

Trump's Indian Investments Soar, Netting Substantial Earnings



Despite previously criticizing India as a "dead economy" and threatening tariffs on its goods, President Donald Trump's business interests in the country have flourished, with his real estate ventures generating significant earnings. The Trump Organization's portfolio in India has seen remarkable growth, with earnings from a brand licensing model increasing substantially since the first project was announced in 2012.

The Trump Organization operates its business in India through a brand licensing model, a low-risk strategy where local developers use the Trump name in exchange for a fee. This approach has allowed the company to expand its presence without direct capital investment, and it has proven highly profitable. According to available records, until last year, the company had earned at least ₹175 crore (approximately \$21 million) from seven projects across major cities like Mumbai, Pune, Kolkata, and Gurugram.

The expansion of the Trump brand in India has been rapid, with its real estate footprint set to grow nearly fourfold from about 3 million square feet built until last year to an estimated 11 million square feet once all current projects are completed. This makes India the largest market for Trump-branded properties outside the United States.

Following Trump's 2024 election win, six new branded projects were announced. These developments are expected to generate sales worth at least ₹15,000 crore (about \$1.8 billion), further solidifying the Trump brand's position in the high-end real estate sector. The new ventures will include residential, commercial, and recreational spaces in cities like Bengaluru, Noida, Hyderabad, and Pune.

This expansion demonstrates a stark contrast between Trump's political rhetoric and his business interests in the country. The success of the Trump brand in India highlights the country's vibrant and growing luxury real estate market, which continues to attract international players. The Trump Organization's strategy has leveraged this boom, with its Indian partner, Tribeca Developers, working with major local firms like the Lodha Group and M3M Group to build these high-profile properties.