

Government of India
Ministry of Commerce & Industry
Department of Commerce
Directorate General of Foreign Trade
Vanijya Bhawan, New Delhi

Trade Notice No.12/2026-27

Dated: 14 July 2026

Subject: Launch of Global Outreach for Branding, Labelling and Export Packaging under Export Promotion Mission (EPM) – Niryat Disha – reg.

The Global Outreach for Branding, Labelling and Export Packaging under Export Promotion Mission (EPM) – Niryat Disha is hereby implemented prospectively with immediate effect.

2. The intervention seeks to strengthen ‘Brand India’ globally by enhancing the image and recognition of Indian goods and services through a **structured Unified Brand India framework** with sector-specific branding, international marketing, and collaborative initiatives with State/District Authorities, EPCs, and industry bodies.

3. The initiative seeks to **expand and sustain global markets for Indian goods and services by developing a Unified Brand India framework** and world-class brands capable of capturing more value for Indian exports, translating into upward movement in the value chain. The initiative will be implemented through periodic identification of **goods and services, export sectors, product categories, or markets**, to design and implement branding, labelling, packaging, and promotional campaigns **aligned with the Unified Brand India Framework**.

4. The detailed Policy framework is enclosed as **ANNEXURE-I**. The Operational and Procedural Guidelines are enclosed in **ANNEXURE-II**. The Governance Structure is enclosed in **ANNEXURE-III**.

5. The guidelines are further submitted for stakeholder feedback in accordance with Paragraph 1.07A of the Foreign Trade Policy (FTP) 2023. Stakeholders may submit comments and suggestions on the Guidelines within 30 days from the date of issuance of this Trade Notice, through email at epm-dgft@gov.in.

This is issued with the approval of the Competent Authority.

Ramesh Kumar Verma
Joint Director General of Foreign Trade

(Issued from F. No. 01/02/52/AM-26/EPM)

POLICY FRAMEWORK

**GLOBAL OUTREACH FOR BRANDING, LABELLING AND EXPORT
PACKAGING**

1. Objective

- a. The objective of the initiative is to address the fragmented brand identity of Indian exports and strengthen Brand India in global markets by establishing an **Unified Brand India Framework** for Indian exporters with **multi-tier certification to enhance global brand identity and positioning for Indian products and services** with a view to enhancing **global recognition of Indian products and services, creating globally recognised Indian brands, transforming India from a commodity exporter to brand exporter and strengthening India's soft power in international trade.**
- b. The Unified Brand India Framework will introduce an **anchor brand**, which will encompass **values, ethos, trust mark, traceability, quality, consistency, culture & heritage, innovation, craftsmanship, environmental sustainability, qualification & certification system to assess conformity** with the Framework
- c. The initiative will **promote sector-specific branding initiatives** within the Unified Overall Brand India Framework for **key identified sectors**, address the value capture loss, support **international marketing campaigns** in priority export markets, globally compliant packaging and design, and development of export-ready brand assets for Indian goods and services, to facilitate **greater participation of MSMEs, first-time exporters, start-ups and export clusters in global markets.**
- d. The initiative will **enhance the global image and recognition of Indian goods and services** by undertaking collaborative branding initiatives with professional agencies, industry associations, Export Promotion Councils (EPCs), Central, and State or District authorities, strengthen India's positioning in **value-added and premium segments of global trade**, and create **shared brand assets and promotional infrastructure** for use by exporters and EPCs.

2. Scope and Coverage

- a. The initiative shall provide **financial support to eligible organisations and agencies to design and implement export branding and packaging strategies** to develop, expand, and sustain the presence of Indian goods and services in international markets.
- b. Assistance may be extended for activities including, but not limited to, **conceptualising and carrying out branding and promotional campaigns**; development of **sector-specific brand assets**; adoption of branding, packaging and design solutions aligned with international market standards in foreign languages; **development of digital brand presence** including websites and social media channels; **overseas product demonstrations**, brand promotion events; and other initiatives that contribute to enhancing international visibility, credibility and market access of Indian goods and services.
- c. The Operational and Procedural Guidelines, including eligibility conditions, application and claim procedures, reporting and monitoring requirements, and verification mechanisms, are prescribed in **ANNEXURE-II** enclosed.

OPERATIONAL AND PROCEDURAL GUIDELINES
FOR GLOBAL OUTREACH FOR BRANDING, LABELLING & EXPORT
PACKAGING

1. Eligibility

- a. The following organisations and agencies shall be eligible under this initiative:
 - i. Central Government and State Governments departments and organisations
 - ii. Offices and agencies of the Department of Commerce, including regional offices
 - iii. Ministry of External Affairs and Indian Missions Abroad
 - iv. Export Promotion Councils and Commodity Boards recognised under Appendix 2T of the FTP
 - v. Other Industry Associations
- b. Only entities incorporated in India under applicable Indian law shall be eligible for assistance.
- c. Proposals may also be submitted by export clusters, district export hubs, or sectoral associations, subject to nomination of a lead implementing entity responsible for project execution and compliance.

