

Government of India
Ministry of Defence
Department of Defence Production
Export Promotion Cell

Sub: -Enhancement of Defence Exports-Allocation of Geographical Region

This has reference to the MoD DDP I.D. No. 10/EPCell/DPSUs/2020 dated 09.10.2020 on the captioned subject regarding allocation of geographical region/countries of interest amongst the DPSUs for taking up focused promotion activities.

2. Based on the request from newly formed seven DPSUs and other DPSUs, re-allocation of countries have been done and is placed at **Annexure-A**.
3. DPSUs are directed to take up the activities as per SOP placed at **Annexure-B** expeditiously in a time bound manner.
4. This is issued with the approval of AS (DP).

Encl: As above

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DDG Exports

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To,

CMDs of all DPSUs

MOD DDP I.D. No. 10/EPCell/DPSUs/2022 dated 04.07.2022

Annexure-A

S N	DPSUs	Countries Allocated to DPSUs
1.	BEL	Armenia, Brazil, Cambodia, Indonesia, Israel, Kazakhstan, Kyrgyzstan, Myanmar, Nigeria, Oman, Singapore, Sri Lanka, Tajikistan, Thailand, Turkey, USA, Vietnam
2.	HAL	Malaysia, Namibia, Russia, Uganda, Ukraine, United Kingdom
3.	BEML	Kenya
4.	BDL	Algeria, Egypt, Kuwait, Philippines
5.	MIL	UAE, Saudi Arabia
6.	AVNL	Oman, Bangladesh
7.	AWEIL	Vietnam
8.	TCL	Nepal, Bhutan
9.	GRSE	Bangladesh, Oman, Philippines, Saudi Arabia, Seychelles, UAE, Malaysia, Vietnam, Morocco, Madagascar, New Zealand
10.	GSL	Ghana, Indonesia, Kenya, Mauritius, Nigeria, Sri Lanka, Sudan, Tanzania
11.	MDL	Brazil, Chile, Egypt, Kuwait, Maldives, Peru, Qatar, South Africa, Thailand, USA

Note: Five DPSUs i.e. Midhani, GIL, YIL, IOL and HSL have not been allocated any country at present.

Standard Operating Procedure (SOP) for export promotion by DPSUs/OFB in the geographical region assigned

I. The DPSU/OFB will

- i) Be responsible for export promotion and marketing of entire spectrum of exportable platforms/subsystems/components manufactured by Defence Industries in India (both in public and private sector) in their allocated region.
- ii) Have liberty to open offices, hire professionals/Agents with competency of marketing Indian Defence products, on need & visibility basis.
- iii) Be responsible for coordination of all trade exhibitions being held in their allocated regions.
- iv) Followup on the export proposals of all the DPSUs/private companies in the allocated region.
- v) Coordinate with Indian missions abroad for export promotion activities.
- vi) Facilitate coordination between Indian Industries and stakeholders in countries in their assigned regions.
- vii) Be responsible for distribution of promotional materials, audio-visual films received from all DPSUs/OFB/ private companies, and timely dissemination of information to all.
- viii) Share the export leads with all concerned/ related DPSUs/OFB and/or private companies and will follow up on those leads.

II. For undertaking export promotion in their assigned zone, the entity may charge a reasonable percentage from other DPSUs/private companies as success fees on whose behalf they would be taking up the export promotion activities.