



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
(Sponsored By Government of INDIA)

Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004.

Maharashtra State, INDIA.

Website: <http://www.texprocil.org> E-mail: info@texprocil.org Tel.: 91-22-2363 2910 to 12
Fax: 91-22-2363 2914

Call Send SMS Add to Skype You'll need Skype CreditFree via Skype

E Serve No. 27 of 2016

March 04, 2016

Sub: Changes in guidelines for participation in fairs/exhibitions under Market Access Initiative (MAI) scheme of the Ministry of Commerce

Dear Member,

As per recent communication received from the Ministry of Commerce, Govt India, it has been decided to streamline release of funds under the Market Access Initiative (MAI) for participation in approved trade fairs / exhibitions, with effect from 1st April 2016. One of the important changes in the MAI guidelines is:

“In order to ensure that the benefits of the Scheme reach a larger number of exporters, a maximum of three participation in a particular trade fair / exhibition would only be eligible for MAI assistance, ie., Members who have availed assistance three times (including past cases) for a particular fair/exhibition, thereafter have to participate in that fair on their own. In addition, MAI funding support will be provided to a Member for a maximum of two MAI events in a financial year.”

This is for your information.

Regards,

Siddhartha Rajagopal
Executive Director
TEXPROCIL