



NEW ZEALAND
CUSTOMS SERVICE
TE MANA ĀRAI O AOTEAROA

Ministry for Primary Industries
Manatū Ahu Matua



NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Manatū Aorere



New Zealand – India Free Trade Agreement

Unlocking a market of 1.4
billion customers

India is one of the world's fastest growing economies with growing global influence. It's on track to become the world's third-largest economy in the coming years, driven by strong domestic demand and consumption, rising urbanisation, and a growing young and educated population.

India currently ranks as New Zealand's ninth-largest goods and services export market, representing 1.8% of New Zealand's exports. This leaves huge potential for growth not only for our premium food, beverage and consumer goods exports but also for tech and services exporters in sectors like gaming, education, tourism and fintech.

The New Zealand – India FTA delivers preferential access for New Zealand exporters to the Indian market for 95% of our current exports over time – 57% benefitting from full tariff elimination immediately on day one, and rising to 82% over time, plus sharp tariff reductions on a further 13%.

October 2026

DISCLAIMER: While the Ministry of Foreign Affairs and Trade and New Zealand Trade and Enterprise have made every effort to ensure that the information in this guide is complete, MFAT and NZTE are not liable for loss resulting from reliance on the guide or any errors or omissions in it. This guide is not legal advice.

INDIA-NEW ZEALAND

**TWO-WAY
TOTAL TRADE
NZ\$3.9 BILLION**

IN THE YEAR TO JUNE 2026

**NEW ZEALAND
EXPORTED
NZ\$2.22 BILLION**



**GOODS
NZ\$921
MILLION**



**SERVICES
NZ\$1.3
BILLION**

India is currently our
**9TH LARGEST
EXPORT MARKET**
representing
**1.8% OF NZ
EXPORTS**

**HUGE POTENTIAL
FOR GROWTH**

What the FTA means for New Zealand businesses

The New Zealand–India Free Trade Agreement (FTA) which is now in force creates unprecedented opportunities for Kiwi exporters through:

- **Better market access**
Significant tariff reductions across a broad range of goods exports, improving competitiveness and creating new opportunities for growth.
- **Access to a growing consumer base**
India's middle class is projected to grow rapidly – those consumers alone are expected to become a larger market for New Zealand than the European Union or ASEAN.
- **A more level playing field**
The FTA ensures New Zealand businesses can compete more effectively alongside companies from countries that already enjoy preferential trading arrangements with India.
- **Diversification opportunities**
Businesses gain access to a major growth market, helping diversify export destinations and reduce reliance on traditional markets.



Key benefits at a glance



Immediate and phased tariff reductions

95% of New Zealand's current exports to India will either become tariff-free or receive substantial tariff reductions over time.



Immediate savings

An estimated NZ\$43 million in tariff savings from day one, increasing to NZ\$62 million when fully implemented, based on current trade levels – and expanding as exports increase.



Future-proofed market access

The agreement includes mechanisms ensuring New Zealand benefits from future improvements India may offer other trading partners, including in a number of services sectors and wine.



Faster border clearance

India has committed to releasing goods within 48 hours of arrival, with perishable goods and express consignments targeted for release within 24 hours. This is the first time that India has agreed to an explicit 48-hour release commitment for general cargo.



Greater certainty

Improved customs processes, increased transparency and reduced transaction costs will make it easier and more predictable to do business in India.

Beyond tariffs

The benefits of the FTA extend well beyond tariff reductions. The agreement creates opportunities for stronger commercial partnerships, improved investment connections and increased collaboration across sectors including:

- | | | | |
|-------------------------------|-----------------------------|-------------------------|---------------------------|
| • Forestry | • Livestock | • Tourism | • Fintech |
| • Horticulture | • Wine | • Education | • Sport |
| • Apiculture and mānuka honey | • Fisheries and aquaculture | • Professional services | • Audio-visual production |

Services exporters, particularly in technology, fintech, education, environmental services and professional services, will benefit from improved market access and a more competitive operating environment.

“India’s scale, ambition and appetite for trusted, high-quality and premium products presents immense opportunity for New Zealand exporters. The market rewards exporters who take the time to understand its diversity and build genuine, long-term partnerships. Use this guide as a clear starting point to help you navigate the market and position your products for success. For further resources visit New Zealand Trade and Enterprise’s India Market Guide.”



Start now

The message for New Zealand businesses is simple: start now. The companies that succeed in India will be the businesses investing today in market knowledge, relationships and partnerships. India rewards businesses that:

- Take a long-term view
- Invest in understanding the market
- Build trusted relationships
- Adapt to local needs
- Commit to being present and engaged

For exporters prepared to take that approach, the opportunities are significant.

The opportunity is no longer simply to sell to India. It is to build with India. New Zealand brings trusted products, specialist expertise, innovation and a reputation for quality. India brings scale, talent, ambition and demand.

Together, those strengths create one of the most significant export opportunities for New Zealand businesses in the decades ahead.

Why

Home to 1.4 billion people, India is the fastest-growing economy in the G20* and is projected to become the world's third-largest economy within the next five years.

Its rapidly expanding middle class and growing demand for high-quality products, specialist services and innovation make it a market of enormous potential for New Zealand exporters.

That opportunity is already translating into results. Since 2022, trade between New Zealand and India has grown significantly, with India moving up the ranks of our trading partners and becoming an increasingly important destination for Kiwi exporters.

Strong momentum observed across premium food and beverage, forestry, manufacturing, technology and services demonstrates that India is no longer simply a future opportunity – it is a market delivering results today.

Over time, there is potential to deliver significant, long-term commercial outcomes across key sectors that will benefit all of New Zealand. Our FTA with India offers significant further opportunities for export growth.