2. Institutional Framework

The initiative shall adopt a **two-tier branding framework** to ensure a coordinated national narrative while enabling sector-specific promotion of Indian goods and services in international markets.

Tier 1: Brand India – A Unified Framework for Indian Exporters

- a. Presently, different Brand India identities are being developed by multiple organisations and departments. There is a need to bring convergence to their efforts and transition from a fragmented sectoral promotion to a unified "Brand India" identity, providing global visibility to Indian brands.

- b. Accordingly, **the Unified Brand India Framework will be developed by the Brand India Committee under the initiative (Annexure-III)** to establish an anchor brand guiding various sub-brands, allowing for both unity and diversity with a **consistent global narrative and visual identity** for the promotion of Indian goods and services.
- c. The Unified Brand India Framework may include development of the following components:
- i. **Brand Narrative & Positioning:** Formulation of a single global Brand India story rooted in India's strengths of innovation, heritage, sustainability and craftsmanship, and development of a global positioning strategy.
 - ii. **Visual Identity & Architecture:** Development of a national logo system, brand usage guidelines, typography and colour palette governing all sub-brands, along with evaluation criteria and branding architecture.
 - iii. **Storytelling Themes:** Identification and curation of global storytelling themes, heritage, innovation, sustainability and manufacturing excellence, to anchor cross-sector campaigns.
 - iv. **Cross-Sector Global Campaigns:** Implementation of multimedia, digital, influencer and country-specific promotional campaigns under one Unified Brand India umbrella.
 - v. **Digital Brand Assets:** Creation of centralised toolkits, content libraries and microsites for use by exporters, industry bodies, EPCs and Indian Missions abroad.
 - vi. **Pilot in Mixed Markets:** Launch of Unified Brand India in a mix of established, underserved and new markets to learn fast and refine the framework before broader scale-up.
 - vii. **Cross-Sector Coupling:** Strategic coupling of Tourism with Handicrafts, GIs and Gems & Jewellery to generate pull-through demand from cultural visitors in international markets.
 - viii. **Voluntary Participation:** The participation in the framework will be voluntary in nature; there will be provisions in place for audit and re-certification to lock in quality at source and maintain the credibility of the Unified Brand India identity.
- d. **Trust Mark**

- i. The **Unified Brand India umbrella shall be anchored by a Trust Mark**. It will be a **multi-tier, audit-led certification mechanism** that shall serve as the **credibility marker**, distinguishing Unified Brand India in international markets. The Trust Mark shall be a **verifiable, quality-linked mark** that exporters must earn before carrying the Unified Brand India identity, and shall **signal consistent quality, origin and traceability** for Indian products and services to global consumers and buyers.
- ii. The Trust Mark shall be structured across **three or more tiers**, each designed to accommodate exporters at different stages of international readiness.
- iii. The Trust Mark shall operate on the basis of fee-based certification, subject to periodic audit and re-certification. A defined progression pathway from a lower tier to a higher tier shall be established to drive continuous improvement in quality, compliance and brand standards among participating exporters.
- iv. Trust Mark fees shall be waived for an initial period of two years, with the provision for extension, to provide a first-mover advantage and encourage participation of MSMEs and emerging exporters. Adoption of the Trust Mark shall be voluntary, and a gradual adoption-based approach shall be pursued to increase uptake across the exporter community.
- v. A firm-level self-regulation framework shall be developed as the backbone of the Trust Mark system, with audit and re-certification requirements locking in quality standards at source and maintaining the global credibility of the Unified Brand India identity.
- vi. The branding framework shall be designed to instil trust and confidence among global consumers, while positioning Indian products and services as aspirational and globally competitive.

Tier 2: Sectoral Branding

- a. **Sector-specific branding and promotional campaigns** may be undertaken to highlight the strengths of individual sectors and product categories within the **Unified Brand India framework**.
- b. In the initial rollout will focus on the following sectors:
 - i. Food Processing,
 - ii. Textiles and Apparel,

- iii. Leather & Footwear,
 - iv. Handicrafts and Geographical Indication (GI) products,
 - v. Wellness and AYUSH,
 - vi. Hospitality and Medical Tourism,
 - vii. Pharmaceuticals,
 - viii. Engineering and Automotive,
 - ix. Gems and Jewellery and
 - x. Cosmetics
- c. Such campaigns may be implemented by **Export Promotion Councils (EPCs), Commodity Boards, Industry Associations, State Export Promotion Agencies, Export Clusters and District Export Hubs**, in alignment with the Unified Brand India framework.
- d. Sectoral branding initiatives shall remain consistent with the **Unified Brand India narrative, visual identity and communication guidelines**, while showcasing sector-specific capabilities, product strengths and competitive advantages in identified international markets.

