CIRCULAR No # 012/GEN/2026-27 **Date: 21/05/2026**

To,
All DCCIA Member Industries,
Pune.

Subject: - Advisory on Business Resilience & Cost Optimization Measures Amid Ongoing Geopolitical Crisis.

Dear Members,

As you may be aware that in light of the ongoing geopolitical crisis in West Asia and its subsequent pressures on global supply chains, energy markets, and financial networks, the Honorable Prime Minister has issued a national appeal for prudence. The members are also aware that the macroeconomic headwinds resulting from regional uncertainties demand proactive corporate governance.

As a leading Chamber of Commerce, DCCIA strongly urges its members to adopt structured austerity measures to build operational resilience and protect core economic capabilities. We also advise the member to devise suitable strategies in order to face and over come the challenges which have arisen due to current geo political crises.

Some of the recommended Strategies which members may consider are mentioned below:

1. Operational Efficiency & Energy Optimization

Members may focus on reducing baseline fixed costs and energy consumption without diminishing output quality or compromising workplace safety standards. Members may conduct internal energy audits and shift high-load manufacturing processes to off-peak utility hours to capitalize on lower tariff bands. Where production schedules allow, pool intermittent manufacturing schedules into concentrated, full-capacity shifts rather than operating facilities across under-utilized, prolonged periods.

2. Supply Chain Management

With critical global maritime corridors experiencing disruption and unpredictable energy indices affecting materials, supply chain rigor is essential to prevent margin erosion. Members may revisit their current model of supply chain and make suitable changes to ensure that their production is not affected. Members may also collaborate with logistics providers to secure aggregated shipping rates, explore freight pooling with localized partner industries, and secure mid-term agreements to shield against volatile spot-rate pricing.

3. Financial Prudence

Members should focus on maintaining strong balance sheet liquidity. MSME should take advantage of the recently announced schemes from GOI to boost their working capital requirement.

4. Travel Rationalization & Virtual-First Mandates

Members are aware that the discretionary corporate travel represents an immediate, frictionless area for cost control that does not disrupt core business. A 'virtual-first' operational policy may be considered for routine internal reviews, regular client touchpoints, and preliminary supplier evaluate. High-level management approvals for critical business travel may be also considered to ensure that physical presence is strictly tied to immediate revenue generation or mission-critical engineering requirements. In instances where representation at industry forums or technical exhibitions is deemed necessary, minimal, cross-functional delegations may be deployed to act on behalf of the entire enterprise, eliminating multi-member expenses.

In these challenging times, we exhort our members to take every step to not only shield themselves from volatility but collectively fortify the macroeconomic foundation of our industrial region during this critical juncture.

Thank you for your ongoing resilience, vision, and institutional leadership.

Warm regards,

For Deccan Chamber of Commerce Industries & Agriculture Pune.

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