

Comparison of Export/Industrial Policies of Various States of India

To participate in international fairs/exhibitions/BSM/RBSM

Central Government

Market Access Support (MAS) under Export Promotion Mission (EPM) – Niryat Disha

Booth / Stall Rental	Pavilion/venue rental and participation fees" listed as eligible expenditure component for BSM/Trade Fairs/Exhibitions
Space / Ground Rent	Overall assistance may cover pavilion space.
Airfare	Support governed by conditions: available only for Director/Partner/Proprietor or full-time senior managerial officer, Indian nationals only; capped at up to 35% of total delegates (BSM/Trade Fair/RBSM) or 40% of total delegates (Trade Delegation); economy class only; claim forms within 15 days of return; no retroactive claims. Reimbursement ceilings: • Zero export turnover (preceding year): 50% of economy airfare — ₹80,000 or 50% of airfare (Africa/Americas/Oceania), whichever lower; ₹45,000 or 50% of airfare (other markets), whichever lower • Export turnover up to ₹75 lakh: 80% of economy airfare — ₹1,25,000 or 80% of airfare (Africa/Americas/Oceania), whichever lower; ₹75,000 or 80% of airfare (other markets), whichever lower • RBSM foreign buyer airfare: ₹75,000 per overseas buyer in general, ₹1,25,000 for Africa/Americas/Oceania; sharing pattern 75% of ceiling or actuals, whichever lower
Travel / Boarding	Travel expenditure wherever eligible; hotel stay for foreign buyers under RBSM as per notified ceilings
Freight / Sample Shipment	"Freight costs for shipment of exhibits" (BSM/Trade Fair) and "Freight charges for shipment of exhibits" (RBSM, Trade Delegation) listed as eligible expenditure
International Trade Fair / Exhibition	Supported activity (B2B/B2C, physical/virtual/hybrid formats). Overall ceiling: ₹5 crore per BSM/Trade Fair/Exhibition. Minimum delegation size of 25 participants recommended; smaller delegations may be recommended by Sub-Committee for new geographies/smaller countries with justification. At least 35% MSME participation required
International Buyer-Seller Meet (BSM)	Participating entity must possess a valid IEC (not suspended/cancelled); member of organising agency for minimum six months; not in DEL; create profile under 'Source from India' on trade.gov.in; assistance up to 2 delegates per BSM; minimum delegation size of 25 participants recommended; proposals for smaller delegations may be recommended with justification; minimum 35% MSME participation; support up to 3 BSMs in a financial year (Micro & Small entities up to 4); ₹5 crore overall ceiling; new IEC holders up to 1 BSM in first year, 2 in second year; lifetime cap of 9 BSM participations over FY2025-31 (MSMEs: 15)
Reverse BSM	RBSMs may be organised at national/state level; recommended to integrate full product value chains with product demonstrations and factory/cluster visits; Overall ceiling: ₹10 crore per RBSM. Minimum 100 overseas participants required; preference given to events with above 200 overall overseas participants. Overseas buyer list finalised at least 3 weeks