3. Convergence of Ongoing Initiatives

The initiative shall be operationalised through a **whole-of-government delivery approach**, with distinct and non-overlapping roles assigned to the following Ministries and Departments:

- a. **Department of Commerce / DGFT (Coordinator):** may convene the Brand India Committee, coordinate convergence of ongoing brand-related initiatives across Ministries and Departments and deliver branding support under the Export Promotion Mission.
- b. **DPIIT:** may align country-brand efforts with the Make in India and Production Linked Incentive frameworks, ensuring coherence across domestic and export-facing brand initiatives.
- c. **Ministry of External Affairs:** Indian Missions abroad may deliver market intelligence, facilitate due diligence for approved projects, host roadshows and curated buyer engagement events, and support on-ground activations in their respective jurisdictions.

- d. **Ministry of MSME:** may onboard MSME exporters into the Trust Mark system, and build design, packaging and branding capacity among small and medium enterprises to enhance their participation in international markets.
- e. **Ministry of Tourism:** may bring learnings from the Incredible India campaign, and facilitate coupling of tourism with Handicrafts, Geographical Indications, Wellness and Cuisine to generate pull-through demand for Indian goods and services.
- f. **Sectoral Line Ministries:** may lead the sectoral sub-brands and integrate existing quality certifications (e.g., Silk Mark, Cotton Mark, etc.) into the Unified Brand India framework.

4. Roles of Implementation Partners

The following sector and on-ground delivery partners shall support implementation of the initiative with clearly defined responsibilities:

- a. **Export Promotion Councils and Commodity Boards:** may develop sector-specific sub-brands, implement sector campaigns in identified international markets, and mobilise exporters for Trust Mark certification across tiers.
- b. **Other Industry Associations:** may curate strategic inputs for the Unified Brand India framework, mobilise corporate India behind the initiative, and leverage their international offices to feed market insights into campaign planning and execution.
- c. **State Governments and District Export Hubs:** may activate sector sub-brands at the cluster and district level and align One District One Product storytelling with the Unified Brand India narrative.
- d. **Important national institutes** such as National Institute of Design, Indian Institute of Packaging, National Institute of Fashion Technology and India Brand Equity Foundation: may undertake brand and design challenges, conduct visual identity research, and build design, packaging and branding capacity among MSME exporters.
- e. **Indian Missions Abroad:** may identify priority target markets, host curated buyer-seller meets, exhibitions and roadshows, and undertake due diligence for approved projects in their respective jurisdictions.

- f. **Industry and Knowledge Partners:** may develop and administer Trust Mark architecture and audit protocols, establish brand evaluation criteria, and design and deliver cohort-based capacity-building programmes for exporters.

5. Nature of Assistance

The initiative shall adopt a 360-degree approach to brand building, deploying the following campaign instruments across identified international markets. The initiative has been envisaged to provide financial assistance for the following activities:

a. Support for Unified Brand India Global Campaigns

- i. **Development of Trust Mark:** Support for development of framework, guidelines, online monitoring systems, project management and other related activities for creation and operationalisation of trust marks.
- ii. **Global Multimedia Campaigns:** undertaking print, television, OTT, cinema and out-of-home advertising in identified target markets, anchored on the Unified Brand India narrative and visual identity guidelines.
- iii. **Digital and social media:** implementing always-on social media presence, influencer-led content, geo-targeted digital advertising and search marketing, deployed continuously across identified digital platforms in priority markets.
- iv. **Country-Specific Campaigns:** developing tailored creative and messaging for priority markets including the United States, European Union, United Kingdom, Gulf, ASEAN, Africa and Latin America, adapted to local consumer preferences and cultural contexts.
- v. **Storytelling and Heritage Campaigns:** developing and disseminating brand storytelling films and content highlighting India's strengths in innovation, heritage, sustainability and craftsmanship, for deployment across global media platforms.
- vi. **Retail and Airport Activations:** deploying outdoor and motion displays at international airports, retail outlets, tourist sites and trade centres globally, to maximise visibility among high-value international consumer segments.

