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# A NEW EXPORT OPPORTUNITY FOR INDIAN MANUFACTURERS

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## FDI Policy Permits Inventory-Based E-Commerce for Exports

Empowering Indian manufacturers to reach global markets through e-commerce.

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# WHAT CHANGED?

## EARLIER POSITION

- ✗ Inventory-based model not permitted
- ✗ B2C e-commerce not permitted
- ✓ Marketplace model permitted
- ✓ B2B e-commerce permitted

## NOW

A new exception introduced.

**Inventory-based model is permitted**

**ONLY**

for

**Export of goods manufactured and/or produced in India** through e-commerce.

### DOMESTIC MARKET

No Change

### EXPORTS

Liberalised

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# SCOPE OF THE NEW EXCEPTION

Indian Manufacturer / Producer

↓

Inventory owned by E-commerce Entity

↓

Direct sale to Overseas Consumer (B2C)

↓

**PERMITTED**
(For Exports Only)

## APPLICABLE ONLY IF EXPORTS COMPLY WITH

- Foreign Trade Policy (FTP) 2023
- Handbook of Procedures (HBP)
- FEMA (Export of Goods & Services) Regulations, 2015 as amended

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# WHAT HAS NOT CHANGED?

| | DOMESTIC E-COMMERCE (STATUS QUO) STATUS | EXPORT E-COMMERCE (NEW EXCEPTION) STATUS |
|---|---|---|
| Inventory-based model (e-commerce entity owns inventory) | Still Prohibited | Now Permitted (Exports Only) |
| B2C e-commerce (with FDI) | Still Prohibited | Exception Created (Exports Only) |
| Marketplace model (marketplace / platform model) | Permitted | Permitted |
| B2B e-commerce | Permitted | Permitted |

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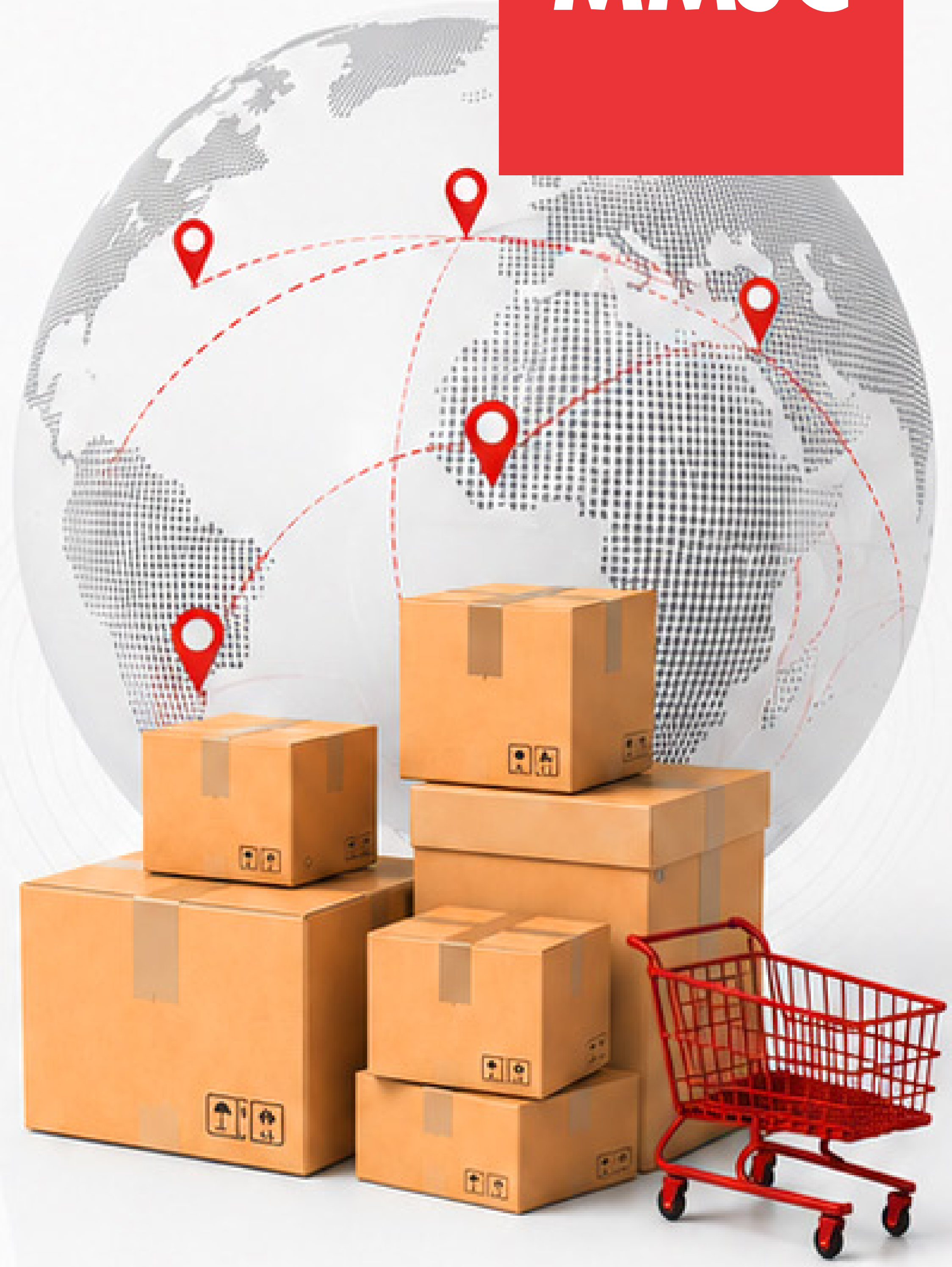
# WHY THIS MATTERS



The amendment creates a limited carve-out from **India's FDI restrictions** by permitting inventory-led B2C e-commerce **exclusively for exports,** while preserving the existing restrictions applicable to the domestic market.

## IT IS EXPECTED TO:

- Facilitate **export aggregation** and improve global market access
- Build scale for **Indian** manufacturers through **inventory-led models**
- Strengthen **India's presence** in global e-commerce
- Maintain **policy balance** for the domestic market