	prior to RBSM. Up to 2 delegates per overseas entity supported; support limited to buyer hospitality
Trade Delegation	In markets without major BSMs, eligible agencies may organise focused trade delegations based on recommendation of the Indian Mission abroad; proposals shall specify expected business linkages, follow-up mechanisms and export potential; participating entities must have valid IEC, six-month membership, not be in DEL, create Source from India profile; minimum 35% MSME representation; maximum 2 delegates per participating Indian entity.
Overseas Brand Promotion / Marketing	Publicity, branding, and promotional expenses" / "Publicity and marketing (print, digital, social media, buyer mobilisation campaigns)"; design/production of catalogues, brochures, digital promotional material (e-catalogues, online banners); translation and interpreter services. Unified "Brand India" pavilion/theme mandated where multiple agencies jointly participate
Other Export Promotion Benefits	Positioning India as a preferred destination for MICE (Meetings, Incentives, Conferences, Exhibitions); post-event compilation/curation of potential buyer list (RBSM); "Visits to Centres of Excellence" (RBSM eligible expenditure)
Eligible Units	Entities holding valid IEC (not suspended/cancelled); member of Organising Agency for minimum 6 months prior to event; not in Denied Entity List (DEL); must create profile under 'Source from India' section on trade.gov.in. New IEC holders must be registered with concerned agency for at least 6 months to be eligible. Eligible Organising Agencies: Departments of Central/State Governments; Organisations/Associations recommended by Central/State Governments; Indian Missions abroad; Export Promotion Councils and Commodity Boards recognised under Appendix 2T of FTP; Apex Trade Bodies recognised under FTP; Institutions of National Importance (INIs); other Industry Associations recommended by Sub-Committee on Market Access and approved by Niryat Disha Empowered Committee
Financial Assistance (Quantum, Ceiling & Conditions)	Cost-sharing pattern: Regular sectors – 60% Government share, 40% Organising Agency + exhibitors; Priority sectors – 80% Government share, 20% Organising Agency + exhibitors (applicable to BSM/Trade Fair, RBSM and Trade Delegation). Overall financial assistance ceilings: ₹5 crore per BSM/Trade Fair/Exhibition, ₹10 crore per RBSM, and ₹5 crore per Trade Delegation. Release pattern: 50% advance and 50% after successful completion, submission of mandatory documents, Outcome Report, Utilisation Certificate (UC) and CA-certified Statement of Accounts. Participation shortfall: 0–10% variation – Nil; 11–50% – pro-rata reduction; 50–75% – pro-rata reduction plus 20% reduction of the pro-rata amount; >75% – refund of entire advance. Advance grant refundable with applicable interest in case of default. Large-scale BSMs may be approved up to 2 years in advance and large-scale RBSMs up to 2–3 years in advance. As amended by Trade Notice No. 08/2026-27: In case of cancellation/withdrawal, any advance grant released shall be refunded within 15 days; failing which, it shall be refunded with simple interest @10% per annum from the date of communication of cancellation/withdrawal.
Implementing / Nodal Agency	Directorate General of Foreign Trade (DGFT), Department of Commerce, Ministry of Commerce & Industry
Reference	Trade Notice No. 19/2025-26 dated 31 December 2025 (F. No. 01/02/32/AM-26/EPM)
Official Policy Document (Link)	Trade Connect Portal – https://www.trade.gov.in

Andhra Pradesh Export Promotion (APEX) Policy 2022–27

Booth / Stall Rental	Not Specified
Space / Ground Rent	30% subsidy on ground rent for participation in international trade fairs
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	30% subsidy on ground rent for participation in international trade fairs
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	State to create ₹10 crore Corpus Fund for promotion of exporters, marketing of export produce and establishment of market facilitation centres
Other Export Promotion Benefits	• 50% reimbursement of compulsory international certification (CE, CCC, GMP, Phytosanitary, GFSI, etc.) up to ₹2 lakh/unit/year. • Additional 10% subsidy over GoI support under the ZED Scheme. • Additional 5% subsidy for Women/SC/ST/Backward Community MSMEs. • State Export Awards & Recognition. • 25% investment subsidy on reefer vehicles (max. ₹10 lakh/vehicle, maximum two vehicles per unit).
Eligible Units	MSMEs having a valid IEC; Manufacturer Exporters (for certification reimbursement)
Financial Assistance (Quantum, Ceiling & Conditions)	• 30% subsidy on ground rent for international trade fairs. • 50% reimbursement of certification cost (maximum ₹2 lakh/unit/year). • Additional 10% under ZED and additional 5% for eligible Women/SC/ST/BC MSMEs.
Implementing / Nodal Agency	Department of Industries & Commerce, Government of Andhra Pradesh
Reference	Section 5.6 – Support to Export Promotion (i–v), APEX Export Promotion Policy 2022–27
Official Policy Document (Link)	https://www.epch.in/sites/default/files/policies/AP-ExportPolicy2022-27.pdf

