

Embassy of India

Asuncion

Establishment of 'Brand India Lounge'



The 'Brand India Lounge', dedicated to strengthening bilateral commercial relations between India and Paraguay, was established by the Embassy of India, Asuncion on **26 January 2026** at Hotel Sheraton Asuncion.

The 'Brand India Lounge' brought together leading Indian companies which have their presence in Paraguay and serve as flagbearers of India–Paraguay commercial cooperation. The participating companies included:

- Bajaj Motors
- Mahindra
- Praj Industries
- Royal Enfield
- TATA
- TVS Motors
- UPL

The 'Brand India Lounge' was visited and appreciated by Paraguayan guests. It was set up alongside the 77th Republic Day of India Reception, providing a platform to highlight Brand India, promote business engagement, and further enhance commercial collaboration between the two countries.

Asuncion
26 January 2026