- vii. **Cultural Partnerships:** engaging global influencers, chefs, designers, and cultural ambassadors as Unified Brand India advocates, to build organic international awareness and affinity for Indian products and services.
- viii. **Trade Fair Pavilions:** establishing unified India Pavilions at all major international trade exhibitions, maintaining consistent Unified Brand India visual identity across all participation.
- ix. **Unified Brand India Visual Identity and Promotion:** Ensuring adoption of a consistent **Brand India visual identity framework** across international exhibitions, buyer-seller meets, roadshows and other promotional activities, to present a unified and recognisable **Unified Brand India** image in global markets while showcasing the strengths of Indian products and services.
- x. **Digital Brand Portals:** developing and maintaining a Unified Brand India website supported by sector-specific microsites and AI-driven product discovery tools, to facilitate international buyer access to Indian goods and services.
- xi. **Exporter Branding Toolkits:** creation of digital content libraries and standardised promotional assets that may be accessed and utilised by exporters, industry associations and Export Promotion Councils.
- xii. **Advanced Digital and AI-based Tools:** deployment of advanced digital and AI-based promotional tools to support international branding, marketing analytics and targeted outreach in global markets.

b. **Support for Sector Branding:**

- i. Carrying out **sector, product category strategy development**, including **sector-specific global branding campaigns**, for an identified duration in identified target markets.
- ii. **Designing, production, distribution and dissemination** of promotional content, including multimedia material, digital campaigns, product catalogues, brand stories, sector-specific brand identities, sector-specific marketing assets, industry brand platforms and other communication assets aimed at promoting Indian goods and services in international markets.

- iii. Branding campaigns through product catalogues, brochures and other relevant media platforms for promoting sector **brands in international markets**.
- iv. Branding campaigns through **social and digital media platforms**, including social networking websites, online marketplaces, e-commerce platforms, digital advertising networks and other electronic channels relevant to the identified target markets.
- v. **Outdoor campaigns** through digital screens, motion displays and other promotional formats at retail outlets or prominent spaces such as airports, tourist destinations, trade centres and other high-footfall locations in international markets.
- vi. Creation of **sector-specific digital platforms or microsites** highlighting product offerings, sector strengths and export capabilities.
- vii. Development of **exporter branding toolkits, digital content libraries and standardised promotional assets** that can be accessed and utilised by exporters, industry associations and Export Promotion Councils (EPCs).
- viii. Development of a **crisis communication protocol and rapid response framework for managing reputational risks to the** Unified Brand India identity or sector-specific brand campaigns in international markets
- ix. Development of **branding, design and packaging assets, templates and product presentation formats** aligned with destination-specific standards and compliance requirements.
- x. **Translation or Localisation of packaging and design** as per specific destinations in the local language.
- xi. **Adoption of sustainable or recyclable packaging** in line with destination-specific compliances.
- xii. Development of **internationally competitive packaging designs and brand-compliant packaging templates** to enhance the marketability of Indian products in overseas markets.

6. Level of Assistance

a. Support for Unified Brand India Global Campaigns

Assistance up to **100% or ₹200 crores funding for multi-year** central campaigns executed by Government agencies.

b. Support for Sector Branding:

- i. Assistance may be provided for **development of comprehensive sector-specific branding components**, including sector branding strategy, product category branding, sector-specific brand identities, development of marketing and communication assets, multimedia and digital campaigns, print and outdoor branding, industry brand platforms, sector-specific digital platforms or microsites, exporter branding toolkits and digital content libraries, aimed at strengthening global positioning, improving brand recognition and enhancing the marketability of Indian goods and services in identified international markets.
- ii. Assistance of up to **50%** of the eligible expenditure proposal cost, subject to a **maximum of ₹10 Crores** per project for priority sectors.

7. Implementation Mechanism

- a. Eligible entities to **submit project proposals through the designated online portal** in the prescribed format as specified in **ANNEXURE-IV**.
- b. The proposals shall outline **innovative, scalable, and outcome-oriented approaches** under the Unified Brand India framework, along with key metrics for monitoring and evaluation to strengthen the global visibility and competitiveness of Indian goods and services.
- c. Each proposal may **identify priority sectors, product categories, export clusters, or geographic markets** based on export potential, level of MSME participation, global market demand and opportunities or market diversification strategies.
- d. Proposals should clearly **specify objectives, target markets, beneficiaries, implementation arrangements, estimated costs and measurable outcomes**.
- e. Proposals should also clearly specify the list of various tools to be used for the campaign, along with the duration of the campaign.
- f. Multiple proposals may be received, and the most suitable proposals may be recommended for approval based on the evaluation criteria.