S. No. 2 | Gujarat**Assistance to MSME for Participation in Trade Fairs outside the State of Gujarat (Within India) / International Trade Fair outside India**

Booth / Stall Rental	60% reimbursement of stall rent
Space / Ground Rent	60% reimbursement of space rent/cost
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Assistance for participation in International Trade Fairs outside India and trade fairs outside Gujarat (within India)
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Assistance for product literature and display material
Other Export Promotion Benefits	Reimbursement basis; only Committee-approved exhibitions eligible
Eligible Units	Manufacturing MSMEs possessing MSME Part-II / Udyog Aadhaar (now Udyam Registration) and in production in Gujarat
Financial Assistance (Quantum, Ceiling & Conditions)	60% reimbursement of stall/space rent and product literature/display material subject to a maximum of ₹4,00,000 per participation; expenditure on product literature/display material limited to ₹50,000 per participation; maximum three participations during the operative period; reimbursement only. (GIDC)
Implementing / Nodal Agency	Commissionerate of MSMEs, Industries & Mines Department, Government of Gujarat
Reference	Scheme No. 2, Clause 5 – Assistance Available & Conditions; GR No. GFC-102014-923625-P dated 27.02.2015, amended on 04.04.2016 and revised under MSM-102017-1404-Ch (GIDC)
Official Policy Document (Link)	https://ic.gujarat.gov.in/msme-for-participation-in-trade-fairs.aspx

Bharat Ratna Dr. Babasaheb Ambedkar Udyog Uday Yojana – Assistance to MSME Manufacturing Sector Participation in Exhibition / Trade Fair (National & International)

Booth / Stall Rental	70% reimbursement of stall rent
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Space / Ground Rent	70% reimbursement of space rent/cost
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Eligible for participation in exhibitions/trade fairs outside Gujarat (within India) and international exhibitions/trade fairs outside India
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	70% assistance on product literature & display material
Other Export Promotion Benefits	Reimbursement basis; exhibitions/trade fairs must be approved/recognized by the MSME Commissionerate
Eligible Units	Manufacturing MSMEs owned by SC/ST entrepreneurs, in production in Gujarat during the operative period of the scheme
Financial Assistance (Quantum, Ceiling & Conditions)	70% reimbursement of stall/space rent, product literature and display material, subject to a maximum of ₹4,00,000 per participation. Expenditure on product literature/display material limited to ₹50,000 per participation. Maximum 5 participations during the operative period. Applicable only to approved/recognized exhibitions.
Implementing / Nodal Agency	Commissionerate of MSMEs, Industries & Mines Department, Government of Gujarat
Reference	Clause 14.1 (Eligibility), Clause 14.2 (Quantum of Financial Assistance), GR No. MSM-102017-332-Ch dated 24.10.2017
Official Policy Document (Link)	https://gidc.gujarat.gov.in/Document/MenuDocument/MSM_102017_332_CH_24102017.pdf

Freight Assistance Scheme and Market Development Assistance (MDA) Scheme for Micro & Small Enterprises under Haryana Enterprises & Employment Policy (HEEP)–2020

Booth / Stall Rental	Not Specified
Space / Ground Rent	75% reimbursement
Airfare	Economy class airfare up to ₹1,00,000 (maximum 2 persons)
Travel / Boarding	Not Specified
Freight / Sample Shipment	Shipment of exhibits reimbursable (75%)
International Trade Fair / Exhibition	Eligible for participation in International Fairs/Exhibitions
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Cost of product literature & display material reimbursable
Other Export Promotion Benefits	Stall/stand construction, fabrication & designing charges also reimbursable
Eligible Units	Micro & Small Enterprises (MSEs) located in Haryana
Financial Assistance (Quantum, Ceiling & Conditions)	75% reimbursement of space charges, shipment of exhibits, product literature, display material, stall/stand construction, fabrication & designing charges subject to a maximum of ₹4 lakh. Economy class airfare up to ₹1 lakh for a maximum of 2 persons. Assistance limited to one international fair per financial year. Scheme effective from 01.01.2021 for five years.
Implementing / Nodal Agency	Directorate of MSME, Government of Haryana
Reference	Market Development Assistance Scheme, Clause 2 (Quantum of Assistance)

