



**SPICES BOARD**

**Ministry of Commerce & Industry**

**Government of India**

**Sugandha Bhavan**

**COCHIN 682 025**

**mail: [marketing.schemes-sb@gov.in](mailto:marketing.schemes-sb@gov.in), [dm.sb-ker@gov.in](mailto:dm.sb-ker@gov.in)**

**FORM NO.MKT-SB/TP-BPLOAN**

**Export Development and Promotion of Spices**

**“Promotion Of Indian Spice Brands Abroad”**

**Application For Availing Financial Assistance**

**Part I- General Information**

1.	Spices Board Registration No:	
2.	Import Export Code	
3.	Name of the Organization/Company (As per CRES)	
4.	Ownership	Proprietorship / LLP/Partnership/Pvt Ltd/Public Ltd/Co-Op-Society/FPOs/HUF
5.	Status of exporter	MSME / Non MSME Star Export House
6.	Ownership category	SC/ST/General Woman enterprises
7.	Full address with contact details of the Name & designation of official concerned	Name: Designation: Address: PIN: Tel (with STD Code) : Email ID : Mobile Number: Website:
8.	Category of exporter	Merchant/Manufacturer
9.	Bank Account Details:	
	a) Name of the Bank	
	b) Account holders' name	
	c) Current Account No.	

	d) IFSC No.	
	e) Place of Branch	
10	Major spices items of exports	
11	Whether the firm is submitting the Quarterly export returns regularly	Yes / No  (Pending returns, if any shall be submitted online, prior to submission of scheme application)

**Part II- For Brand Promotion**

1	Category of exporter (please tick)	FPO NE region (including Sikkim & Darjeeling region) Himalayan States, State Notified ITDP areas and Islands (Union Territories of Andaman & Nicobar and Lakshadweep) Other
2	Location and address of Manufacturing Unit/s	Tel (with STD Code) : Email ID :
3	Details of Brand Registration with Spices Board:  f) Name of brand  g) Product/(s)  h) Date of Registration	
4	Loan required for	a) Brand Promotion  b) Packaging Development  c) Product Development
5	Cost of the activity [Rs.]	
6	Source of Finance	
7	Anticipated date of	

	completion of the proposed activity						
8	<p>Details of the activities and cost of each component for which the assistance is sought for</p> <p>Provide</p> <p>i) activity wise &amp; year wise breakup &amp;</p> <p>ii) country wise &amp; year wise break up</p> <p>Attach additional sheets as applicable (Annexure I)</p>	Activity	Cost(Rs. in lakhs)				
9	Name of the spice/spices for which brand promotion is planned						
10	Amount of Loan required (with year wise requirement)						
12	<b>Export Projection</b>						
	Brand Name	1 <sup>st</sup> year		2 <sup>nd</sup> year		3 <sup>rd</sup> year	
		Qty (MT)	Value (Rs. in lakhs)	Qty (MT)	Value (Rs. in lakhs)	Qty (MT)	Value (Rs. in lakhs)
13	Whether similar assistance has availed from some other scheme/source	Yes / No					
14	If yes, furnish details						
15	Details of enclosures:	A detailed proposal for undertaking Brand promotion activities with necessary supporting documents shall be submitted covering the points mentioned in Annexure II.					

## DECLARATION

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

I / We hereby declare that I /We have carefully gone through the scheme under Trade Promotion activities viz., [1] Product and Packaging Development and Bar Coding [2] Brand Promotion which ever is applicable and and agree to abide by, all the terms and conditions contained therein and, subsequent requirements that might be stipulated by the Board, if any.

I/We hereby agree to complete the promotional programmes within the stipulated time.

I/We fully understand that if the information furnished above is found to be false, at any time, the Board reserves the right to take appropriate legal action against us and also debar us from availing any assistance from the Board in future.

I/we undertake to execute an agreement on stamp paper with the Board as well as to submit a bank guarantee, on stamp paper for 110% (including interest) of the loan amount released.

If found guilty, I/We undertake to repay to the Spices Board the entire amount of assistance received from it in pursuance of this application, with interest at such rate as fixed by the Spices Board upon demand.

Place:

Signature:

Date:

Name & Designation of:  
the authorized signatory:

### Annexure I

Sl No	Details of activity	Proposed expenditure			Total
		Year 1	Year 2	Year3	

Sl No	Name of the country	Proposed expenditure			Total
		Year 1	Year 2	Year3	

## **Annexure II**

A detailed proposal for undertaking Brand promotion activities covering the following points,

- Brief profile of the organization.
- Existing facilities of the organization for processing & value addition.
- Range of products under Brand Promotion(Only Spice products shall be applicable for assistance under the scheme)
- Strength of the organization & Existing Distribution network.
- Countries to which product/products is being exported & export data (volume & value).
- Target markets under the scheme - Maximum upto 5 countries (shall avoid mentioning continents / regions)
- Reason for choosing the target markets - The company's strength in the target market may be highlighted.
- Activities proposed under the scheme in the target markets for all the three years - Specific details on each activity proposed shall be furnished.
- Country wise detailed expenditure breakup for the entire period (3years)
- Activity wise detailed expenditure breakup for the entire period (3years)
- Year wise detailed expenditure breakup for the entire period (3years)
- Proposed outcome and growth in export.
- Export projection for each target market till the Export Obligation period.
- Supporting documents related to the activities proposed (copy of MoUs with any agencies for activities like listing, other documents etc as applicable)