

Impact of Trade Restrictions on International Marketing of Haldiram's

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Abstract: *This research investigates the effects of trade restrictions on Haldiram's international marketing strategies. It explores the impact of tariffs, quotas, and non-tariff barriers on Haldiram's ability to expand in foreign markets, adjust product offerings, and maintain competitive pricing. Using qualitative and quantitative data from managers, the study highlights the significance of cultural adaptation, distribution channels, and regulatory compliance in navigating trade restrictions. Haldiram's proactive strategies, such as digital marketing and product localization, are also evaluated. The paper provides insights into how trade restrictions shape Haldiram's global market growth and recommends methods for overcoming these challenges.*

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