

Promotion Scheme for packaged teas of Indian origin

(Brand Support)

The scheme is proposed to be implemented in the 12th 5-year Plan period.

I. Scheme Details

To help Indian exporters, in their overseas marketing of teas of Indian origin, on a sustained basis, Tea Board proposes a brand support scheme. Since the scheme is intended to promote teas of Indian origin, it is mandatory for companies wanting to avail of the scheme, to be marketing 100% Indian teas in packets carrying the Indian tea logo or any of the speciality logos after complying with requirements for logo usage. The scheme covers all Indian companies/exporters marketing Indian brand teas in packets less than 1 kg. **The brand should be owned by the exporter.** Exporters desiring to avail of the scheme would be required to draw up a action plan for 3 years with corresponding projected exports and submit application to Tea Board.

The scheme would be applicable for the following categories:-

1. Tea Rooms / Boutiques

For display in and retail sale of value added teas from Tea Rooms / Boutiques, exporter may receive reimbursement of of the lease / rental charges of floor area or display space on a tapering basis at the following rate subject to submission of valid documents substantiating the claim :-

Year-1 75%

Year-2 50%

Year-3 25%

In case of displays from multiple Tea Rooms / Boutiques, maximum reimbursable limit under this head would be Rs.12 lakhs per annum.

2. Promotional campaign

For intensive publicity campaigns for launching Indian branded products or for promoting branded products, upto 25% of the cost could be considered for reimbursement subject to a ceiling of Rs.50 lakhs per annum, per market.

Components eligible under “Promotional Campaign” would be (a) media (covering print, electronic, digital), (b) hoarding, (c) Bus / Tram panels, (d) P-O-P materials (e) promotional literature. Tea samples or Trade discounts, if given, may not be included in this scheme. P.R. for the campaign would not be eligible. It is desirable that, wherever possible, Tea Board representative is associated during all stages of the promotion campaign.

3. Displays in Departmental Stores + In-store Demonstration / promotion

For promoting value added tea products, tie up with local distributors and major stores is permissible. Level of assistance would be 50% of display and shelf rental cost as well as in-store promotion, subject to a upper ceiling of Rs.25 lakhs per annum per country.

4. Product Literature

For production of literature, to be used for promotion in international markets, assistance to be provided would be 25 percent of the total cost subject to a ceiling of Rs.50 Lakhs per annum per market.

5. Inspection Charges

Inspection charges, incurred prior to shipment of packaged teas carrying Board's logos (adhering to logo usage norms), would be reimbursed. A maximum of 25% costs of such inspection charges would be reimbursable.

II. Eligibility

1. All Indian registered exporters exporting value added tea would be eligible , if the brand for which support is requested , is owned by them.
and
2. All registered exporters and holding permanent exporters license and submitting regular monthly export returns to Tea Board

III. Conditions

1. All interested Exporters are required to apply in advance to Tea Board in the prescribed application form (Annexure I) along with a covering letter on company letterhead.

2. While applying, applicants would be required to provide :-

a) Full details of exports (volume and value) of their tea brands in the last year to the particular country for which promotional/financial assistance is sought.

b) Specify the brands to be promoted. Flattened packets may be provided with the application.

c) A 3-year plan.

3. For assistance for Promotional Campaign/Brand Promotion, details of the selected media and tariff are to be indicated. After the campaign, copies of invoices along with copy of advertisement released (in the case of publication) prints of digital campaign should be submitted for release of funds. In case of hoardings or Bus/Tram Panel ads, photographs should be submitted duly endorsed by the concerned Director of Tea Promotion or any other authorized official of the Board where such promotion has taken place.

4. All claims need to be duly substantiated by **proof of payment against invoices**. In the event of any false claims being lodged, Tea Board reserves the right to claim refund of the amount granted to the applicant.

5. Applications will be processed on “first come first served” basis, subject to availability of funds.

6. There would be an overall ceiling of Rs. 50 lakhs per company group per annum.

7. Disbursement would be made subject to the applicant achieving 10% increase in either volume or value of export in the target market at the end of the 2nd year of promotion. While fund disbursement would be made at the end of Year – 1, fund disbursement for Year – 2 would be subject to 10% increase in either volume or value of exports in the target market. For the purpose of calculating increase in exports, financial year figures would be taken into account.

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APPLICATION FORM FOR BRAND SUPPORT

1.	Name of the firm with full address			
2.	Exporter's Licence issued by Tea Board	No. Date of issue Valid from :		
3.	Name of the Indian Tea Brand	----- (Brand Name) ----- Flattened boxes of the brand to be promoted may be attached for reference		
4.	Details of exports during the last year to the country where brand promotion is proposed	Financial Year	Quantity	Value (Rs. Cr.)
5.	Particulars of activity and (as per scheme) and country for which support sought with estimated expenditure	i) Activity : ii) Country : iii) Estimated expenditure:		
6.	Whether assistance /reimbursement availed of in current financial year	Yes / No		
7.	If yes, for which activity and country	Activity : Country :		

Signature :

Name & Designation

Place

Date :

CLAIM FORM FOR BRAND SUPPORT

1.	Name of the firm with full address				
2.	Exporter's Licence issued by Tea Board	No. Date of issue Valid from :			
3.	Approval letter no. and date				
4.	Details of exports to the country where brand promotion undertaken.	Year	Period	Quantity	Value (Rs. Cr.)
		1.	From..... To.....		
		2.	From..... To.....		
5.	Particulars of activity /country and amount claimed along with supporting documents (i.e. invoice from the media House, receipt of payment made, proof of fund transfer). In case, of print advertisement, copy of the publication featuring the advertisements, to be provided.	i) Activity : ii) Country : iii) Expenditure incurred: iv) Amount claimed :			
6.	Whether assistance /reimbursement availed of in current financial year	Yes / No			
7.	If yes, for which activity and country	Activity : Country :			

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 / these activities and / or cost has been made or will be made in future against purchase or expenditures 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 the extent of the excess amount paid.

Signature :

Name in Block Letters :

Designation :

Name of the Applicant :

Firm :

Company Seal :

Place :

Date :