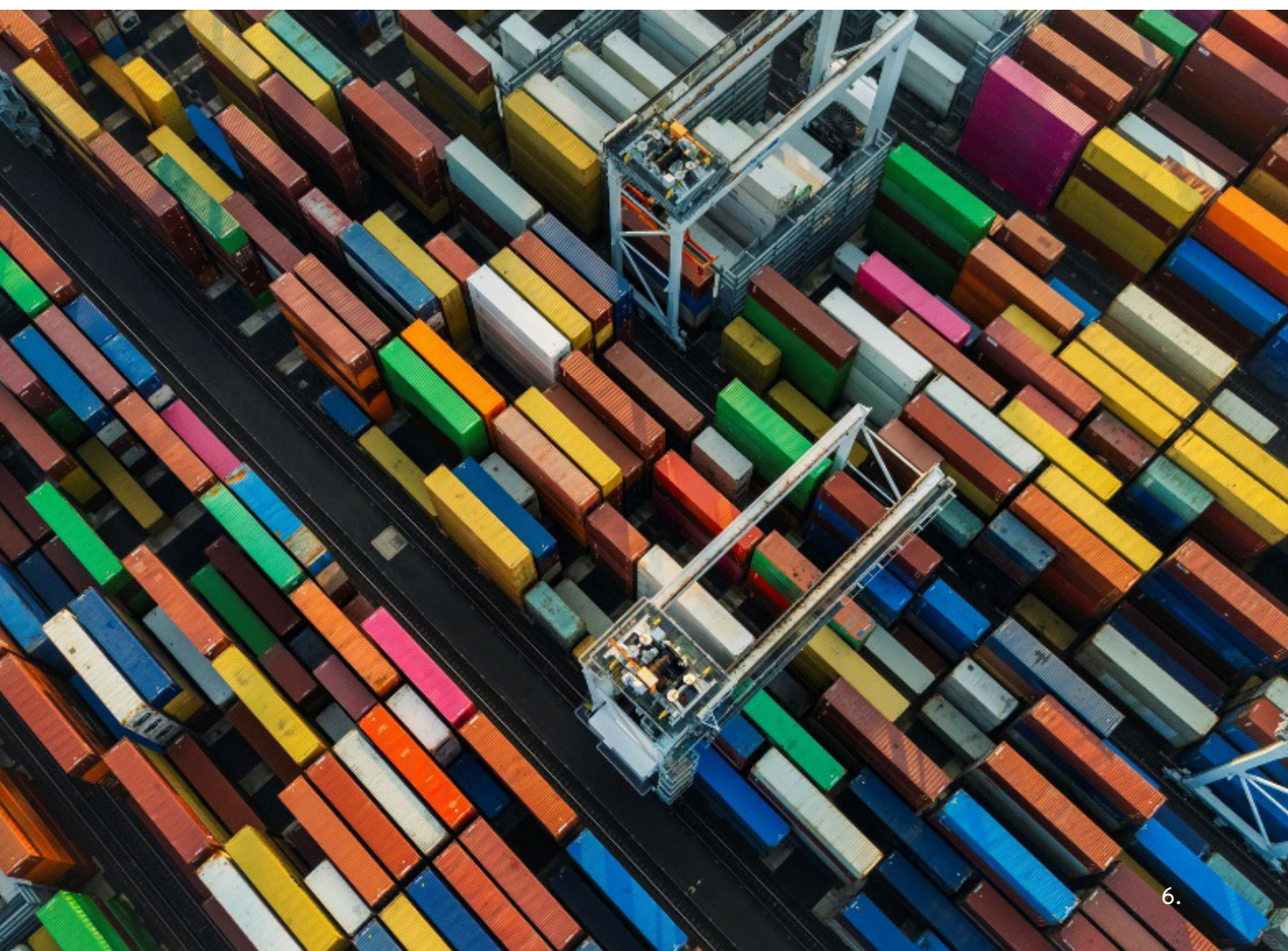
*Group of 20 (G20) members include: Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, the United Kingdom, the United States, the European Union and the African Union.

What do I need to know?

One of the biggest misconceptions about India is that market access alone is enough. In reality, India rewards preparation, patience and commitment far more than quick wins. The businesses that succeed are those willing to invest time in understanding the market, building relationships and adapting their approach to local conditions.

India is not one market. It is a diverse, complex and highly dynamic business environment made up of multiple states,

languages, cultures and regulatory frameworks. What works in Mumbai may not work in Bengaluru. What resonates with consumers in Delhi may be different from what succeeds in Hyderabad. Companies that take the time to understand these differences, identify the right opportunities and target specific regions are far more likely to achieve sustainable growth. Strong partnerships are equally important. Success did not happen overnight. It was built through persistence, partnership and a long-term commitment to the market.



Opportunity for premium product

THE MĀNUKA COLLECTIVE

The Mānuka Collective Ltd is a New Zealand premium mānuka honey business with an end-to-end model connecting beekeepers, landowners, processing, packing, branded products and export-ready solutions. The company brings together a portfolio of honey brands and capabilities, including 100% Pure New Zealand Honey, Three Peaks, Honey Valley, Watson & Son and Tāku, with a focus on quality, authenticity, provenance, responsible sourcing and premium presentation.

India is a challenging but significant opportunity. The market has a large domestic honey sector and is highly price-sensitive, but it also has a strong cultural connection with honey through Ayurveda (an ancient holistic system of medicine originating in India) and everyday wellness use. The country's young, upwardly mobile and outward-looking consumer base, together with a large diaspora already familiar with mānuka in markets such as New Zealand, the United States, the Middle East and the United Kingdom, gives New Zealand exporters a foundation to build from.

How the NZ-India FTA strengthens the commercial opportunity

The Free Trade Agreement (FTA) is an important part of that opportunity. Previously, a tariff of around 66.5% made it difficult to justify the level of investment needed to educate consumers and build a premium category from scratch.



Credit: Paul Sutherland Photography.