8. Evaluation of Proposals

- a. Evaluation will be done based on **qualitative and strategic parameters**, including innovativeness in branding strategy and/or packaging, replicability and scalability of the proposed initiative, duration and coverage of campaigns across multiple platforms, alignment with identified target markets, **adherence to the Unified Brand India framework**, and the development of branding, labelling or packaging assets and templates for the identified product category.
- b. Operational and impact-related parameters, including the background and experience of vendors or associates engaged for the campaigns, institutional capacity of the participating agency, financial viability of the project, level of audience engagement across media platforms, and measurable outreach indicators such as footfalls in locations identified for outdoor branding and promotion, may also be considered while evaluating a proposal.
- c. In addition to qualitative evaluation parameters, proposals shall include **measurable export outcome indicators** such as expected increase in export value, number of exporters benefiting (including MSMEs), expansion into new export markets, development of sustainable branding assets, and estimated increase in international visibility of the identified sector or product category.
- d. Proposals for campaigns with a **budget exceeding ₹1 Crore** shall additionally include a **brand equity measurement plan**, specifying pre-campaign and post-campaign methodology for assessing brand awareness, brand recall, and perception shifts among target consumer segments in identified markets.

9. Release of Funds

- a. Financial assistance, including advances, shall be released to the eligible entity for the approved projects in **two or more instalments** on fulfilment of prescribed milestones and conditions.
- b. The first instalment will be released after the proposal is approved. The remaining instalments will be released based on the overall performance of the entity and milestones stipulated in executing the project.

- c. The release of instalments will be contingent on the entity submitting a utilisation certificate detailing the utilisation of previous instalments.
- d. Certification of the physical and financial progress of the branding campaign/packaging/labelling related activities by an entity would be a prerequisite for the release of further instalments.
- e. Disbursement of **assistance shall be subject to fulfilment of prescribed milestones**, submission of utilisation certificates, and monitoring requirements as specified in **ANNEXURE-V**.
- f. Any advance released shall be liable to refund, along with applicable interest, in the event of failure to meet approved objectives, conditions, or deliverables.
- g. Non-submission of prescribed reports, utilisation certificates or audited accounts within stipulated timelines may render the eligible entity ineligible for further assistance and may lead to recovery or other appropriate action.

10. Eligibility, Integrity, and Disclosure

- a. Eligible entities shall maintain appropriate books of account/record of expenses along with audited financial statements in accordance with applicable law and shall make such records available for inspection or audit, as required.
- b. At the time of submission of a proposal, the eligible entities shall furnish a self-certification confirming that they are not under investigation, charged, prosecuted, debarred, or blacklisted under the Foreign Trade (Development and Regulation) Act, 1992 or any other applicable law relating to international trade. Any material change in such status shall be promptly disclosed. Non-disclosure may render the proposal ineligible or attract appropriate action.
- c. The Eligible entities shall furnish an undertaking that assistance sought under this component is not being availed for the same project or expenditure under any other scheme of the Government of India.
- d. At the time of final submission of accounts, the entities shall furnish a duly signed Certificate of Disclosure of Interest certifying that no conflict of interest existed in

relation to contracts or engagements funded under this initiative and that all procurements complied with applicable financial and procurement norms.

11. Project Implementation, Due Diligence and Sustainability

- a. Eligible entities shall ensure that the activities supported under this component are implemented and operated in a manner consistent with the objectives of the initiative and the representations made in the approved proposal.
- b. Where projects involve engagement with overseas agencies/buyers, distributors, service providers, or counterpart entities, the eligible entity shall undertake reasonable due diligence, including consultation with the concerned Indian Mission Abroad and relevant counterpart organisations, to ensure engagement with bona fide entities.
- c. Eligible entities may associate partners, service providers, or institutions for implementation of approved projects, subject to the adoption of transparent and verifiable selection processes. The eligible entity shall remain fully accountable for project implementation and outcomes.
- d. The eligible entity shall be responsible for obtaining all statutory approvals, licences and clearances required in the host country or jurisdiction for the establishment and operation of the supported facility.
- e. Proposals shall clearly indicate the operational sustainability framework for the assets developed, including arrangements beyond the period of Government support.
- f. Eligible entities shall endeavour to design projects in a manner that progressively reduces reliance on Government assistance and moves towards financial and operational sustainability over the project lifecycle.
- g. Entities shall ensure transparency and adherence to applicable Government of India procurement rules, as applicable, in the selection of service providers, consultants, vendors or contractors. All engagements shall be undertaken through a fair, competitive, and duly documented process.
- h. Where a shortfall or delay in implementation arises due to circumstances beyond the control of the eligible entity, including force majeure events, the matter shall be examined for an appropriate decision.

- i. In case of ineffective operations or conduct adversely affecting India's commercial or reputational interests, appropriate measures, including reduction or withdrawal of assistance, recovery of advances, debarment from future support and/or other appropriate measures shall be taken.

