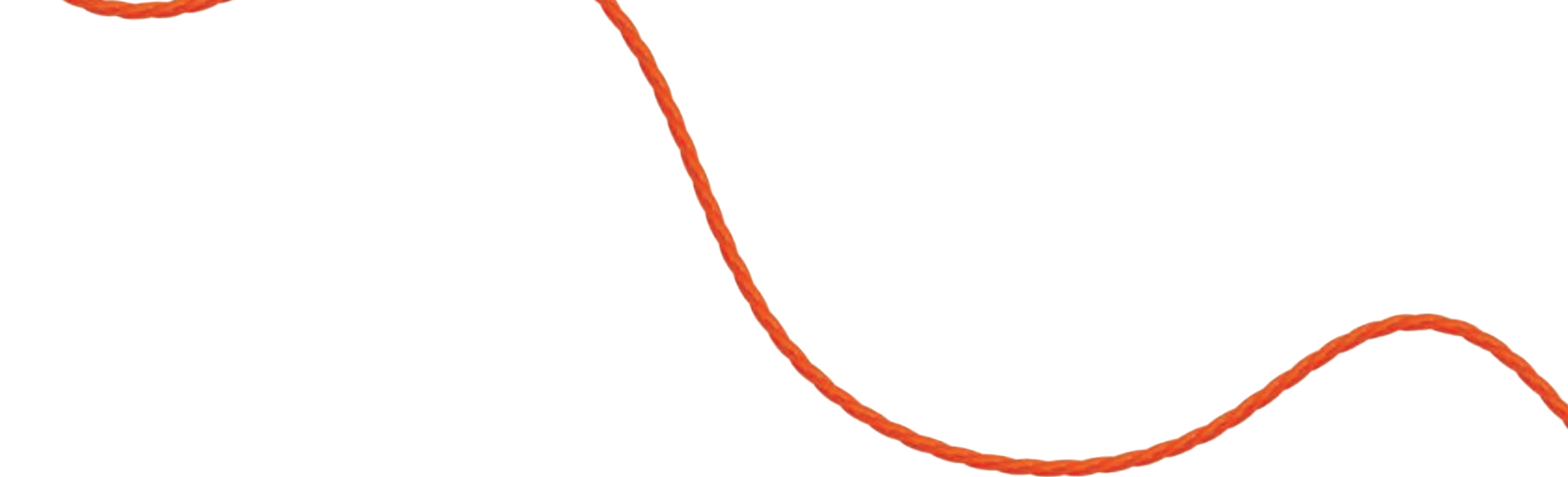
For centuries, India's textile makers have clothed the world. It's time to do it again — this time, with your brand on the label.



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