Under the FTA, MPI-certified mānuka honey will benefit from a sharp reduction in tariffs, reaching 16.5% over five years, improving the commercial settings for New Zealand exporters. “New Zealand is the first country to secure a concession for honey in an FTA with India, and we need to make sure that we harness that opportunity,” says Sean Goodwin, Chief Executive Officer for The Mānuka Collective.

Improved market access supports future conversations with partners and premium channels by combining a stronger commercial proposition with a clear story around authenticity, provenance, science and quality. The company sees the opportunity as one that should be built through an “NZ Inc.” approach, helping consumers, health professionals and channel partners understand what makes New Zealand mānuka distinctive.

Building the market through education

“The playbook for India is education – building awareness through trusted health professionals and credible voices who can explain the benefits of mānuka honey.”

India may not currently rank among New Zealand's largest key mānuka honey markets, but even modest penetration of its affluent consumer base could create meaningful export growth. For New Zealand exporters like The Mānuka Collective, the opportunity is not about selling honey to 1.4 billion people.

CASE STUDY SPOTLIGHT: MĀNUKA HONEY

“The opportunity in India is real, but it needs to be built carefully – with the right partners, strong consumer education, and a clear understanding of local regulations.”



It is about targeting consumers who value premium wellness, gifting, trusted imported products, authenticity and provenance.

The Mānuka Collective also sees potential over time for more innovative partnerships, including opportunities to connect New Zealand mānuka with India's pharmaceutical and wellness capabilities.

Success requires patience and local expertise

The company is also clear that the FTA does not remove the need for discipline.

Success in India will depend on choosing

partners carefully, understanding India as a collection of regional markets, meeting food safety and labelling requirements, and taking a three-to-five-year view rather than responding to every early enquiry. Recent experience with Indian labelling rules reinforced the need for local expertise and careful regulatory preparation before launch.

“The opportunity in India is real, but it needs to be built carefully – with the right partners, strong consumer education, and a clear understanding of local regulations.”

Chart 1: Mānuka Honey

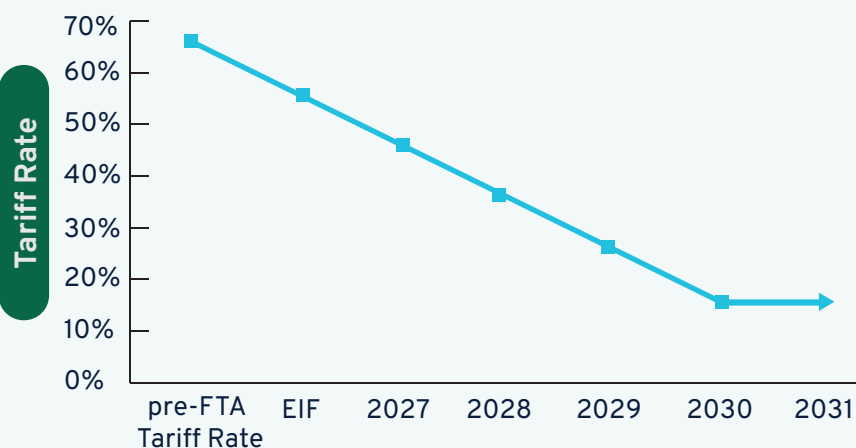


Figure 1: Mānuka Honey Tariff Reduction

The FTA tariff preference applied to New Zealand mānuka honey certified by MPI with a cost, insurance and freight (CIF) value of either US\$30/kg or more or within the 200-tonne annual quota for product with a CIF cost of between US\$20-30/kg.

Building long-term opportunity in India

PAN PAC FOREST PRODUCTS LTD

From its base in Hawke's Bay, Pan Pac Forest Products Ltd grows, processes and exports radiata pine products to customers around the world. Its scale, manufacturing capability and long-standing international relationships support a strong focus on reliable supply and quality processing. Pan Pac is one of New Zealand's largest product exporters to India.

The opportunity

Pan Pac has been active in India since 2016 and already has an established pulp business in the market. The next phase of opportunity is broader, as India's demand for pulp, logs and higher-value wood products continues to grow alongside urbanisation, manufacturing, packaging, and furniture.

For Pan Pac, India has not been a quick-win market. Building success has required sustained time in market, consistent customer engagement and deliberate investment in long-term partnerships, says Tony Clifford, Managing Director, Pan Pac Forest Products.



Credit: Simon Cartwright Photography
Bales of Pan Pac Forest Products.

That has meant meeting customers in India to understand their needs and bringing Indian buyers to New Zealand so they could see Pan Pac's operations, quality systems and importantly tell their forestry story first-hand.

How Pan Pac approached the market

Pan Pac spent its early years in India visiting the market regularly, attending trade shows, meeting customers and learning where its products could meet local demand. The company continues to use trade shows to test demand, meet priority buyers and identify practical follow-up opportunities.

Success was not achieved overnight. Patience, persistence and strong local partnerships have helped Pan Pac find opportunities, fill market gaps and build a thriving pathway in India.

That perseverance has paid off. From a slow start, India now accounts for around 60% of Pan Pac's pulp business, and the relationships it has built there reach around 70% of the Indian pulp industry.

CASE STUDY SPOTLIGHT: FOREST AND WOOD PRODUCTS LTD

“India has been a good market for us,” says Mr Clifford. “The board making industry has grown and is now our largest market for pulp.”

How the NZ-India FTA strengthens the commercial opportunity

The New Zealand–India Free Trade Agreement (FTA) strengthens this opportunity by removing tariffs on more than 95% of forestry and wood products from day one, including all pulp currently exported from New Zealand. For companies like Pan Pac, this can help improve competitiveness, support customer development and make it easier to tell a higher-value New Zealand story in India.

