

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
LOK SABHA**

**UNSTARRED QUESTION NO. 1393.
TO BE ANSWERED ON TUESDAY, THE 28TH JULY, 2026.**

MEERUT WORLD-CLASS HUB

1393. SHRI ARUN GOVIL:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether Meerut in Uttar Pradesh is a world-class hub for the manufacturing of sports goods, gym/fitness equipment and sports wear;
- (b) the percentage of exports to the USA out of the total exports originating from Meerut;
- (c) the extent to which the exports of this industry have been affected due to the US-Iran war;
- (d) the details of the assistance/facilities proposed to be provided by the Government to this industry affected by the US-Iran war; and
- (e) whether the Government proposes to provide assistance/facilities to the sports goods manufacturing industry in preparation for the proposed 2030 Commonwealth Games, if so, the details thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a): Industries is a State subject. Both the Central Government and the State Governments implement various policies and programmes to create an enabling eco-system for the development of the industrial sector in the country. Meerut is a recognised centre for the manufacturing of sports goods, gym/fitness equipment, and sports wear in the country.
- (b): Based on the Sports Goods and Toys Export Promotion Council (SGEPC)'s membership records during the Financial Year 2025-26, the total exports of Sports Goods originating from Meerut was ₹ 557.84 Crore and the exports from Meerut to USA was ₹ 98.40 crore which accounts for approximately 17.64%.
- (c): No significant or quantified impact on Meerut's sports goods exports has been officially reported. The US-Iran conflict primarily disrupted shipping through the Strait of Hormuz and Meerut's exports are directed mainly to the USA and Europe - disruption to this specific industry has been minimal. However, the

effect has been widely indirect, via marginally higher freight and war risk insurance costs on international shipping.

- (d): No dedicated sector specific assistance package/facilities have been announced for the sports goods industry in relation to the US-Iran war specifically. However as a broad based response, a "Resilience & Logistics Intervention for Export Facilitation (RELIEF)" package was announced by Ministry of Commerce & Industry on 19th March 2026, covering elevated freight costs and war risk insurance premiums.

Further, under Export Promotion Policy 2025-30 Uttar Pradesh, Exporters are eligible to avail assistance which includes:

- **Gateway Port Freight Assistance:** Inland freight reimbursement at 30% of total charges; annual cap raised from ₹20 lakh to ₹40 lakh per exporter; per-container caps doubled (20 ft: ₹20,000; 40 ft: ₹40,000).
- **Air Freight Rationalisation Assistance:** Minimum 30% of freight charges or ₹50/kg, up to ₹40 lakh per exporter.
- **Reimbursement of 30% of the ECGC premium,** subject to a maximum of ₹15 lakh per MSME exporter.

These measures are intended to mitigate the impact of increased logistics, freight and insurance costs and support the continuity of exports.

- (e): Presently there is no exclusive assistance/facilities to the sports goods manufacturing industry for the proposed 2030 Commonwealth Games. However, sports goods manufacturers in Meerut continue to be supported through the Uttar Pradesh Export Promotion Policy 2025–30 and other MSME support initiatives of the State Government. Further, Meerut has been identified as a flagship district for Sports goods under One District One Product (ODOP) which is an initiative by the Department for Promotion of Industry and Internal Trade (DPIIT) with the aim of selecting, branding, and promoting at least one product from each district of the country to enable holistic growth across all regions.

Several steps have been undertaken to promote and enhance the visibility of products identified under the ODOP initiative. These steps include; facilitating participation in domestic and international exhibitions, capacity building initiatives in collaboration with various agencies; e-commerce on-boarding drives for Government e-Marketplace (GeM)- ODOP Bazaar which showcases and stocks India's best ODOP products. For promoting ODOP at international level, engagement with Indian Missions abroad, virtual buyer sellers meet and participation in international exhibitions have been undertaken.
