

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

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