The FTA provides a stronger commercial platform, but market success still depends on having the right product positioning, trusted buyers, reliable supply and a long-term commitment to building demand.

Commit for long-term growth

Pan Pac’s experience shows that India rewards exporters willing to invest time before expecting results. Regular market visits, trade shows and customer conversations helped the company test demand, understand product fit and build the relationships needed for long-term growth. The case also shows that tariff advantages work best when they are paired with clear positioning, local market knowledge and reliable supply.

While providing an alternative supply chain is attractive to customers in India, New Zealand exporters face challenges with freight costs due to lower FOB (Free On Board) return.

“The freight chain into India is heavily influenced by Europe,” notes Mr Clifford. “It’s cheaper for Europe-based producers to export to India than China due to two-way trade, so they can lower the freight price to be more competitive.”



Pan Pac Forest Products, Managing Director Tony Clifford.

Pan Pac has been engaging with other large primary industry sectors to see what can be done about consolidating freight to India.

“It’s a bit of a ‘chicken and egg’ problem,” says Mr Clifford. “To get started in India you need competitive freight costs – but often competitive freight costs don’t occur until volume reaches critical points for direct shipments to be viable for shipping lines.”

Three key takeaways

“The FTA helps open the door, but sustainable success still depends on the market work behind it: trusted relationships, clear product positioning, reliable supply and consistent engagement with customers in India.

“Enter India with a long-term plan; use market visits to understand customer needs, invest in trusted local relationships, and be ready to build demand before expecting quick commercial results.”

“Identify the market channels and customer scale that will work for your business before you start selling. It’s hard to back up the truck.”

If you had to sum up Pan Pac’s India journey in one sentence, what would you say?

“While it was a slow start, India is now a vitally important market to us for pulp sales.”

CASE STUDY SPOTLIGHT: FOREST AND WOOD PRODUCTS LTD

“ The FTA helps open the door, but sustainable success still depends on the market work behind it: trusted relationships, clear product positioning, reliable supply and consistent engagement with customer in India. ”

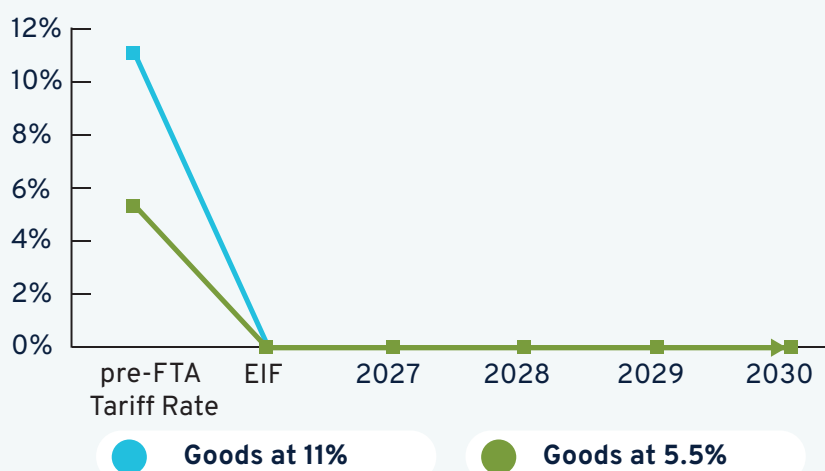


Pan Pac Forest Products pulp during the production process.

What does success in India require beyond having a good product?

“You need to engage on a regular basis – either with your agent or directly. They favour face to face or phone calls over emails.”

Chart 2: Forestry (95% of exports)



Current tariffs of 5.5-11% were eliminated on 95% of forestry exports at entry into force.



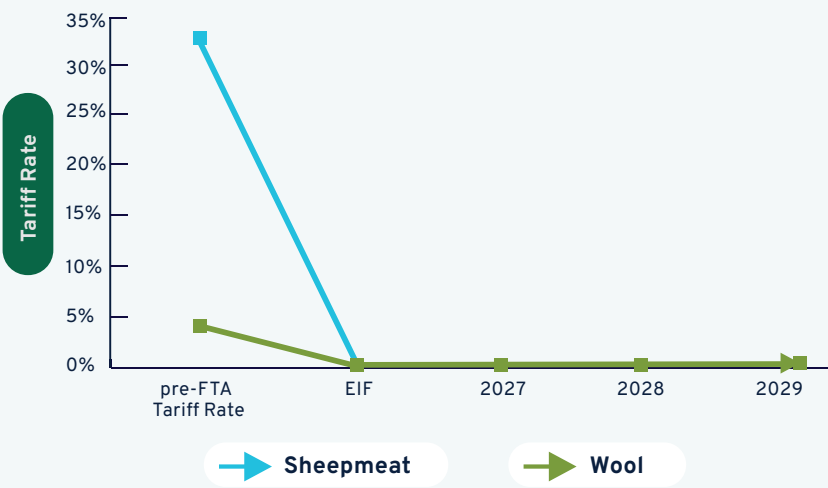
Sheepmeat and wool

The 33% tariff on sheepmeat was eliminated immediately on the day the Agreement entered into force putting us on a level playing field with key competitor Australia.

Quality NZ will use the FTA to build on more than 12 years in market and an established premium sheepmeat business. Not only will it benefit from the elimination of tariffs on sheepmeat under the FTA, it is also using supply partnerships with other New Zealand exporters to expand into honey, seafood and wine, with lower tariffs expected to support further growth across these categories.

Tariffs on wool will also be eliminated on day one.

