

**Promotional Support to Exporters for participating in Exhibitions and
buyer-seller-meets with Tea Board, as per MDA guidelines.**

Exporting companies with an f.o.b value upto Rs. 15.00 crores, in the preceding year, will be eligible support for participation in Commodity Board / Authority led Trade fair/ Exhibition/ BSM.

The assistance to exporters would be permissible for airfare, in economy excursion class and or charges of the built up furnished stall. This would, however, be subject to an upper ceiling, per tour, as indicated below:-

(Amount in Rs.)

Sl.No.	Area / Sector	Maximum financial ceiling per event
1	FOCUS LAC	1,80,000/-
2	FOCUS AFRICA (INCLUDING WANA COUNTRIES)	1,50,000/-
3	FOCUS CIS	1,50,000/-
4	FOCUS ASEAN + 2	1,50,000/-
5	GENERAL	1,50,000/-
	TOTAL	

FOCUS areas

1. Focus Latin American countries. (L A C)
 - a) MEXICO
 - b) ARGENTINA
 - c) BRAZIL
 - d) CHILE
 - e) VENEZUELA
 - f) COLOMBIA
 - g) PANAMA
 - h) PERU
 - i) URUGUAY
 - j) GRENEDA

2. Focus Africa, including West Asia & North Africa (WANA)

Entire Africa and West Asian Countries.

3. Focus Commonwealth Independent States of (CIS).

Russian Federation and the following 11 Commonwealth of Independent States (CIS)

- a) UKRAINE
- b) AZERBAIJAN
- c) KAZAKISTAN
- d) UZBEKISTAN
- e) KYRGYZZSTAN
- f) TURKMENISTAN
- g) TAZAKISTAN
- h) MOLDOVA
- i) GEORGIA
- j) ARMENIA
- k) BELARUS

4. **FOCUS ASEAN + 2**

- a) SINGAPORE
 - b) INDONESIA
 - c) MALAYSIA
 - d) BRUNEI
 - e) THAILAND
 - f) PHILIPPINES
 - g) S.R. VIETNAM
 - h) MYANMAR
 - i) LAOS (PDR)
 - j) CAMBODIA
- and
- a) AUSTRALIA
 - b) NEW ZEALAND

5. All other countries belong to “general’ area.

A total of 5 reimbursements per financial year would be permissible. Exporter is free to participate in any number of events, but will be eligible for reimbursement only 5 times in a financial year.

Eligibility

All registered exporters holding valid exporters licence and submitting regular monthly export returns to Tea Board will be eligible to apply for assistance.

Only one application will be entertained for group companies where the entire group will be considered as one applicant.

Conditions

The participation of individual exporting companies in the above activities shall be subject to the following conditions:-

- (a) Exporters applying for participating from Tea Board's booth must submit Rs.20,000/- as Earnest Money which will be refunded after the event. In case of non-participation the Earnest Money will stand forfeited.
- (b) The exporters participating in Trade Fairs / BSMs with the Commodity Board / authority will be eligible for air-fare by economy excursion class up to a maximum of Rs. 70,000 (Rs. 1,00,000/- in case of FOCUS LAC).
- (c) Assistance shall be permissible to one regular employee / Director / partner / proprietor of the Company. Assistance would not be available to exporters of foreign nationality or holding foreign Passport or an employee posted in that country.
- (d) The exporter should participate on each and every day of the exhibition, failing which the earnest money will be deducted on pari-passu basis.

- (e) The Company should not be under investigation / charged / prosecuted / Debarred / black listed under Foreign Trade Policy of India or any other law relating to export and import business
- (f) A maximum of three participations in a particular trade fair / exhibition would be eligible for assistance and exporting companies after availing assistance three times including past cases for a particular fair / exhibition, have to participate in that fair, if any, on self-financing basis.
- (g) It is mandatory for promotional support application to be submitted at least 14 days prior to the event.
After the event, claims may be submitted along with relevant documents.

APPLICATION FORM FOR EXPORT PROMOTION SUPPORT(EXPORTERS)

1.	Name of the FIRM with full address			
2.	Exporter's Licence issued by Tea Board	No.		
		Date of Issue		
		Valid from :		
3.	Status : SSI / Non-SSI			
4.	Details of exports during the last three years, year-wise to the country where exhibition participation/ promotion is proposed	Fin. Year	Quantity	Value (Rs. Cr.)
		1.		
		2.		
		3.		
5.	Particulars of item/event/country for which support sought with estimated expenditure	Item/ Event :		
6.	In case of exhibition whether through: a) ITPO b) Directly c) Tea Board			
7.	Turnover of company in the past financial year (FOB Value).			
8.	Whether assistance/reimbursement availed of in current financial year	Yes / No		
9.	If yes, for which event	Eventg : Country :		

Place

Signature :

Name & Designation

Date :

(Office Seal)