

# Marketing Development Assistance for Export Promotion Efforts

## ANNEXURE I

### Application Form For Marketing Development Assistance For participation in Trade Fair/Exhibition/BSM/Trade Delegation Abroad

Ref.No. \_\_\_\_\_

Date: \_\_\_\_\_

01.	Name of the firm with full address.	IEC No. _____
02.	EH/TH Certificate	No. & Date _____ Valid upto _____
03.	FOB value of exports during the Last financial year	Year _____ (Rs.in crores)
04.	Particulars of fair/exhibition/BSM/ Trade Delegation	Name of event: Place: Country:  From.....To.....
05.	Particulars of visit	Date of departure from India _____ Date of arrival in India _____
06.	Details of proposal(s) already submitted in the same financial year.	1.Participation in _____ (fair/exhibition/delegation) during _____ (month/year)
07.	Details of earlier participations in the same fair with MDA assistance.	
08.	Whether national participation organized by ITPO,EPC etc.	Yes/No
09.	Whether participating through ITPO, EPC etc.	Yes/No
10.	Name and designation of the person going abroad	

Place:

Date:

Signature

Company Seal/Stamp

**Marketing Development Assistance for Export Promotion Efforts**  
**ANNEXURE II**

**Claim Form for Marketing Development Assistance**  
**For Participation in Trade fairs/Exhibitions/BSM/Trade Delegation Abroad**

Ref. No. \_\_\_\_\_ Date: \_\_\_\_\_

01	Name of the firm with full address	IEC No. _____
02	Approval letter No. and date	
03	EH/ TH Certificate	No. & date _____ Valid upto _____ (Attach a self certified copy of the certificate issued by DGFT)
04	Whether SSI ?	Yes/No. (if yes, attach a self-certified copy of SSI Registration Certificate)
05	F.O.B. value of exports during the last three financial years	Rs. in crores
		2005-2006 _____
		2004-2005 _____
		2003-2004 _____
06	Particulars of fair/exhibition/ BSM/Trade Delegation	Name:  City :  Country Duration of fair from _____ To _____
07	Date of actual departure from India.	_____ (please attach self certified photocopy of passport duly highlighting date of departure).
08	Date of actual arrival in India.	_____ (please attach self certified photocopy of passport duly highlighting date of arrival).
09	Name & Designation of person who attended the fair/exhibition.	
10	No of proposals already submitted in the same financial year	1. Sales tour to _____ (countries) during _____ (month/year) 2. Participation in _____ (fair/exhibition) during _____ (month/year)

Contd...

11	Whether national participation in the fair/exhibition organised by ITPO/EPC etc.	Yes/No.
12	Whether participation through ITPO/EPC etc.	Yes/No
13	Details of participations made with MDA assistance in the past in the same fair/exhibition.	
14	Whether assistance availed from other Govt. Bodies/EPCs/ Commodity Boards/APEDA/ MPEDA/ITPO etc. for the activity under reference?	Yes/No. (If yes, please give full details)
15	Expenditure incurred a) Actual return airfare by economy excursion class b) Actual expenditure incurred on stall, decoration, water & electricity charges.	Rs _____ Rs _____ (Please attach original air ticket/jacket used during the journey alongwith self certified photocopies of receipt, bank advice etc. evidencing payment made)
16	Amount claimed	Rs _____

**Undertaking and Declaration**

I/We hereby solemnly undertake/declare that the particulars stated above are true and correct to the best of my/our knowledge and belief.

No other application for claiming assistance for this participation and/or travel cost has been made or will be made in future against purchase covered by the application.

Any information, if found to be incorrect, wrong or misleading, will render/us liable to rejection of our claim without prejudice to any other action that may be taken against us in this behalf.

If as a result of scrutiny any excess payment is found to have been made to me/us, the same may be adjusted against any of the subsequent claims to be made by my/our firm or in the event no claim is preferred, the amount overpaid will be refunded by me/us to extent of the excess amount paid.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Office Seal \_\_\_\_\_

Place: \_\_\_\_\_

Date: \_\_\_\_\_

**ANNEXURE III**

**Bill for Payment**

Name of the firm:

Address Approval Letter No.:

Date:

Event (Please tick whichever relevant): Sales-cum-study tour/trade delegation, Participation in fairs/exhibition/buyer-cum-seller meets/Advertisement in Foreign media/Bringing out publications for use abroad

Event Particulars : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<u>Item(s) of Expenditure</u>	:	<u>Amount in Rupees</u>
1. Air fare	:	_____
2. Space Rent	:	_____
3. Electricity/Water Charges	:	_____
4. Decoration	:	_____
5. Publication	:	_____
6. Advertisement	:	_____
Total (Rs.)	:	_____

Rupees in words \_\_\_\_\_

**Pre-Receipt**

Received with thanks a sum of Rs.

\* \_\_\_\_\_ (Rupees \_\_\_\_\_)  
\_\_\_\_\_ )being the MDA grant

towards (give the name of the event with Date) \_\_\_\_\_

\_\_\_\_\_ Vide Cheque No. \_\_\_\_\_ dated \_\_\_\_\_.

