

 INDIA <b>Mukhtarul Amin</b> Chairman <b>P.R. Aqeel Ahmed</b> Vice-Chairman	<h2>Council for Leather Exports</h2> <p><i>(Sponsored by Ministry of Commerce &amp; Industry, Government of India)</i></p> <p>Registered Office &amp; Head Office : CMDA Tower-II, 3rd Floor, Gandhi-Irwin Bridge Road, Egmore, Chennai 600 008, India Phone : +91 44 2859 4367-71 (5 Lines) Fax : +91 44 2859 4363-64 (2 Lines) E-Mail : cle@cleindia.com ; Website : www.leatherindia.org</p>
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No CLE-HO / IFLADP / Branding / 2018-19

18.05.2018

To: Members of the Council

*(those having export turnover of Rs.75 Crores & above as per CLE membership data)*

Dear Sirs,

**Sub: Proposals invited by DIPP, Government of India for Promotion of Indian Brands**

As you are aware, one of the sub-schemes of IFLADP 2017-2020 is 'Promotion of Indian Brands in Footwear, Leather & Accessories Sector'. The scheme guidelines issued by the Department of Industrial Policy & Promotion (DIPP), Govt of India is attached herewith for your ready reference.

All the existing manufacturing units meeting these criteria are eligible to avail support under this scheme (a) cash profit for last 3 years (b) Minimum export of Rs.75 crores or domestic sales of Rs.75 crores, per year of products manufactured by them (c) Indian Brands having registered logo in India / Overseas Market, undertaking viable brand promotion programmes.

We now wish to inform you that the DIPP in its website [www.dipp.nic.in](http://www.dipp.nic.in) has hosted an advertisement, inviting application / proposal from the eligible units under the sub-scheme "Promotion of Indian Brands". The said advertisement is attached herewith, for your ready reference which is self-explanatory.

Eligible units are hereby requested to arrange to submit their proposal to the DIPP as per the guidelines of the scheme. A copy of the same may be sent to CLE for our information.

For any guidance and clarifications, you are welcome to approach CLE.

With warm regards,  
Yours sincerely,



**R. SELVAM, IAS**  
Executive Director

Application is invited from all Indian manufacturers in the Leather, Footwear and Accessories sector including finished leather, leather goods, leather garments, saddlery, footwear and footwear components industries under **Promotion of Indian Brands in Leather, Footwear and Accessories Sector sub-scheme.**

The sub-scheme aims at providing international branding support to leading Indian manufacturers in Leather, Footwear and Accessories sector to achieve Brands as Assets and higher valuations for their products and facilitate access to Indian products in the international niche market, shoring up bottom lines and top lines of the sector

#### **Eligibility criteria**

- (i) Cash profits for last 3 years,
- (ii) Having minimum exports of Rs.75 crore per year of products manufactured by them or having minimum domestic sales of Rs.75 crore per year of products manufactured by them,
- (iii) Indian Brands having registered logo in Indian/overseas market,
- (iv) Undertaking viable brand promotion programmes

#### **Pattern of Assistance**

The Government assistance under this sub-scheme would be restricted to 50% of total project cost for all eligible activities as per the approval of steering committee based on the total project cost of detailed project proposal submitted, subject to a limit of Rs.3 Crore for each brand, each year for the next 3 years. The share of the Indian manufacturer would be balance 50% of the project cost

#### **Eligible Activities**

- (i) Display in international departmental stores
- (ii) Publications of world class catalogues
- (iii) Registration charges for Indian Brand/Logo overseas
- (iv) Publicity Campaign and Brand Promotion

The detailed guidelines of the sub-scheme can be accessed on the website:  
[http://dipp.nic.in/sites/default/files/Guidelines\\_Brand\\_Promotn.pdf](http://dipp.nic.in/sites/default/files/Guidelines_Brand_Promotn.pdf)

Interested Indian manufacturer are requested to submit their proposals addressed to

Deputy Secretary (Leather Division),  
Department of Industrial Policy and Promotion  
Ministry of Commerce & Industry, Government of India  
Udyog Bhawan  
New Delhi-110001

For any clarification, queries may be sent to [leatherdipp@gmail.com](mailto:leatherdipp@gmail.com)