

A Study of International Trade Regulations and Compliances for Nexzu Electric Bicycles in India.

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Abstract: *In an era of globalized business, navigating international trade regulations is a crucial challenge for companies expanding into foreign markets. This research explores the legal dimensions of international marketing, focusing on Nexzu Mobility Ltd., an Indian electric bicycle (e-bike) manufacturer. As Nexzu seeks to expand globally, it must address regulatory requirements related to product safety, environmental impact, and marketing compliance in different regions. The study highlights the importance of strategic adaptation, continuous regulatory monitoring, and expert guidance in ensuring smooth market operations. Ultimately, compliance with international regulations not only mitigates risks but also enhances Nexzu's competitive edge in eco-conscious markets.*

Keywords: International Marketing, Trade Regulations, Compliance, Electric bicycles, Nexzu Mobility, Global Expansion