

**Ministry of Defence**  
**Department of Defence Production**  
**EP Cell**

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**Sub: Promotion of "Brand India" in Defence: A Scheme for Financial Assistance to Defence Attaches to promote Indian Defence Exports**

India has emerged as a manufacturing hub for defence production and envisages an export target of Rs 35,000 crores by 2025. Defence Attaches deputed worldwide play a pivotal role in promoting "Brand India" by showcasing India's Defence Capabilities.

2. A scheme aimed to provide financial support to Defence Attaches for undertaking various promotional activities is already operational (vide MoD DDP I.D dated 20.05.2019). However, it was felt that this scheme is required to be made more flexible, responsive and dynamic to meet the challenges in promoting defence exports. Accordingly, the revision of scheme (**Annexure I**) is approved by Hon'ble RM wherein the allocation of funds has also been enhanced.

3. This revised Scheme will be effective from 01.04.2024. Under the revised scheme, the DAs with the approval of the Ambassador are empowered to mobilize the fund for any activity towards the overall objective of promotion of Defence Exports.

4. The concerned DAs should prepare a yearly action plan along with cost estimates for FY 2024-25 in format placed at **Annexure II**. Based on these cost estimates and the export potential of the country, Screening Committee under the chairmanship of JS(DIP) will submit their recommendations to Secretary (DP). On approval, Government sanction letter (GSL) would be issued to the respective Embassies.

5. In the view of foregoing, DAs are requested to review the promotional activities for Indian defence export in your country of accreditation and submit an action plan for **FY 2024-25** along with the fund requirements latest by **05.02.2024**.

  
(Sanjay Mehrishi)  
**DDG/Exports**

**Encl:** Copy of Revised scheme.

To,  
All DAs

Copy to:

1. Sr. PPS to Secy(Defence)
2. Sr. PPS to Secy(DP)
3. PPS to Secy(MEA)
4. PPS to JS(PIC)
5. PPS FA(DS)

## **Promotion of “Brand India” in Defence: A Scheme for Financial Assistance to Defence Attachés to promote Indian Defence Exports**

### **1. Introduction:**

Defence Attaches (DAs) deputed by MoD to various Indian Embassies are responsible for various aspects of bilateral military and defence relations between India and the respective host countries/countries of accreditation.

The Defence Attaches are expected to be aware of the defence requirements of their respective host countries and maintain a complete & detailed knowledge of the host country's military capabilities, operations, training, readiness, as well as the requirement of equipment.

India has emerged as a manufacturing hub for defence production and envisages an export target of Rs 35,000 crores by 2025. Defence Attachés deputed worldwide play a pivotal role in promoting “Brand India” by showcasing India's Defence capabilities. They bridge the gap between India and Friendly Foreign Countries in promoting indigenous defence production capabilities and carry forward the national aspiration of becoming a net exporter of Defence Equipment.

### **2. Objectives:**

The scheme aims at promoting “Brand India” image of Indian Defence products and their export in global market.

The prime objectives of the scheme are as follows :-

- i. To promote India as major defence manufacturing hub in global market.
- ii. Adopt country based marketing strategies including publicity for Indian Defence Products to promote their exports.
- iii. Promote Indian Defence Industries including MSMEs and Startups to participate in Defence Expo/Shows in friendly foreign countries.



### **3. Scope:**

The scheme aims to provide financial support to Defence Attaches for undertaking various initiatives/activities broadly delineated in the Scheme. The DAs with the approval of the Ambassador are empowered to mobilize the fund for any other activity in the overall objective to promote Defence Exports.

### **4. Operation of the Scheme**

#### **A. Eligible Agencies**

Under the scheme, all DAs and Indian Embassies (to which no DAs have been accredited) are eligible to receive funds to undertake multifarious promotional activities with an objective to promote "Brand India" for indigenous defence exports.

Head of the Mission may appoint a Nodal Officer to which no DAs have been accredited for the execution and monitoring of the promotional activities covered under the scheme.

Defence Export Promotional activities and incurring of the expenditure shall be done by DAs with the approval of the concerned Head of the Mission. In case of funds allocated to Indian Embassies (to which no DAs have been accredited), incurring of expenditure shall be done with the approval of the Head of the Mission who may appoint a Nodal Officer for the execution of the scheme and monitoring of the promotional activities covered under the scheme.

#### **B. Coverage:**

The funding shall be admissible for the following components:

- (i) Publicity Campaigns for promotion of "Brand India" including:
  - a) Road shows/standees/hoardings for Def Expo and Aero India in country of accreditation.
  - b) Publication of articles in local languages about Indian Defence capabilities in leading newspapers, prominent magazines and social media.
  - c) Conduct of outreach programs like /documentaries, presentations, workshops etc.
- (ii) Promotion of "Brand India" and its defence export capabilities by conducting Export Promotion activities during ship/aircraft visits, joint exercises and on the occasion of national days and service days.
- (iii) Taking up promotional activities with local offices of Indian Industry Associations, Export promotion Council etc.