Chart 3: Sheepmeat and wool



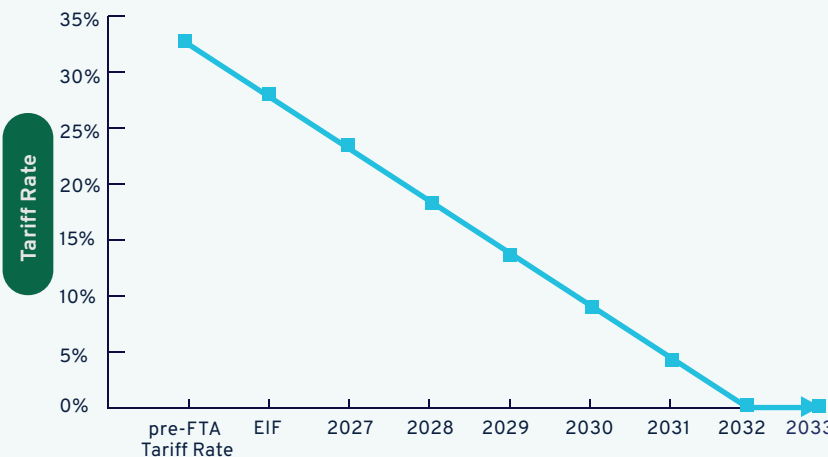
Fish and seafood

The New Zealand-India FTA is expected to create new export opportunities, particularly for fish and seafood products. Under the agreement, India's current 33% tariff on most New Zealand fish and seafood exports will be eliminated over seven years, improving market access for products such as mussels and salmon.

The FTA also includes trade facilitation measures that will support exporters of perishable products. Importantly, it provides for expedited customs clearance for express shipments and perishable goods, including seafood, helping products reach the market more quickly.

Photo Credit: Chris Sisarich.

Chart 4: Fresh or chilled, whole Pacific salmon





Wine

Steep tariffs (of 150%) on New Zealand wine will be reduced by 66-83% over 10 years from entry into force (to a 25% or 50% final duty).

This will level the playing field with existing FTA partners. New Zealand wine exports to India have grown by almost 50% over the last year from a relatively low export base despite high tariffs of 150%, while total value remains small (\$437,682), showing interest is growing.

Under the FTA, tariffs will drop to 75% for wine valued at >US\$15 per 700ml and to 100% for wine valued at US\$5-15 per 700ml at entry into force. These tariffs will reduce further to 25% and 50% respectively over 10 years.

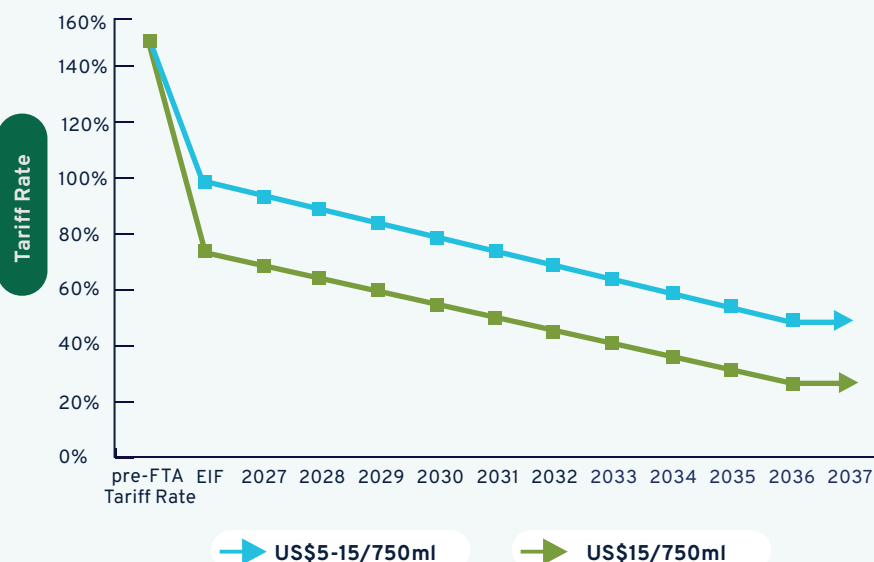
In addition, any better outcomes offered by India to other trading partners in the future will also be automatically extended to New Zealand.

Kumeu Village won Best International Chardonnay and Tiraki taking Best International Sauvignon Blanc and Best Pinot Noir at the India Wines & Spirits Awards 2025.

With wine still only 1% of India's alcohol market but growing fast, New Zealand's strong reputation and these awards reinforce the premium positioning and quality of our wine in an emerging high value market, providing a valuable market option for wine exporters.

Photo Credit: Paul Sutherland Photography.

Chart 5: Wine



* In the European Union-India Free Trade Agreement, which was concluded in January 2026 but has not yet entered into force, India's tariffs on EU wines will drop to 75% immediately on entry into force. This will reduce further over seven years to either 20% (for wine valued at

US\$12 or more per 750ml) or 30% (for wine valued at \$US3-12 per 750ml). Thanks to the most-favoured nation clause in the India-New Zealand FTA, these benefits will automatically extend to New Zealand wine once the EU-India FTA enters into force – another tariff cut for our exporters.



Apples and kiwifruit

Valuable new quota access for apples and kiwifruit provides significant tariff reductions (50% tariff reduced to 25% in-quota and 33% tariff reduced to 0% in-quota respectively).

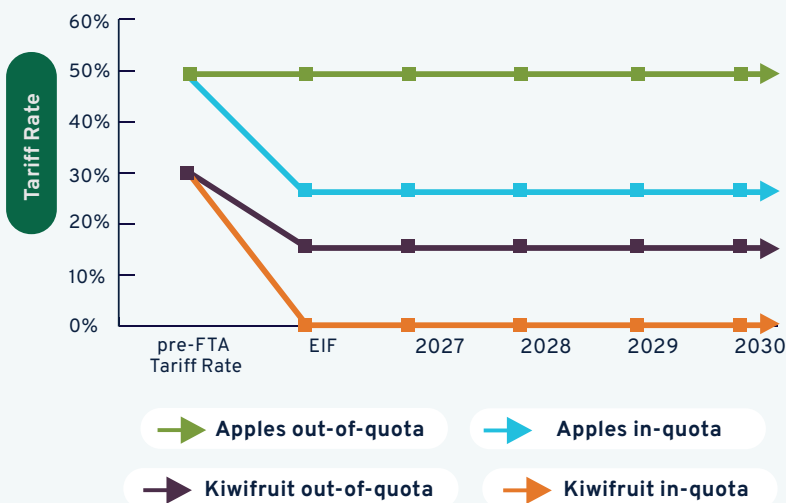
These volumes are greater than current exports to India and will grow. For apples the quota volume rises from 32,500 tonnes at EIF to 45,000 tonnes by year six. For kiwifruit, the quota volume rises from 6,250 tonnes at EIF to 15,000 tonnes by year six.