GOVERNANCE STRUCTURE**FOR GLOBAL OUTREACH FOR BRANDING, LABELLING & EXPORT
PACKAGING****1. Brand India Committee for a Unified Brand India Framework**

- a. The formation of the **Unified Brand India Framework** aims to bring convergence in these efforts and integrate them into a single, coherent branding framework to establish a consistent global image for India and provide stronger global visibility and recognition to Indian brands.
- b. A **Brand India Committee** will be constituted for developing the unified Brand India framework with defined objectives, recommending activities under this intervention and monitoring of implementation.
- c. The composition shall be as follows:

S. No.	Officer Concerned	Position
1.	Director General of Foreign Trade	Chairperson
2.	CEO, India Brand Equity Foundation	Vice-Chairperson
3.	Representative from Brand India Cell, DPIIT (not below the rank of Joint Secretary)	Member
4.	Deputy CEO, India Brand Equity Foundation	Member
7.	Representative from the Economic Diplomacy Division, Ministry of External Affairs (not below the rank of Joint Secretary)	Member
9.	Representative from the Ministry of MSME (not below the rank of Joint Secretary)	Member
10.	Representatives from the India Trade Promotion Organisation (not below the rank of Joint Secretary)	Member
11.	Representative from Marketing, Promotion & International Cooperation Division, Ministry of Tourism (not below the rank of Joint Secretary)	Member

12	4 Branding Experts	Members
13	Representatives of stakeholder line Ministries / Departments (not below the rank of Joint Secretary)	Invitees
14	Representatives of key EPCs and Industry Associations	Invitees
15	Additional DGFT, In-Charge of EPM Division	Convenor

- d. In addition to the above, any other specialised agency representatives may be co-opted or invited as and when required.
- e. The framework may **advise on the development of a national ‘Unified Brand India’ framework, sector-specific branding guidelines**, and creation of common brand assets for export promotion. The framework may also recommend engagement of professional branding agencies, design institutions or marketing specialists for supporting large-scale branding initiatives under the intervention.

2. Role of Indian Missions Abroad

- a. Proposals requiring implementation overseas may be referred to the concerned Indian Mission abroad for views and comments, accompanied by a request for inputs within a defined period, including the **identification of suitable target markets and provision of market insights** relevant to the proposed activity.
- b. Indian Missions Abroad may provide inputs and recommendations during examination of proposals, including assessment of market relevance, local regulatory considerations, feasibility of the proposed facility or arrangement, and **provision of market insights** based on local market conditions.
- c. Indian Missions Abroad may assist eligible entities in undertaking due diligence of overseas partners (if any), buyers or service providers and in validating information submitted as part of project proposals.
- d. Indian Missions Abroad may extend facilitation support for implementation of approved projects, including coordination with local authorities, chambers of commerce, trade

bodies or other relevant stakeholders, **facilitating local promotional or branding campaigns, and supporting buyer engagement** in the concerned market.

- e. Indian Missions Abroad may provide guidance on localisation aspects, including branding norms, visibility requirements and suitability of locations, consistent with local laws and practices.
- f. Indian Missions Abroad may submit structured post-implementation feedback through the online system, including observations on utilisation, market response, **monitoring the impact of branding activities**, and scope for improvement, as part of monitoring and evaluation.
- g. On-ground monitoring of approved projects may be undertaken jointly by the concerned Indian Mission Abroad and the implementing entity. The implementing entity shall, inter alia, maintain updated project data on the prescribed online system, submit periodic performance and outcome reports, and monitor performance of project partners and service providers.

3. Monitoring and Impact Measurement

- a. The impact of activities supported under this component shall be assessed by the Committee through periodic monitoring and evaluation based on measurable outcomes and performance indicators.
- b. Monitoring may include assessment of **export growth in the targeted sectors** in identified markets where branding and promotional initiatives have been undertaken.
- c. Evaluation may consider an **increase in brand recall and visibility of Indian products and services in key international markets**, based on market feedback, buyer engagement and campaign performance.
- d. Monitoring may also include an **increase in the number of exporters participating** in branding and promotional activities supported under this component.
- e. Attention shall be given to the participation **of Micro, Small and Medium Enterprises (MSMEs)** in supported activities and their access to international branding opportunities.

- f. Assessment of **digital engagement metrics**, including reach, impressions, interactions and other relevant indicators across digital and social media platforms, may be undertaken to evaluate the effectiveness of branding campaigns.
- g. Monitoring may also consider **diversification of export markets**, including entry into new geographies or strengthening presence in non-traditional markets because of supported activities.

