



Sudhir Dhingra

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The recent 50% U.S. tariff on Indian exports under the Trump administration has hit sectors like textiles and apparel hard. Mr. Dhingra, how is Orient Craft planning to navigate these trade barriers and maintain competitiveness?

We anticipated shifts in the U.S. market and implemented diversification well before tariffs. Strengthening ties with UK and Europe reduced U.S. dependency from 84% to 14%, safeguarding revenue & opening new markets. Additionally, we expanded our domestic footprint, unlocking growth potential within India's rapidly evolving fashion sector.

Women form the backbone of your workforce, and you actively employ persons with disabilities—something many in this industry hesitate to do. Mr. Dhingra, how do these inclusive practices contribute to both social impact and business success?

We employ many women and persons with disabilities—segments often overlooked. Our commitment to equal opportunities fosters

inclusive growth. By creating a safe environment and offering skill programs, we built a loyal, skilled workforce. This improved well-being, reduced attrition, and boosted efficiency. Recognizing migrant hardships, in 2016 we relocated production closer to their homes, establishing a world class facility in Ranchi, Jharkhand.

Orient Craft has been recognized as a pioneer in sustainable manufacturing. Could you share how your green initiatives are shaping the future of apparel exports in India?

At Orient Craft, sustainability is the cornerstone of garment manufacturing. We lead in eco-friendly practices, embedding energy efficiency, water conservation, and waste reduction. Our initiatives go beyond compliance, preserving resources and inspiring greener industry practices. By investing in sustainable technologies, renewable energy, and circular processes, we aim to shape a future where fashion and environmental stewardship align, ensuring growth without harming the planet.

With the launch of O.C. Sweaters LLP and Orient Craft Fashion Industries Ltd, how will technology and automation strengthen your competitiveness?

Our ventures integrate advanced technology and automation across pattern making, grading, cutting,

sewing, and finishing. This ensures precision, scalability, and efficiency. Leveraging automation, we deliver faster and respond quickly to market demands. Technology maintains consistent quality, optimizes resources, and reduces waste—enhancing satisfaction and competitiveness.

Fashion cycles are getting shorter and trends change rapidly. Mr. Dhingra, how does Orient Craft leverage technology and design capabilities to stay ahead of global fashion trends?

We combine cutting-edge machinery with data-driven operations to respond swiftly to trends. Our high-fashion capabilities and automation enable superior quality and agility, aligning with clients' time-sensitive needs. Design teams collaborate with global brands to anticipate trends, positioning Orient Craft as an innovation-driven leader committed to sustainable growth and excellence. ■