New Zealand is the first country to secure access for apples into India in any FTA and has secured the best access of any significant kiwifruit exporter, with duty-free quota access and a 50% tariff reduction outside the quota (33% to 16.5%). Phased tariff elimination is provided for

on a range of other horticultural products including cherries and avocados.

Zespri is a practical example of an exporter that is taking a long-term view of the Indian market: once the FTA enters into force, duty-free quota access and a 50% tariff reduction on kiwifruit exported above the quota will enable the company to invest in building demand and expand sales in India, while delivering greater value to New Zealand growers. Zespri is also collaborating on the Kiwifruit Action Plan, the flagship programme within the New Zealand -India Horticultural Memorandum of Cooperation.

Chart 6: Apples and kiwifruit





Dairy-based food preparations

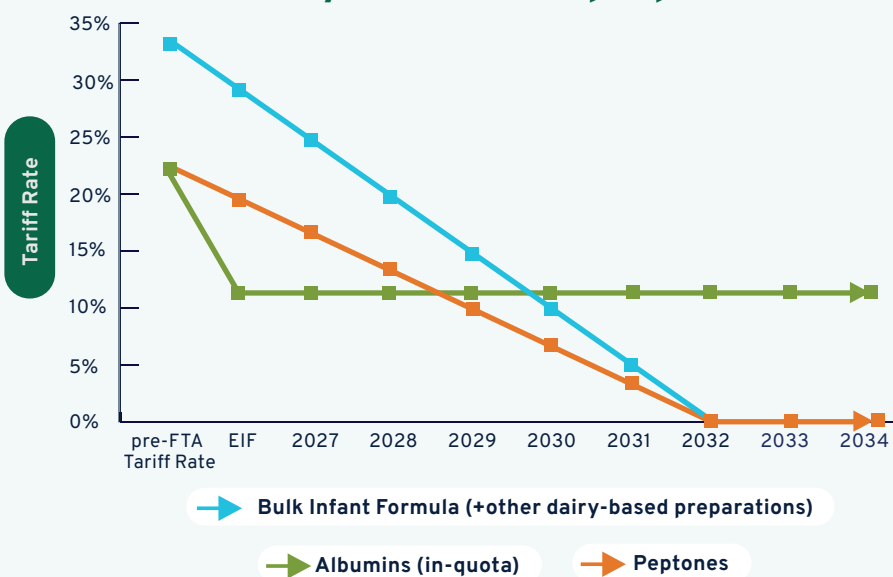
The 33% tariff on bulk infant formula and other dairy-based food preparations, and the 22% tariff for peptones (a dairy-based product), will be phased out over seven years.

From Entry into Force (EIF), India's tariffs on New Zealand dairy albumins exported under quota will halve, falling from 22 percent to 11 percent. An annual tariff-rate quota of 1,000 tonnes in 2026 (pro-rated to reflect the October 2026 EIF date), will increase by

500 tonnes per year to 3,000 tonnes in year five of the FTA. From year five onwards, there will be an annual quota of 3,000 tonnes.

New Zealand has secured a commitment from India that should it offer dairy access to comparable countries in the future, India will consult with New Zealand on the prospect of extending similar treatment to us.

Chart 7: Dairy-based food preparations



Import for re-export

India and New Zealand agreed to establish a dedicated fast-track arrangement that will allow Indian businesses to import ingredients duty-free from New Zealand for the manufacture of products for export. This is the first time India has made such a commitment in any FTA and recognises the mutual benefit in increasing the export of high-quality New Zealand ingredients

to India, in turn supporting Indian exports. With India aiming to become a 'Global Food Hub' for food processing, this arrangement aims to create new opportunities for businesses, notably agricultural including dairy exporters, to gain a valuable foothold in the supply chain for India's fast-growing food manufacturing sector.

Services

Services exporters, particularly in key sectors like fintech, tertiary and private education, professional and environmental services, will benefit from a level playing field with competitors, advantages that build on existing WTO commitments.

Importantly, New Zealand's position in the Indian services market is future proofed, ensuring New Zealand companies will automatically benefit from any future improvements to services access extended to other Indian FTA partners.

Food and fibre exports

The Ministry for Primary Industries has produced a guide to exporting food and fibre to India available at [Exporting food and fibre to India](#)

Rules of origin

New Zealand Customs Service has produced a guide to New Zealand-India Free Trade Agreement Rules of Origin available at [new-zealand-india-free-trade-agreement-rules-of-origin-guidebook.pdf](#)



This is a snapshot of benefits for key sectors. You can find the full list of NZ-India FTA outcomes at [Key Outcomes | New Zealand Ministry of Foreign Affairs and Trade or What the NZ-India FTA means for exporters - myNZTE](#)

FAQS

What does the FTA mean for my product?

How do I work out whether my product will benefit?