APPLICATION PROCESS**FOR GLOBAL OUTREACH for BRANDING, LABELLING & EXPORT****PACKAGING****1. Submission of Proposals**

- a. Proposals should clearly specify objectives, target markets, beneficiaries, implementation arrangements, estimated costs and measurable outcomes.
- b. Proposals shall be submitted in the prescribed format as specified below.

2. Proposal Format for Application:

Proposal Format		
1.	Name & Complete Address of the Entity	Details required (if the applicant is EPC/IA or any other organisation) • Legal status/type of entity • PAN and GSTIN (if applicable) • Darpan ID • Year of incorporation • Authorised signatory - name, designation, email, mobile • Website (if any) Details Required (if the applicant is a State/ Central Government entity) • Administrative status (Central Government, State Government, PSU, or autonomous body) • Name of the department/ministry/agency • Nodal implementing department or agency

		• Authorised signatory - name, designation, email, mobile, and official website
1A.	Submit the following documents.	Certificate of Incorporation / Registration Certificate Memorandum & Articles of Association (MoA/AoA) CA Audited Financial Statements for the last 3 financial years
2.	Name of the Project Proposal	A short, descriptive title for the proposed branding project (preferably under 20 words).
2A.	Sector and Product Category	• Priority sector (from the notified list) • Product category/categories with HS codes • GI tag / existing quality mark, if any
3.	List of the Activities to be carried out as part of the Project	Itemise the principal activities: e.g., development of sector sub-brand and brand assets, multimedia/digital campaigns, packaging and labelling design, trade-fair pavilions, buyer-seller meets, microsites, exporter toolkits. Each activity should map to a deliverable and a cost head in Item 8.
4.	Brief write-up on the entity's area of operation / extent of experience/relevance to objectives/justification for availing support	Describe the applicant's area of operation and export footprint; (years, key markets, indicative sectoral export turnover); and explain the relevance to intervention objectives and the justification for availing support. Limit to ~300 words.
5.	Intervention under which support is sought	• Support for Unified Brand India Global Campaigns • Support for Sector Specific Branding
6.	Location where the Activities will be carried out	Specify both the domestic base of operations and the overseas/destination locations where campaign activities will be executed (cities, trade-fair venues,

		retail/airport locations, digital geographies).
7.	Name & Complete Address of Partner/Implementing Agency (if any)	Provide details of any partner, vendor or implementing/creative agency engaged, including legal name, address, scope of engagement and relevant credentials.
8.	Total Cost of the Project	• Detailed Cost Break-up • Duration of Campaign • Operational Costs • Cost of utilising spaces for outdoor branding: Provide the total project cost with a detailed, line-item break-up. Express amounts in ₹ (lakh/crore). Costs should be reasonable, benchmarked and substantiated by quotations where available.
9.	Financing Pattern	• Funding Raised -Own Sources • Funding Requested under the component: Show how the project is financed. State the applicant's own/raised contribution and the amount of grant requested under the component.
10.	Status of clearances required for the project	
11.	Details of Project Phasing and Date of Completion (Scope of Work and Project Milestones)	• Scope of Work • Milestone 1 – Key Deliverables and Timeline for execution • Milestone 2 – Key Deliverables and Timeline for execution • Milestone 3 – Key Deliverables and Timeline for execution
12.	Strategy for Implementation	• Tools/Platforms/Media to be used

		Geographies/Locations where execution will take place
12A.	Campaign Architecture & Brand Positioning	- Brand proposition for the category - Visual & messaging system (Unified Brand India aligned) - Channel mix and phasing - Confirmation of alignment with Unified Brand India guidelines,
13.	Rationale of the Project	- Rationale for choosing the target geography/market - Rationale for choosing the identified tools/platforms/media - Expected outcomes of the Project
14.	Financial Structuring of the Project - Grants Required under the Component - Other debt/Terms loan availed	
15.	Expected outcome of the project and key metrics for monitoring and evaluation.	
16.	Previous experience in conducting marketing activities	- Y/N - A brief profile of marketing, branding, or promotional activities undertaken over the past two years, supported by: - Details of major activity or campaign, objective, target market (domestic/international), sector

		covered, and period of execution, budget, geographies covered, and channels used (exhibitions, trade fairs, digital campaigns, buyer-seller meets, etc.). • Outcomes achieved - quantifiable results such as export orders generated, enquiries received, market access secured, or brand visibility metrics, with supporting evidence where available. • Documentary proof - sanction letters, completion certificates, client/ partner references, work orders, or any government/industry body endorsements.
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Declaration

I/We hereby declare and certify that, as on the date of submission of this application:

