

**HIGHLIGHTS OF THE REVISED MARKET DEVELOPMENT ASSISTANCE (MDA)
GUIDELINES W.E.F. 1ST JUNE 2013**

Market development Assistance (MDA) is granted to individual exporters for participating in Trade fairs, Exhibitions and Buyer Seller Meets by the Ministry of Commerce & Industry, Govt. of India through the Council.

Highlights of the revised MDA guidelines are as under:

(A) ELIGIBILITY CRITERIA:

- Complete **12 months** membership with TEXPROCIL & filing of Export Returns with Council regularly.
- F.O.B. value of export of last financial year should be up to **Rs. 30 crore. (No such ceiling is applicable in Focus LAC region)**. However **Member with zero export in the last financial year will not be eligible.**
- The company shall not be under investigation/charged/prosecuted/debarred/black listed under the Foreign Trade Policy of India or any other law relating to export and import business.

(B) IMPORTANT TERMS AND CONDITIONS:

- Minimum 10 companies (Council members) should participate in the event.
- Assistance to one regular employee/ Director/ Partner/ Proprietor of Company.
- Maximum of three times participation in a particular trade fair/exhibition would be eligible for MDA assistance.
- Maximum MDA assistance shall be inclusive of MDA assistance received from all Govt. bodies/FIEO/EPCs/Commodity Boards/Export Development Authorities/ITPO etc.,
- Wherever exporters are eligible to claim air fare, grant will be restricted to **economy class** air fare by shortest route.
- Intimation application must be received in **Form V**, minimum **14 days** in advance before departure from the country.
- Claim i.e. **Form VII & Form VIII** along with all required supporting documents as per MDA Guidelines should reach the Council within 45 days of return to India.

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(C) MAXIMUM ELIGIBLE MDA GRANT FOR *TRADE FAIRS & EXHIBITIONS*:

- **FOCUS Latin American Countries** = Rs. 2,50,000/- (Max.)
- **FOCUS AFRICA & WANA** = Rs. 2,00,000/- (Max.)
- **FOCUS CIS** = Rs. 2,00,000/- (Max.)
- **FOCUS ASEAN +2** = Rs. 2,00,000/- (Max.)
- **GENERAL AREA** = Rs. 1,50,000/- (Max.)

(Total No. of participation eligible for MDA grant are five i.e. 1 each to above Mentioned Areas for one F.Y.)

(D) MAXIMUM ELIGIBLE MDA GRANT FOR *BUYER SELLER MEETS*:

- For EPC led BSMs only air-fare by Economy Excursion class upto a maximum of Rs. 70,000 (Rs. 1,00,000 in case of Focus LAC) shall be permissible.