Start with the correct HS classification using the relevant Indian 8-digit tariff code for your product. Then check the tariff line to identify the FTA outcome (e.g. immediate tariff elimination, phased tariff elimination, tariff reduction rather than elimination, subject to a tariff-rate quota, or excluded) in Annex 24 of the FTA available at www.mfat.govt.nz/nz-india-fta Separately confirm the product-specific origin rule and all Indian import requirements. Always check the tariff for an individual product. [MFAT Tariff finder is a useful guide.](#) See also www.mfat.govt.nz/indiafta

What is an HS code and why does it matter?

HS stands for Harmonized System, the international coding system used to classify traded goods. An HS code matters because it helps customs authorities identify the product, apply the correct tariff, check whether FTA rules apply, and confirm which product-specific Rules of Origin and documentation requirements are relevant.

Tariff outcomes are set for each Indian national tariff line, at the eight-digit level. See the [Tariff Finder](#) for India's eight-digit tariff lines, and the specific tariff treatment in the FTA, as well as the relevant Product-specific Rules of Origin apply at the six-digit HS subheading level, so origin documentation is expected to include the goods description and six-digit HS code.

Exporters should confirm the classification rather than guess it. Refer to the [Tariff Finder](#), which also sets out the product-specific rules of origin.

Can I use the overall FTA figures to work out my tariff?

Once fully implemented, tariffs will be reduced or eliminated on 95 per cent of New Zealand's current exports to India, with 57 per cent tariff-free from entry into force. These figures are an overall summary of the FTA outcome, not a tariff answer for your specific product. To work out your tariff, you need to check your product's HS code, tariff line, timing or phase-in period, and whether any quota or product-specific condition applies. [See the Tariff Finder for details.](#)

What types of tariff treatment are included?

The agreement includes immediate tariff elimination, staged elimination, tariff reductions, tariff-rate quotas and exclusions. The treatment depends on the tariff line and may include product-specific conditions. [See the Tariff Finder for details.](#)

What does the FTA mean for Māori exporters?

The NZ-India FTA is expected to benefit Māori exporters through lower tariffs on products such as mānuka honey, forestry products and sheep meat, new opportunities for Māori-owned service businesses, and reduced barriers to doing business in India. The agreement also includes provisions supporting cultural and economic cooperation and preserves New Zealand's ability to meet its Treaty of Waitangi obligations.

Rules of origin and evidence

What are Rules of Origin?

Rules of Origin are the rules that decide whether a product can be treated as a New Zealand product for FTA purposes. If the product meets the rules, it may qualify for lower tariffs when imported into the partner country. You can find more information about Rules of Origin in this Customs New Zealand guide [new-zealand-india-free-trade-agreement-rules-of-origin-guidebook.pdf](https://www.customs.govt.nz/new-zealand-india-free-trade-agreement-rules-of-origin-guidebook.pdf).

Is a product automatically eligible because it was exported from New Zealand?

No. Goods must satisfy the relevant origin rule. Routing a third-country good through New Zealand does not make it eligible.

What if I use imported ingredients or components?

Imported inputs do not automatically prevent qualification, but the finished product must meet its product-specific origin rule. The agreement permits bilateral cumulation for qualifying originating materials from India and New Zealand; cumulation with third countries is not permitted. Obtain product-specific advice before claiming preference. The [Tariff Finder](#) sets out the product-specific rules of origin (and tariff outcome) for each tariff line. See also www.mfat.govt.nz/indiafta.

What information will origin documentation need?

Generally, you will need information that shows what the product is, how it qualifies under the FTA's rules of origin, and its HS tariff classification. Depending on the

product, you may also need supporting records showing where materials came from and how the product was made. The exact requirements will be set out by New Zealand Customs and the organisation issuing the Certificate of Origin www.customs.govt.nz.

The organisation issuing the Certificate of Origin will normally provide the application form and specify exactly what supporting evidence is required. [The Tariff Finder](#) also provides guidance on rules of origin and related requirements.

Can I self-certify origin?

Not initially. When the NZ–India FTA enters into force, New Zealand exporters will need a Certificate of Origin issued by an authorised certifying body. The agreement does allow for self-declaration by approved exporters, but New Zealand's approved exporter scheme is not yet available for exports to India. Exporters should follow New Zealand Customs guidance and use an authorised Certificate of Origin until further notice.

What happens if India Customs questions an origin claim?

The agreement contains verification procedures, grounds for denying preference and provisions allowing temporary suspension where misuse or non-compliance is suspected. Keep complete supporting information and work through your importer and customs adviser. Use the official review or appeal route once implementation guidance identifies it.

Indian regulatory and border requirements

Does a lower tariff mean my product is automatically approved for sale in India?

No. Tariff treatment is only one part of market access. India retains its domestic standards and regulatory framework. Depending on the product, separate import, biosecurity, food-safety, registration, testing, certification, marking or labelling requirements may apply.

NOTE: In some cases, the FTA tariff rate may not be the lowest-available tariff. This may happen, if for example, India unilaterally reduces its standard Most-Favoured-Nation (MFN) tariff below the FTA rate. India Customs (CBIC) systems are unable to automatically apply the lower of the two rates if an importer claims an FTA preference. Therefore, CBIC will apply whatever rate the importer claims – even if the FTA rate is higher than the MFN rate. It is the exporter's responsibility to inform the importer and to claim whatever the lower rate is.

Will the FTA remove all border checks?

No. The FTA does not remove compliance requirements or domestic customs laws.

What if the tariff charged differs from what you expect?

First confirm the declared HS classification, origin claim, tariff line, effective rate, quota status and supporting documents with your importer and customs adviser. Keep all records. If the issue remains, use the official enquiry, review or appeal channel once published and alert MFAT if it appears to be a recurring issue.

How long do I need to keep any documentation regarding my exports to India?

It is a requirement in the Agreement (Article 3.22) that exporters, producers and importers retain records that prove the origin of goods traded under the FTA for at least five years, in addition to any New Zealand domestic requirements.

Quotas and product-specific conditions

What is a tariff-rate quota?

