

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION NO. 2112
TO BE ANSWERED ON 04th MARCH, 2020

REVIEW OF EXPORT BRANDING STRATEGY

2112. SHRI SHIVAKUMAR C. UDASI:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether the Government has reviewed the branding strategy for export-oriented Indian products and services;
- (b) if so, the number of modes of branding campaign that has been identified and given a try;
- (c) whether any road map has been drawn as for the participation in International Trade Fairs, Expos and Seminars for the next three years; and
- (d) the details of the expected target of earnings from taking part in these events?

ANSWER

वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)
THE MINISTER OF COMMERCE AND INDUSTRY
(SHRI PIYUSH GOYAL)

(a) & (b): The India Brand Equity Foundation (IBEF), established by the Department of Commerce promotes and creates awareness in international market about Indian products and services through branding campaigns. Branding campaigns have been undertaken by IBEF around international events for select export sectors to highlight their strength and achievements in major target markets through branding modes like venues, advertising through outdoor and print, media interaction, digital marketing (including social media), use of branding material etc. The branding strategy is reviewed regularly in consultation with concerned stakeholders to make suitable adjustment and maximise benefits for Indian products.

(c) & (d): Based on the proposals submitted by the Export Promotion Councils/ Trade Promotion Organizations, an annual plan for organizing participation of exporters in various international fairs and expos is drawn and supported under the Market Access Initiative (MAI) Scheme. No targets of earnings from such events are fixed.