- (iv) Participation in Defence Exhibitions (Stalls/standees/hoardings) of accredited and neighbouring Friendly foreign countries.
- (v) Market Survey every two years to explore Defence Export opportunities.
- (vi) Hosting meetings of Indian industry delegation with MoD of their countries of accreditation
- (vii) Conducting Networking sessions or organising seminars/ webinars.
- (viii) Presentation of models/exhibits of major platforms (showcasing Indian Defence capability) within set containing description of the platform during interaction with the host government and display of models/exhibits in Indian Embassies.
- (ix) Hiring of interpreters (if required) for smooth conduct of promotional events and promoting Defence exports.
- (x) Any other activities not specified in the scheme with prior approval of the Ambassador/High Commissioner of the mission.

The concerned DAs would prepare an yearly action plan by February-March every year as per '**Format A**' based on the activities listed above along with cost estimates subject to the overall ceilings for their respective countries. These estimates would be submitted to the Export Promotion Cell (EP Cell) on email [epc@ddpmod.gov.in](mailto:epc@ddpmod.gov.in) and based on the approval, Government sanction letter would be issued to the respective embassies for incurring such expenditure.

### **C. Criteria for Sanction**

Allocation of funds to the countries may be made according to the export potential and requirement of defence equipment projected by the country. Committee while allocating the fund may seek inputs from ICE Division and proposals submitted by the Defence Attaches.

### **D. Screening Committee**

The composition of the Screening Committee shall be as under:

1. JS (DIP) - Chairman
2. Director (Finance) - Member
3. DDG/Exports – Convener

Screening committee shall submit their recommendation to Secretary (DP) for approval after seeking concurrence from MoD(Fin).

### **E. Funding**

The estimated cost of the Scheme would be Rs 36 crores for a period of 05 years i.e. from 2023-24 to 2027-28. The scheme will be 100% funded by MoD, GOI. The year-wise proposed funding would be as follows:

Year	2023-24	2024-25	2025-26	2026-27	2027-28
Funding (In Cr)	5.00	7.50	7.50	7.50	8.50



## **F. Monitoring and Review**

1. The DA concerned and the Indian Missions (to which no DAs are accredited) shall submit a quarterly progress report in the prescribed Format (**Format B**). JS (DIP) will hold Quarterly Review with DAs and monitor the implementation of the scheme. The Screening Committee shall, from time to time, issue instructions/guidelines for administration of the Scheme.
2. The mid-term review of the Scheme would be taken up in 2025-26.
3. For any revision/amendment in the Scheme, approval of Secretary (DP) shall be obtained.

## **G. Duration of the Scheme**

The Scheme would be for 05 years i.e. from 2023-24 to 2027-28.

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Planned Activity

S.No.	Accredited Country	Fund Utilization for FY 2022-23	Export Potential	Fund Demanded for FY 2023-24			Present /Proposed LOCs	Defence Export for FY 2022-23 (if available)	Exporting Indian defence companies for FY 2022-23	Other Indian defence companies having interest in country	
				Planned Activity	Planned expenditure	Planned month for execution				Company	Interests
				Publicity Campaigns for promotion of "Brand India" including: a) Road shows/standees/hoardings for Def Expo and Aero India in country of accreditation. b) Publication of articles in local languages about Indian Defence capabilities in leading newspapers, prominent magazines and social media. c) Conduct of outreach programs like promotional/documentaries, presentations, workshops etc.							
				Promotion of "Brand India" and its defence export capabilities by conducting Export Promotion activities during ship/aircraft visits, joint exercises and on the occasion of national days and service days.							
				Taking up promotional activities with local offices of Indian Industry Associations, Export Promotion Council etc.							
				Participation in Defence Exhibitions (Stall/standees/hoardings) of accredited and neighbouring Friendly foreign countries.							
				Market Survey every two years to explore Defence Export opportunities.							
				Hosting meetings of Indian industry delegation with MoD of their countries of accreditation							
				Conducting Networking sessions or organising seminars/ webinars.							
				Presentation of model/exhibits of major platforms (showcasing Indian Defence capability) within set containing description of the platform during interaction with the host government and display of models/exhibits in Indian Embassies.							
				Hiring of interpreters (if required) for smooth conduct of promotional events and promoting Defence exports.							
				Any other activities not specified in the scheme with prior approval of the Ambassador/High Commissioner of the mission							

Brief on planned activities may be provided separately.