A tariff-rate quota allows a set volume of imports to enter at one tariff rate, with a different tariff rate applying once that volume has been filled. The agreement includes quota arrangements for apples, kiwifruit, mānuka honey, and albumins. Product-specific conditions must be checked.

Who will manage quota access?

The quota managers for NZ-India FTA quotas are set out below:

Product	Quota Manager
Apples	New Zealand Apples & Pears Incorporated
Kiwifruit	Kiwifruit New Zealand
Mānuka honey	Ministry for Primary Industries
Albumins	Ministry for Primary Industries

How will quota access be allocated or claimed?

The quota management process varies by product, outlined in the respective Regulations made under:

- the India Export Quotas (Apples, Kiwifruit and Mānuka Honey) Act 2026
- the Dairy Industry Restructuring Act 2001 (for albumins)

Refer to information from the relevant quota manager listed on page 19.

Are there other conditions beyond a quota volume?

Product-specific conditions apply to each quota, with volumes and preferential tariff rates dependent on the product. In addition, there are seasonal windows (for apples and kiwifruit), minimum import prices (for apples, kiwifruit, and mānuka honey) and certification (for mānuka honey). Check the exact tariff line and official implementation guidance. Full details on the quota outcomes are available on the Tariff Finder, or in Annex 2A of the FTA here (pages 2A-3 - 2A-8).

What about dairy?

The FTA creates a stronger pathway for New Zealand companies supplying high-value ingredients into India's processing and specialised nutrition sectors. Tariffs on bulk infant formula and other dairy-based preparations, as well as peptones, are eliminated over seven years. Tariffs on albumins are subject to an immediate tariff cut of 50% under quota. In addition, the agreement includes a commitment to implement duty-free access for ingredients, including dairy, when they are imported into India for further manufacturing and export.

Commercial preparation for India

Is India one market?

No. India is large and diverse. Culture, regulation, consumer behaviour, routes to market and commercial conditions can vary by state, city and segment. Choose a defined region, customer segment and route to market rather than assuming a nationwide proposition will apply.

What should I discuss with my importer before claiming an FTA benefit?

Discuss the product description and HS classification, expected tariff treatment, Rules of Origin, evidence, quota or threshold conditions, import permits and product requirements, clearance responsibilities, record-keeping, pricing assumptions and what happens if customs rejects or delays the claim. Record who is responsible for each action.

Who claims the tariff preference?

The importing party will need to follow the applicable Indian customs process and provide or hold the required information. Exporters should agree responsibilities with their importer and customs adviser before shipment. The detailed claiming procedure must be confirmed in official implementation guidance.

Will the FTA remove all costs?

No. A tariff preference does not by itself establish the final landed cost, selling price or margin. Build a landed-cost model that separately tests applicable customs duty, domestic taxes, freight, insurance, storage, brokerage, testing, registration, certification, distribution and commercial margins. Confirm each input with qualified advisers.

What does success in India typically require?

Preparation, commitment, trusted local relationships and adaptation. The FTA can improve access, but it does not replace understanding regulations, consumer segments, entry models, partnerships and supply chains.



Where can I get help?



Is India right for your business?

NZTE supports exporters with market understanding, capability, connections and readiness through its New Zealand and India teams, advisers and Illuminate India programme. NZTE does not replace customs, regulatory, tax or legal advice.

- IndiaFTA@nzte.govt.nz

Compare FTA tariffs:

- tariff-finder.govt.nz

Help for exporters

The Ministry of Foreign Affairs and Trade (MFAT) equips businesses with tools to export. Our export helpdesk has a dedicated team to help with any export issues contact:

- exports@mfat.govt.nz
- or phone 0800 824 605

MFAT also publishes market intelligence reports. Find out more www.mfat.govt.nz/en/trade/how-we-help-exporters

Ministry for Primary Industries:

- exporterhelp@mpi.govt.nz
- or phone 0800 67 44 90

MPI guidance on exporting food and fibre products to India:

[Exporting food and fibre to India](#)

Customs New Zealand

Questions about borders and certification?

Go to [New Zealand-India Free Trade Agreement](#) for information relating to Rules of Origin, Claiming preference under the NZ-India FTA and other information or read this New Zealand Customs Service guide to Rules of Origin guide [new-zealand-india-free-trade-agreement-rules-of-origin-guidebook.pdf](#)

Market-access or non-tariff barrier problems?

If an overseas government rule or process is making it slow, costly or difficult to export, record the facts, dates, documents, authority involved and commercial impact. You can raise the issue through your NZTE contact, or report it through [Trade Barriers NZ](#), the New Zealand Government's online service for trade barrier enquiries. Trade Barriers NZ will direct the issue to the government agency best placed to respond. For food and fibre products, contact MPI. For or customs, duty, tariff classification or rules of origin issues, New Zealand Customs may be best placed to help.

India export market guide resources



Planning your market entry into India

Before visiting India, understand your business model options, the market's main challenges and common trading structures.



Identifying the right business model in India

Key considerations for deciding whether India is a good fit for your business, and which Indian government and business organisation can help you.



How to build and market your brand in India

Advice for B2B and B2B businesses to help you deeply understand target consumers or buyers in India, so you can build a successful brand and marketing approach.



Understanding intellectual property in India

Essentials of IP rights in India and how to register them. Use this information as a starting point for discussions with an Indian IP expert.



Setting up operations in India

How to register a new business and a local domain name, open a bank account, recruit staff, and more key operational guidance.



India's regulations and compliance requirements

Guide to requirements for exporting goods or services to India, including laws that apply to your sector and regulatory bodies that issue licenses and permits.



Business culture in India

Ways to find the right business partner in India, and the cultural norms you need to be aware of, so you can build trust in your business relationships.



Access these free resources by registering at <https://my.nzte.govt.nz/>



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