Official Policy Document (Link)	https://msme.haryana.gov.in/haryana-enterprises-and-employment-policy-2020/
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Freight Assistance Scheme under Haryana Enterprises & Employment Policy (HEEP)-2020

Booth / Stall Rental	Not Specified
Space / Ground Rent	Not Specified
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Freight assistance for export consignments from place of manufacture to seaport/airport/international border
International Trade Fair / Exhibition	Not Applicable
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Not Specified
Other Export Promotion Benefits	Assistance to reduce export logistics cost
Eligible Units	New Micro & Small Exporting Enterprises located in Haryana having annual turnover below ₹10 crore and ZED Certification
Financial Assistance (Quantum, Ceiling & Conditions)	Freight assistance equal to 1% of FOB value or actual freight paid (excluding taxes & statutory charges), whichever is lower; maximum ₹10 lakh per annum for units located in C & D Category Blocks and ₹5 lakh per annum for units located in A & B Category Blocks. Assistance available for five years from the date of commencement of exports.
Implementing / Nodal Agency	Directorate of MSME, Industries & Commerce Department, Government of Haryana
Reference	Freight Assistance Scheme, Notification dated 08.06.2021 issued under HEEP-2020
Official Policy Document (Link)	https://cdnbbsr.s3waas.gov.in/s3f48c04ffab49ff0e5d1176244fdb65c/uploads/2022/06/2022060231-1.pdf

Karnataka MSME Policy 2023–28 – Export Readiness Certification Support

Booth / Stall Rental	Not Specified
Space / Ground Rent	Not Specified
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Not Specified
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Not Specified
Other Export Promotion Benefits	50% reimbursement of eligible export-readiness certification costs (CE, CCC, Phytosanitary Certificate, IFS, BRC, FSSC 22000, SEDEX, GHP, GMP, GLP, HACCP and other internationally recognised export certifications)
Eligible Units	MSMEs eligible under the Karnataka MSME Policy 2023–28
Financial Assistance (Quantum, Ceiling & Conditions)	50% reimbursement of the certification application cost, subject to an overall ceiling of ₹5,00,000 per enterprise for eligible export-readiness certifications. (MSME)
Implementing / Nodal Agency	Department of MSME, Government of Karnataka
Reference	Section 3.10 – Export Readiness Certification Support, Karnataka MSME Policy 2023–28 (MSME)
Official Policy Document (Link)	https://msme.icai.org/wp-content/uploads/2026/06/Karnataka-State-MSME-Policy-2026.pdf

Madhya Pradesh Export Promotion Scheme, 2025 – Export Marketing Assistance

Booth / Stall Rental	Registration & Stall Charges reimbursable
Space / Ground Rent	Reimbursable
Airfare	Transportation expenses for up to 3 representatives reimbursable
Travel / Boarding	Not Specified
Freight / Sample Shipment	Transportation of exhibits/material reimbursable
International Trade Fair / Exhibition	Eligible
International Buyer-Seller Meet (BSM)	Eligible
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Export Marketing Assistance
Other Export Promotion Benefits	Covers participation in National & International Trade Fairs, Exhibitions & Buyer-Seller Meets
Eligible Units	Large Scale & MSME manufacturing units in Madhya Pradesh registered under the Investment Promotion Scheme 2025/MSME Promotion Scheme 2025, possessing a valid IEC and RCMC, undertaking direct exports, exporting at least 25% of total production, and manufacturing/value-adding the exported goods within Madhya Pradesh.
Financial Assistance (Quantum, Ceiling & Conditions)	75% reimbursement of registration/participation charges, stall charges, transportation expenses (up to 3 persons) and other approved expenditure, subject to ₹5 lakh per unit per annum, available for 5 years. Claims to be filed within 180 days after the end of the financial year.
Implementing / Nodal Agency	Madhya Pradesh Industrial Development Corporation Ltd. (MPIDC)
Reference	Clause 6.6 – Export Marketing Assistance
Official Policy Document (Link)	https://www.nsws.gov.in/s3fs/2026-01/Madhya_Pradesh_Export_Promotion_Scheme_2025.pdf

