

3 in 4 CEOs want India to negotiate with US: BS poll

Majority say they're not changing strategy to tackle tariff challenge

BS REPORTERS

Mumbai, 6 April

A vast majority of Indian chief executive officers (CEOs) would prefer the Indian government to engage in trade negotiations with the United States, rather than adopting a retaliatory approach, following the imposition of a 26 per cent reciprocal tariff on Indian exports, shows a dipstick survey of 15 top executives.

A nationwide survey conducted by *Business Standard* soon after the Trump administration imposed tariffs on several countries showed that 80 per cent of the CEOs wanted India to negotiate with the American government (*see chart*). "The government should not have a knee-jerk reaction. The current government's approach of wait and watch is the right way. The government should focus on global competition and not depend on a few countries," said the CEO of a leading firm, asking not to be named.

Seventy-three per cent of the respondents said they were not impacted by the Trump tariff, while the rest were divided equally between seeing it as an opportunity and expecting adverse impact. "Economies that rely largely on international trade will be the ones getting impacted most. India, being a high (domestic) consumption economy, won't witness much impact from the tariffs," said the head of a large auto firm who did not wish to be named.

Turn to Page 6 ▶

OVER 50 NATIONS REACH OUT TO WHITE HOUSE FOR TRADE TALKS

P8

JLR pauses US shipments, may look to clear inventory fast

Tata Motors' luxury arm Jaguar Land Rover (JLR), which has announced a pause on shipments to the United States, is expected to clear its current inventory in the market sooner than anticipated, analysts believe. JLR is estimated to have between one and two months worth of inventory in the US, one of them said.

8 ▶

ILLUSTRATION: AJAY MOHANTY

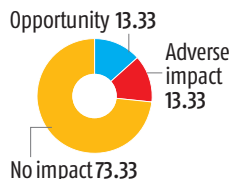


BUSINESS PLAN

Based on a survey of 15 CEOs

(Figures in %)

Q How do you view the impact of US tariffs on your company?



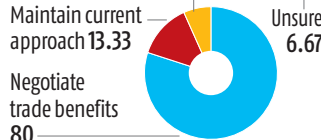
Q What strategies are you considering to mitigate the effects of these tariffs?

Diversifying export markets	6.67
Increasing domestic focus	0
Negotiating new supply-chain agreements	20
No change required	73.33

Q Do you foresee any long-term implications of these tariffs on India-US trade relations?



Q Should the Indian government introduce countermeasures or engage in negotiations to address the US tariffs?



Q Will you invest more in India in FY26?



Q Will you invest overseas in the future, especially after Trump tariffs?

Yes	33.33	No	33.33	Don't know	33.33
-----	-------	----	-------	------------	-------

Source: BS CEO Survey

Compiled by BS Research Bureau

US buys India tariff

SHREYA NANDI, SOHINI DAS
New Delhi/Mumbai/Chennai

Washington's decision to impose reciprocal tariffs on American partners, including India, has put American buyers in a bind, even as exporters' sales are rising on multiple fronts.

Buyers are reassessing their orders, with some looking for better sources. They are also looking for the best possible source given the varied but rising tariffs, exporters said.

In India, Customs is working towards fast-tracking goods by April 9, when the tariffs are slated to kick in. It is to dispatch as many goods as possible — either by air or before April 9.

Some exporters say that buyers may face liquidity issues, leading to a sharp rise in prices from 60 countries. The import tariff has been in place for so far. If buyers face uncertainty, payments to India may be delayed, and the payment period elongated, they say. Speculations are underway about the impact on prices.

On April 2 (Economic Times), President Donald Trump's executive order introduced reciprocal tariffs, imposing 25 per cent duties ranging from 10 to 50 per cent on imports from 60 countries. While a 10 per cent duty took effect on Saturday, country-specific duties will take force from April 9. "Including higher tariffs" will be imposed on countries with which

CEOs say will invest more in India: *BS* poll

“The Indian government should review the duty on American goods because our imports are much less. Except for agri goods, there should be no problem,” said the CEO of a large group.

Another CEO said India should negotiate hard with the US and take this as an opportunity.

India, say CEOs, should work on negotiations with the US by establishing bilateral trade agreements, including buying more US goods.

Earlier, M&M Chairman Anand Mahindra had said India should have a measured reaction to the tariff imposition and respond in a way that does not jeopardise India’s long-term strategic interests.

“We must build scenarios of the policies we should rapidly

adopt to leverage the situation and emerge as the first and most reliable economic partner of countries around the world,” Mahindra said on a social media platform.

According to the survey, a majority of Indian CEOs (73.33 per cent) are not making changes to their strategies to meet the challenge of higher tariffs. Twenty per cent of them, however, are negotiating a new supply chain, while the rest are looking for new export markets.

“We see more competition in the Latin American and African markets, as several players (including larger ones) will try to diversify from the US and, as a result, competition will increase in the African and Latin American markets, where players like us have been operating,” said the CEO of a mid-sized pharma company.

While 40 per cent of respondents said they foresaw long-term impact from the tariff, a similar number said they were unsure.

Almost all CEOs said they would invest more in India. While 33.33 per cent said they would invest overseas, an equal number said they were unsure.

(Dev Chatterjee with Ishita Ayan Dutt, Roshni Shekhar, Sohini Das, Sharleen D'Souza, Abhishek Kumar, Puja Das, Prachi Pisal and Udisha Srivastav)

