

M A T E X I L

**MANMADE AND TECHNICAL TEXTILES
EXPORT PROMOTION COUNCIL**

(Formerly SRTEPC)

FAQs on

**Global Outreach for Branding,
Labelling and Export Packaging**

under

Export Promotion Mission (EPM)

FAQs – Global Outreach for Branding, Labelling and Export Packaging under Export Promotion Mission (EPM)

1. What is the Global Outreach for Branding, Labelling and Export Packaging initiative?

It is an intervention under the Export Promotion Mission (EPM) – Niryat Disha aimed at strengthening the global competitiveness of Indian exports through improved branding, labelling, packaging, market positioning and international promotion.

2. What is the main objective of the scheme?

The key objective is to create a stronger and more consistent Brand India presence in global markets and enable Indian exporters to move towards higher-value, branded exports.

3. What is meant by the Unified Brand India Framework?

It is a common framework intended to provide a consistent global identity for Indian products and services while allowing individual sectors and products to develop their own branding within the broader Brand India identity.

4. Who can seek assistance under the scheme?

The scheme is primarily designed to support eligible institutional applicants and implementing agencies, including Central/State Government organisations, Export Promotion Councils, Commodity Boards, industry associations, export clusters, District Export Hubs, Offices and agencies of the Department of Commerce, including regional offices, and Ministry of External Affairs and Indian Missions Abroad subject to the applicable guidelines.

5. Can an individual MSME/exporter apply directly?

The scheme is not structured simply as an automatic reimbursement scheme for every individual exporter. MSMEs and exporters may benefit through approved sector, cluster, EPC, industry-association or other eligible projects, depending on the applicable guidelines.

6. What activities can be supported?

- Potential activities include:
- Brand development and brand strategy
- International brand promotion
- Packaging design and redesign
- Export-ready packaging

- International-market labelling
- Foreign-language labelling
- Digital branding and promotion
- Product demonstrations
- Overseas promotional campaigns
- International events and market-development activities
- Other approved activities supporting global market positioning.

7. Does the scheme support packaging costs?

The scheme is intended to support export packaging-related interventions, particularly those involving improved design, international suitability, presentation, sustainability and market requirements. Actual admissibility of production/recurring packaging costs will depend on the approved project and applicable guidelines.

8. Does it support labelling in foreign languages?

Yes. Market-specific and foreign-language labelling can form part of an eligible branding/labelling intervention, subject to the requirements of the target market and approved project.

9. Can sustainable packaging be covered?

Sustainable and environmentally responsible packaging solutions can be considered where they form part of an eligible export-branding/packaging intervention and meet the applicable guidelines.

10. Which sectors are proposed to receive priority?

The framework identifies sectors such as:

- Food processing
- Textiles and apparel
- Leather and footwear
- Handicrafts and GI products
- Wellness/AYUSH
- Hospitality and medical tourism
- Pharmaceuticals
- Engineering and automotive
- Gems and jewellery
- Cosmetics.

The Government may periodically identify additional sectors, products and markets.

11. Can the same project cover more than one exporter?

Yes. The programme is particularly suited to sector-wide, cluster-based and common-branding projects covering multiple exporters, including MSMEs.

12. Can a project target a particular foreign country?

Yes. Projects can be designed around specific international markets, particularly where there is a clearly demonstrated branding, labelling, packaging or market-access requirement.

13. Can the project cover multiple countries?

Yes, where justified by the project strategy and approved scope. The proposal should clearly establish why the selected markets have been prioritised.

14. What is the Trust Mark?

The framework envisages a multi-tier Trust Mark/certification mechanism intended to provide overseas buyers with greater confidence regarding the quality, authenticity, traceability, consistency and other attributes of participating Indian products/brands.

15. Is use of the Trust Mark mandatory?

The Trust Mark mechanism is intended as part of the Brand India framework. Its applicability, eligibility and conditions of use will be governed by the detailed operational framework.