Madhya Pradesh Export Promotion Scheme, 2025 – Assistance for Registration-cum-Membership Certificate (RCMC)

Booth / Stall Rental	Not Specified
Space / Ground Rent	Not Specified
Airfare	Not Specified

Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Not Specified
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Not Specified
Other Export Promotion Benefits	Reimbursement of expenses incurred for obtaining Registration-cum-Membership Certificate (RCMC).
Eligible Units	Large Scale & MSME manufacturing units in Madhya Pradesh registered under the Investment Promotion Scheme 2025/MSME Promotion Scheme 2025, possessing a valid IEC and RCMC, undertaking direct exports, exporting at least 25% of total production, and manufacturing/value-adding the exported goods within Madhya Pradesh.
Financial Assistance (Quantum, Ceiling & Conditions)	Reimbursement of actual expenses incurred for obtaining RCMC, including prescribed fees, documentation charges and legal charges (excluding consultancy charges), subject to a maximum of ₹10 lakh per unit. CA certificate certifying the expenditure is required. Claim to be submitted within 180 days after the end of the financial year.
Implementing / Nodal Agency	MPIDC (Madhya Pradesh Industrial Development Corporation Ltd.)
Reference	Clause 6.1(iii) – Assistance for Registration-cum-Membership Certificate (RCMC)
Official Policy Document (Link)	https://www.nsws.gov.in/s3fs/2026-01/Madhya_Pradesh_Export_Promotion_Scheme_2025.pdf

Madhya Pradesh Export Promotion Scheme, 2025 – Assistance for Insurance Premium

Booth / Stall Rental	Not Specified
Space / Ground Rent	Not Specified
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Not Specified
International Buyer-Seller Meet (BSM)	Not Specified

Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Not Specified
Other Export Promotion Benefits	Reimbursement of export insurance premium.
Eligible Units	Large Scale & MSME manufacturing units in Madhya Pradesh registered under the Investment Promotion Scheme 2025/MSME Promotion Scheme 2025, possessing a valid IEC and RCMC, undertaking direct exports, exporting at least 25% of total production, and manufacturing/value-adding the exported goods within Madhya Pradesh.
Financial Assistance (Quantum, Ceiling & Conditions)	Reimbursement of export insurance premium costs up to ₹25 lakh per unit. Multiple insurance premiums paid during the first 12 months after commencement of commercial production may be combined. Claims to be submitted within 180 days after the end of the financial year.
Implementing / Nodal Agency	MPIDC (Madhya Pradesh Industrial Development Corporation Ltd.)
Reference	Clause 6.1(iv) – Assistance for Insurance Premium
Official Policy Document (Link)	https://www.nsws.gov.in/s3fs/2026-01/Madhya_Pradesh_Export_Promotion_Scheme_2025.pdf

Madhya Pradesh Export Promotion Scheme, 2025 – Export Green Documentation Assistance

Booth / Stall Rental	Not Specified
Space / Ground Rent	Not Specified
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Not Specified
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Assistance for Green & Sustainable Export Certifications
Other Export Promotion Benefits	Reimbursement of documentation and certification expenses for internationally accepted green/sustainability standards

