



कालीन निर्यात संवर्धन परिषद CARPET EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt of India)

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To,
All Members

Dear Member,

We are pleased to inform you that India has signed the **India-New Zealand Free Trade Agreement (FTA)** on **27 April 2026** at **New Delhi**, in the presence of Hon'ble Minister of Commerce & Industry, Shri Piyush Goyal, marking a significant milestone in strengthening bilateral economic engagement.

The Agreement has been **inked by both countries**. The FTA is expected to **come into force in the coming months**, after completion of necessary formalities.

The Agreement, concluded in a record timeframe, is expected to benefit India's labour-intensive sectors, including the handmade carpet industry.

Key Opportunities for Carpet Exporters

- **Zero-Duty Market Access:** The FTA eliminates tariffs on carpets and other textile products, improving price competitiveness of Indian handmade carpets in the New Zealand market.
- **Untapped Market Potential:** New Zealand's total imports of carpets are valued at around **USD 112 million**, while India's exports stand at approximately **USD 10 million**, indicating strong potential for growth.
- **Favourable Market Conditions:** With a population of around **5.3 million** and a per capita income of approximately **USD 52,000**, New Zealand offers a high-value niche market for premium and handmade products.
- **Rising Demand for Sustainable Products:** The market increasingly prefers **natural fibre-based, eco-friendly, and ethically produced home furnishing products**, aligning with India's strengths in handmade carpets.

- **Gateway to Oceania Region:** The Agreement provides an opportunity to expand India's presence in the wider Oceania market.
- **Access to Premium Raw Material (New Zealand Wool):** India is a significant user of **New Zealand wool**, which is widely regarded as one of the finest raw materials for premium handmade carpets. The FTA is expected to facilitate smoother sourcing and strengthen supply chains, enabling Indian manufacturers to enhance quality, diversify product offerings, and expand exports of high-value woollen carpets, particularly to global markets including West Asia.

Member Exporters are encouraged to explore the opportunities under the India-New Zealand FTA

CEPC will continue to support members in leveraging the benefits of this Agreement.

With regards,

Dr. Smita Nagarkoti
Executive Director (Off.)
Carpet Export Promotion Council (CEPC)