

Govt. invites applications from food exporters for branding support

Ministry of Food Processing Industries, Government of India has invited applications for availing sales based incentives and grants towards international branding & marketing activities under the Production Linked Incentive Scheme. Under this scheme, the government plans to reimburse 50% of expenditure on branding & marketing abroad subject to a maximum grant of 3% of sales of food products or Rs 50 crore per year, whichever is less. The selected applicants should incur minimum expenditure of Rs. 5 crore towards branding abroad over a period of five years.

Government of India has announced this while releasing the detailed operational guidelines for the scheme on May 3, 2021. The Ministry has also launched an online portal <https://plimofpi.ifcilttd.com>, through which interested companies can submit proposals or Expression of Interest.

The government will select applicants for branding & marketing incentives on the basis of their brand value, strategy and plan for production, sales, exports and branding in the local and foreign markets.

The government will also select small and medium enterprises who produce innovative or organic products for incentives under the PLI scheme, based on their sales track record.

Apart from the above, the government has invited application from large companies engaged in manufacturing and exports of Ready to Cook and Ready to Eat items to apply for grants towards international marketing. The government plans to encourage firms engaged in production of millet-based foods, processed fruits & vegetables, marine products and mozzarella cheese.

Selected applicants will be eligible for incentives under the scheme for six years from 2021-22 to 2026-27 on incremental sales over the base year.

Notifications

PIB

Prime Minister speaks to President of the European Commission

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1715659>

First consignment of non-basmati rice exports from Paradip port

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1715736>

Guidelines for 'Production Linked Incentive Scheme

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1715737>

CBIC

Waiver of IGST on imports of specified COVID-19 relief material

<https://www.cbic.gov.in/resources//htdocs-cbec/customs/cs-act/notifications/notfns-2021/cs-tarr2021/AdHoccs04-2021.pdf>

Reduction in IGST on Oxygen Concentrators when imported for personal use

<https://www.cbic.gov.in/resources//htdocs-cbec/customs/cs-act/notifications/notfns-2021/cs-tarr2021/cs30-2021.pdf>

Tariff Notification for Edible Oils, Brass Scrap, Areca Nut, Gold and Silver- Reg

<https://www.cbic.gov.in/resources//htdocs-cbec/customs/cs-act/notifications/notfns-2021/cs-nt2021/csnt45-2021.pdf>

DGFT

Amendment in Para 2.25 of Foreign Trade Policy, 2015-20

<https://content.dgft.gov.in/Website/dgftprod/74faa907-f5b2-4079-ac79-39f5cda6f71e/Notification%20%20dt%2030-04-21.pdf>

Amendment in Para 2.108 (c) (iv) of Handbook of Procedure, 2015-20

<https://content.dgft.gov.in/Website/dgftprod/9dd51944-e98f-4bda-8fa3-75d85a730d4f/PN%20%20dt%2030-04-2021%20Eng.pdf>