Affix a Rupee One Revenue Stamp here
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Company Seal/Stamp

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Date: \_\_\_\_\_

Note : Please calculate the amount of claim strictly as per guidelines.

\*(Cheque No. and amount will be filled in any FIEO/EPC at the time of issuance of Cheque)

**ANNEXURE IV**

**CHARTERED ACCOUNTANT CERTIFICATE**

I/We hereby confirm that I/We have examined the claim papers, books of account and the prescribed documents in respect of the claim of M/s. and hereby certify that:

- (i) The participant is regular employee/director/partner/proprietor of the company.
- (ii) Participation is as per the maximum permissible participations under the MDA Scheme.
- (iii) Minimum of 14 days clear advance notice had been given to the concerned EPC/Trade Body.
- (iv) The participant company/firm/concern is not under investigation/charged/prosecuted/debarred/black listed under Foreign Trade (Development & Regulation) Act, 1992, FEMA, Customs Act 1962
- (v) The total number of participations in this particular trade fair/exhibition is not exceeding three.
- (vi) The date of return to India is within 45/90 days of the date of making this application.
- (vii) The f.o.b. value export figures during the last financial year is less than Rs. 15 Crores.
- (viii) It has been ensured that the information furnished is true and correct in all respects, no part is false or misleading and no relevant information has been concealed or withheld.

Neither I/We nor any of our partners is a partner/Director or an employee of the above named entity or its associated concerns.

I fully understand that any submission made in this certificate if proved incorrect or false, will render me/us liable to face any penal action or other consequences as may be prescribed in the law or otherwise warranted.

Signature & Stamp/seal of the Signatory \_\_\_\_\_

Name \_\_\_\_\_

Membership No. \_\_\_\_\_

Full address \_\_\_\_\_

Name and address of the Institution where registered.

Date:

Place:

**ANNEXURE V**

(PS: This is ONLY format. This should not be treated as a form since space provided for filling in is not sufficient)

**FORMAT FOR TOUR REPORT: PARTICIPATION IN TRADE  
FAIRS/EXHIBITIONS/BSM/TRADE DELEGATION**

1. Company/General Details

Name of Person :

Designation :

Name of Firm :

City of Location of Firm :

Name of Trade Fair/Exhibition  
Place/country & Dates of Event  
Space booked (sq- meters) and  
Product displayed:

2. Details of parties who visited your stall or you visited outside the exhibition venue/discussion held (if you so desire, you need not give name/details of party met. However, please do mention the location of party – importer, distributor, retailer, and commission agent etc. as the case may be)

<i>Location/Details/Status of Party met &amp; Date</i>	<i>Details of discussions held (also mention their present sources of supply if applicable)</i>	<i>Results of the meeting also indicating details of orders booked/enquiries generated with details of product and value in US Dollars</i>

3. Your general perception/comments of the market like competitor information, trade practices etc in the country of event and other targeted countries through this event

<i>Country</i>	<i>Your perception/comments</i>

4. Export Status in the country of event and other targeted countries through this event

<i>Country</i>	<i>Your Exports for last 3 years in US Dollars FOB</i>	<i>Your forecast for exports next 3 years in US Dollars FOB</i>

5. Orders/Enquiries

<i>Order/Enquiry</i>	<i>Country</i>	<i>Product</i>	<i>Value in US Dollars</i>	<i>FOB/CFR/CIF</i>

6. Will you participate in this event and why?  
7. Will you recommended participation in this event to others and why?  
8. Your observations on the Event and its Organisers?  
9. Details of countries that participated in this event and general visitor profile at this event  
10. This event is best suited for what sort of products?  
11. Any Other comments/suggestions:

**CHECK LIST FOR MDA CLAIM**Please tick  enclosed documents:

<input checked="" type="checkbox"/>	Document Attached	For Office Use/Remark
	<b>A COPY OF APPROVAL LETTER</b>	
	<b>CLAIM FORM</b>	
	<b>BILL FOR PAYMENT – PRE RECEIPT</b>	
	<b>TOUR REPORT</b>	
	<b>SELF CERTIFIED PASSPORT SHOWING DEPARTURE AND ARRIVAL FROM INDIA AND THE COUNTRIES VISITED</b>	
	<b>EXPORT FIGURES (LAST THREE YEARS)</b>	
	<b>SELF CERTIFIED COPY OF SSI CERTIFICATE</b>	
	<b>SELF CERTIFIED COPY OF TRAVEL AGENT INVOICE</b>	
	<b>SELF CERTIFIED COPY OF TRAVEL AGENT RECEIPT/ BANK STATEMENT</b>	
	<b>SELF CERTIFIED COPY OF STALL INVOICE</b>	
	<b>SELF CERTIFIED COPY OF STALL RECEIPT/ BANK STATEMENT</b>	
	<b>ORIGINAL AIR TICKET JACKET</b>	
	<b>CHARTERED ACCOUNTANT CERTIFICATE AS PER ANNEXURE IV</b>	