

# International Marketing Incentive-Guidelines

## 1.1 Applicability

For export promotion of ESDM products and building brand equity of KESDM companies as credible players internationally, Govt. of Karnataka will provide reimbursements of 50% of the actual cost incurred in -

- Registration, economy class travel, boarding and lodging expenses for international marketing, events, and conferences
- Trade show participation and exhibition stall rentals

A single KESDM company will be eligible to claim the reimbursement for up to a maximum of INR 5 Lacs per year. They can apply for the same on a half-yearly basis, within six months of the expense incurred.

Reimbursement for Travel, expenses, food and lodging will be capped at 2 employees for participation in up to 2 international events/conferences/tradeshows per company per year. DA will include lodging, food and intra-city commutes. Journey days will not be considered for computing TA/DA. Also, within the ambit of the monetary cap specified, the reimbursement will be subject to the following conditions.

- Preference for reimbursement will be given to woman members
- Travel reimbursement will only be applicable on economy air travel and DA up to \$100 a day for international travel

## 1.2 Documents Required

- Duly filled application form for International Marketing Incentive
- Copy of the KESDM Registration Certificate
- Event invitation, welcome letter from organizers, confirmation of registration and exhibition participation invoice for trade shows
- Proof for stay at the location along with air tickets, boarding pass and visa stamping
- A report of all business development activities undertaken during the visit to the tradeshow
- Supporting invoices / bills for expenses incurred for travel/lodging/boarding etc.

## 1.3 Application Process and Form

After receiving the application, the officer-in-charge will verify the submitted documents. Post satisfying the genuineness of the facts, an internal audit will be done to ascertain the claim and advise on the incentive amount. The application and advice will be then put up for approval to the approval committee, which will examine and approve / disapprove the application.

### Form 2: Application Form for International Marketing Incentive

<b>KESDM Registration Number:</b>		
<b>Name of the Company:</b>		
<b>Details of Marketing Expenses:</b> (whichever is applicable)		
<b>A</b>	<b>Event/Exhibition Details along with Dates:</b>	
<b>B</b>	<b>Marketing/Publicity Details along with Dates:</b>	
<b>Total Expenses Incurred:</b> (along with breakup)		

<b>1. Conference Fees</b>	
<b>2. Employee Travel Costs</b>	
<b>3. Employee Lodging Costs</b>	
<b>4. Stall Expenses</b>	
<b>5. Other Expenses (as applicable)</b>	
<b>Eligible Reimbursement: (50% of total expenses)</b>	
<b>List of Documents to be Furnished:</b>	
<ul style="list-style-type: none"> <li>• Copy of the KESDM Registration Certificate</li> <li>• Event invitation and exhibition participation invoice</li> <li>• Proof for stay at the location along with air tickets, boarding pass and visa stamping</li> <li>• A report of all business development activities undertaken during the visit to the tradeshow</li> <li>• Supporting invoices / bills for expenses incurred</li> </ul>	

