



## PHARMACEUTICALS EXPORT PROMOTION COUNCIL

(Set up by Ministry of Commerce, Govt., of India)

Ref: PXL/CIR-54/H.O./2005-06

July 21, 2005  
Hyderabad

To  
All the Members of Council

Dear Sir/Madam,

### **Sub: Revised MDA/MAI guides lines.**

We would like to inform the members that with effect from 1.4.2005, Market Development Assistance schemes have been revised by the Ministry of Commerce to make the schemes more beneficial to the exporters and further boost the foreign trade. The salient features of the revised guidelines are given below:

#### **1. Increase in Turnover limit for MDA eligibility:**

Exporting companies with FOB value of exports up to Rs.10.00 crores in the preceding year will be eligible for MDA assistance. Earlier this limit was up to Rs.5.00 crores only.

#### **2. Direct participation in Trade fairs & Exhibitions:**

Earlier MDA assistance was available to the members only when they participate in the fairs/exhibitions/Buyer-Seller Meetings abroad organized EPCs/ITPO. This provision has been amended/restored and MDA is now available to the exporters even when they participate **directly** in the fairs/exhibitions/Buyer-Seller Meetings abroad, provided they take prior approval (15 days prior to the date of event) from the Council.

Members having export turnover less than Rs.10 crores per annum in the preceding year and 12 months membership with the Council are now eligible to get reimbursement towards stall charges up to Rs.50,000 (60% of actual paid) in all countries. In case of focused areas, 90%/75% of airfare, for one person, also would be reimbursed.

Members may please note that MDA is **not** available for **visiting** the trade exhibitions/fairs, various countries on their own for export promotion of their products.

#### **3. Reimbursement of Product Registration Charges:**

Under one of the MAI schemes, 50% of product registration charges will be reimbursed to the exporters. Earlier, to avail this incentive, exporters were required to submit Registration Certificate issued by the concerned Health Authorities and also a certificate from the Indian Embassy of the country where the products are registered, attesting that registration fee has been paid to the concerned authorities.



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As per the revised guidelines, **there is no need** to get attestation from the Indian Embassy. Registration Certificate and Receipt issued by registering authorities will be accepted as proof of registration and proof of amount spent respectively.

Members are advised to take note of these important changes and utilize the export promotion schemes effectively.

With regards

DR. P V APPAJI  
EXECUTIVE DIRECTOR