1. The applicant entity is not under investigation, charged, prosecuted, debarred, or blacklisted under the Foreign Trade (Development and Regulation) Act, 1992, or under any other applicable law relating to international trade, including the Customs Act, 1962; the Central Excise Act, 1944; the Foreign Exchange Management Act, 1999; and the Conservation of Foreign Exchange and Prevention of Smuggling Activities Act, 1974, as amended from time to time. The applicant entity has no outstanding penalties or dues under the aforesaid Acts. Any material change in such status shall be promptly disclosed, failing which the application may be rendered ineligible and appropriate action may be initiated.
2. Neither the registered office nor the head office, nor any branch, unit, or division of the applicant entity, has been declared a defaulter or otherwise rendered ineligible to undertake import or export activities under the Foreign Trade Policy or any provision thereof.
3. I/We undertake to abide by the provisions of the Foreign Trade (Development and Regulation) Act, 1992, the Rules and Orders framed thereunder, the Foreign Trade Policy, and the Handbook of Procedures, as amended from time to time.

4. I/We understand that if any information furnished in this application is found to be incorrect, false, or misleading, the applicant shall be liable to penal action or such other consequences as may be prescribed under law.
5. I/We declare that the particulars and statements furnished in this application are true and correct to the best of my/our knowledge and belief and that no material information has been concealed or withheld at the time of final submission of accounts, I shall furnish a duly signed Certificate of Disclosure of Interest certifying that no conflict of interest existed in relation to any contracts or engagements funded under this initiative and that all procurements were undertaken in compliance with applicable Government financial and procurement norms. The assistance sought under this intervention has not been availed of or applied for under any other scheme of the Government of India or State Government for the same activity.
6. I hereby certify that I am duly authorised to verify and sign this declaration in accordance with paragraph 11.06 of the Foreign Trade Policy.

Proposal Document Checklist

- Detailed project plan (location, size, cost, operational/implementation model)
- Partnership MoU, if applicable
- Details of the Product Category/Categories to be impacted by the Project
- List of exporters IEC-wise, including the number of MSMEs, if available
- Branding strategy (target countries and product categories, with rationale)
- Need for Branding/Labelling/Packaging support and anticipated uptick of the product group under consideration
- Cost estimation and cost break-up
 - Designing of Branding / Labelling / Packaging assets
 - Dissemination over various media platforms
 - Duration of campaign; Cost associated with hiring of consultants/agency
 - Cost associated with any licenses required for executing the project activities, etc.

- Details of the Agreement with the concerned parties and details of the partners, including:
 - Social media influencers,
 - Websites, Blogs, Vlogs, etc.
 - Newspapers/Magazines, any other print media platforms
 - Location for product demonstrations/PR activities, etc.
- Details of additional sources of funding, including other Government sources
- Status of local licences and other compliances required (host country regulatory approvals/permits)
- Quarterly monitoring plan and key metrics for assessment of outcome/impact, such as:
 - Number of views/engagements associated with social/digital media content
 - Number copies of magazines/newspapers/fliers, etc. distributed/sold
 - Number of inbound queries/leads generated
 - Number of minutes/seconds for which the content was on air; etc.
- Other documents as per requirement

Format for Utilisation Certificate

Name of the Intervention: Export Promotion Mission (EPM) – NIRYAT DISHA - GLOBAL OUTREACH for BRANDING, LABELLING & EXPORT PACKAGING

Name of Implementing Agency: _____

Sanction Order No. & Date: _____

Certified that out of ₹_____ (Rupees _____ only) sanctioned during the financial year _____ in favour of the above-mentioned implementing agency under the Export Promotion Mission (EPM), a sum of ₹_____ (Rupees _____ only) has been utilised for the purpose for which it was sanctioned, in accordance with the terms and conditions of the sanction order.

Unspent Balance Details

Particulars	Amount (₹)
Total amount sanctioned	
Total amount released	
Total amount utilised	
Unspent balance	

The unspent balance of ₹_____ has:

- ☐ been adjusted against future releases with approval; or
- ☐ been surrendered/refunded to the Government vide challan No. _____ dated _____;
or
- ☐ is nil.

Further Certified that:

1. The expenditure incurred has been verified from the books of accounts, which are maintained properly and are subject to audit.

2. The funds have been utilised only for approved and admissible activities under the initiative.
3. No part of the grant has been diverted for any purpose other than that for which it was sanctioned.
4. The same expenditure has not been claimed or reimbursed under any other scheme of the Government of India or the State Government.
5. The assets (if any) created out of the grant shall be governed by the terms and conditions of the sanction and relevant Government rules.

Certified by:

Signature: _____

Name: _____

Designation: _____

Name of Implementing Agency: _____

Date: _____

Place: _____

Countersigned by

(Chartered Accountant / Auditor / Head of Entity, as applicable)

Signature: _____

Name: _____

Registration No. (if applicable): _____

UIN No: _____