16. What kind of branding expenses can be proposed?

Depending on the approved project, activities may include:

- Brand strategy
- Brand identity
- Creative development
- Packaging design
- Product presentation
- Digital assets
- Promotional content
- International marketing
- Market-specific communication.

17. Is expenditure on advertising eligible?

International promotional and branding campaigns can be included where they are part of an approved project and meet the scheme's eligibility and expenditure conditions.

18. Can expenditure on website and digital promotion be included?

Digital brand presence and promotional activities can be considered where they directly support the approved international branding/market-development objective.

19. Is expenditure on international exhibitions eligible?

International events, exhibitions, product demonstrations and promotional activities may be covered where they form part of an approved global outreach/branding project, subject to the applicable conditions.

20. What should a project proposal contain?

A good proposal should include:

- Applicant profile
- Sector/product details
- Target export markets
- Problem/gap analysis
- Branding strategy
- Packaging and labelling strategy
- Proposed activities
- Beneficiary details
- Implementation schedule
- Detailed budget
- Expected export outcomes
- Monitoring indicators
- Sustainability plan.

21. How will projects be evaluated?

Projects are expected to be assessed on factors such as:

- Alignment with Brand India
- Market potential
- Innovation
- Scalability

- Institutional capability
- Financial viability
- Expected export impact
- Number of beneficiaries
- Measurable outcomes
- Sustainability.

22. Is there any level of assistance?

Assistance depends on the category and nature of the approved project and the applicable financial provisions. Following are the 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:

- 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.
- Assistance of up to **50%** of the eligible expenditure proposal cost, subject to a **maximum of ₹10 Crores** per project for priority sectors.

23. Can Government assistance finance the entire project?

In some categories, the framework permits substantial Government support, while other categories may require contribution by the implementing entity. The applicable funding pattern depends on the project category and approval.

24. Can consultants or professional agencies be engaged?

Professional agencies/consultants may be engaged for eligible activities where permitted, subject to the prescribed procurement and financial procedures.

25. How should procurement be carried out?

Procurement of consultants, agencies, vendors and other service providers should follow the applicable transparent and competitive procurement procedures prescribed under the scheme/guidelines.

27. Is there an obligation to demonstrate export results?

Yes. Projects are expected to establish measurable outcomes, such as increased market reach, number of exporters/beneficiaries supported, enhanced brand visibility and, where applicable, improvement in export performance.

28. What is meant by a sustainability plan?

The implementing entity should explain how the branding initiative will continue after Government support ends, including arrangements for maintenance, promotion, financing and institutional ownership.

29. Can an existing branding initiative be supported?

Potentially, provided the proposed activity is eligible, aligned with the Unified Brand India Framework, and demonstrates additionality, market impact and measurable outcomes. Mere continuation of routine activities may not qualify.

30. Can a new sector brand be created?

Yes, sector-specific branding is an important component of the framework, provided the proposed brand is aligned with the broader Brand India architecture.

31. Can GI products and traditional Indian products benefit?

Yes. Handicrafts and GI products are among the identified focus areas, and branding, packaging and international promotion can help improve their global positioning.

32. Can first-time exporters benefit?

The initiative is intended to facilitate participation by MSMEs and new/first-time exporters through appropriate institutional and sectoral interventions, subject to eligibility.

33. What documents should normally be kept ready

Applicants should generally prepare:

- Registration/constitution documents
- Authorisation/mandate

- Organisation profile
- Sector/product details
- Target-market information
- Beneficiary/exporter details
- Project proposal/DPR
- Activity-wise budget
- Implementation schedule
- Expected outcomes
- Procurement plan
- Monitoring framework
- Sustainability plan.

34. Where should an applicant check the latest conditions?

Applicants should rely on the latest DGFT notification/trade notice and the applicable EPM operational and procedural guidelines, because financial ceilings, eligible expenditure and application procedures may be updated.

35. What is the overall benefit expected from the scheme?

The long-term objective is to make Indian exports more recognisable, trusted, attractive and value-added in international markets by combining branding, packaging, labelling, certification and global promotion under a coordinated Brand India approach.
