

Frequently Asked Questions (FAQs) for Promotion of Indian Brands sub-scheme

1. Whether 'Displays in International Departmental Stores' item includes 'rental of mall facilities' ?

Reply: As per the para-4 of the guidelines, tie up with local distributors/major stores is allowed. Rental of Mall facilities may be covered under this item

2. Whether International Department Stores Chains to be identified by Department or by the applicant unit?

Reply: It would be a part of the proposal to be prepared by the unit

3. Whether the Neon Display and interiors would be a part of the Display?

Reply: Neon Display and interiors may be covered under the Publicity Campaign and Brand Promotion as employment of right media tools.

4. Whether 'Registration charges for Indian Brand/Logo' item includes 'Point of Sale Material and e-catalogues to create brand awareness' ?

Reply: Point of Sale Material and catalogue may be treated as a part of world class catalogue which depends upon the suitability of identified market.

5. Whether 'Publication of World Class Catalogues' item includes 'Lawyers Fees for those countries' as it is composite with the Brand Registration Fee' ?

Reply: Lawyer's fee involved in overseas Brand registration may be included under Project cost.

6. Whether certain state registrations, besides National Registrations, are also required will more than one registration cost for a country be permitted?

Reply: Certain State registrations in overseas, if mandatorily required, may be included in the project cost subject to justification.

7. Whether Participation in Exhibitions and Sponsorship of Events in overseas are Brand Promotion activities'?

Reply: Participation in Exhibitions and Sponsorship of Events in overseas may be allowed under Publicity Campaign and Brand Promotion activities.

8. Whether salary of sales staff is allowed ?

Reply: This is not allowed as it involves recurring expenditure.

9. Whether one group can apply for both brands or only once.?

Reply: One group can apply for only one brand.

10. Whether Government assistance can be availed in installments ?

Reply: Govt. assistance can be availed in three installments as prescribed in the guidelines.

Documents required to ascertain Eligibility Criteria

i) All Indian Manufacturers in Leather, Footwear, Footwear components, Accessories, Finished leather, Leather goods, Leather garments, Saddlery

Units is required to furnish DIC/IEM certificate

ii) Having cash profit for last 3 years

Units is required to furnish CA certificate in prescribed format

iii) Having minimum domestic sales of Rs. 75 crore per year of products

Units is required to furnish CA certificate in prescribed format

iv) Having minimum exports of Rs.75 crore per year of products

Unit is required to furnish DGCIS report

v) Having registered logo in Indian/Overseas market

Unit is required to furnish registration certificate