Eligible Units	Large Scale & MSME manufacturing units in Madhya Pradesh registered under the Investment Promotion Scheme 2025/MSME Promotion Scheme 2025, possessing a valid IEC and RCMC, undertaking direct exports, exporting at least 25% of total production, and manufacturing/value-adding the exported goods within Madhya Pradesh.
Financial Assistance (Quantum, Ceiling & Conditions)	50% reimbursement of expenditure incurred on Green & Sustainable Export Documentation/Certification, subject to a maximum of ₹20 lakh per unit per annum, available for 5 years. Claims shall be submitted annually within 180 days after the end of each financial year during the eligibility period. A unit may claim reimbursement for multiple certifications/documentations as a single annual claim within the prescribed financial/time limits. Eligible activities include certifications related to Green Energy, Energy Efficiency, IGBC Gold/Platinum Standards, EU ETS, CBAM, Net-Zero Frameworks and other nationally/internationally recognised environmental standards. A CA certificate certifying the expenditure incurred is mandatory.
Implementing / Nodal Agency	Madhya Pradesh Industrial Development Corporation Ltd. (MPIDC)
Reference	Clause 6.7 – Export Green Documentation Assistance
Official Policy Document (Link)	https://www.nsws.gov.in/s3fs/2026-01/Madhya_Pradesh_Export_Promotion_Scheme_2025.pdf

Madhya Pradesh Export Promotion Scheme, 2025 – Export Turnover Incentive & Export Growth Accelerator Assistance

Booth / Stall Rental	Not Specified
Space / Ground Rent	Not Specified
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Not Specified
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Not Specified
Other Export Promotion Benefits	Export Incentives linked to incremental FOB exports
Eligible Units	Large Scale & MSME manufacturing units in Madhya Pradesh registered under the Investment Promotion Scheme 2025/MSME Promotion Scheme 2025, possessing a valid

	IEC and RCMC, undertaking direct exports, exporting at least 25% of total production, and manufacturing/value-adding the exported goods within Madhya Pradesh.
Financial Assistance (Quantum, Ceiling & Conditions)	1. General Conditions: (i) Incentive applicable on incremental exports from the second year of export operations (12 months after the first export consignment). (ii) Available for a maximum of 5 years. (iii) Claims to be submitted annually within 180 days after the end of each financial year. (iv) CA certificate verifying annual turnover and incremental FOB exports is mandatory. 2. Export Turnover Assistance: (i) 10% incentive on annual incremental FOB value of exports. (ii) Maximum assistance of ₹2 crore per unit during the entire policy period.
Implementing / Nodal Agency	Madhya Pradesh Industrial Development Corporation Ltd. (MPIDC)
Reference	Clause 6.5 – Export Turnover Incentive & Export Growth Accelerator Assistance
Official Policy Document (Link)	https://www.nsws.gov.in/s3fs/2026-01/Madhya_Pradesh_Export_Promotion_Scheme_2025.pdf

Madhya Pradesh Export Promotion Scheme, 2025 – Export Infrastructure Assistance

Booth / Stall Rental	Not Specified
Space / Ground Rent	Not Specified
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Not Specified
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Not Specified
Other Export Promotion Benefits	One-time capital subsidy for creation of export-supporting infrastructure.
Eligible Units	Large Scale & MSME manufacturing units in Madhya Pradesh registered under the Investment Promotion Scheme 2025/MSME Promotion Scheme 2025, possessing a valid

	IEC and RCMC, undertaking direct exports, exporting at least 25% of total production, and manufacturing/value-adding the exported goods within Madhya Pradesh.
Financial Assistance (Quantum, Ceiling & Conditions)	1. One-time capital subsidy of 25% on eligible investment made towards creation of export-supporting infrastructure. 2. Maximum assistance of ₹1 crore per unit. 3. Eligible infrastructure includes testing laboratories, R&D centres, quality control/certification facilities and export incubation centres (illustrative, not exhaustive). 4. Infrastructure already receiving incentives under the Investment Promotion Scheme 2025 (EFCl) is not eligible under this assistance. 5. Claim to be submitted within 24 months from the date of commencement of commercial production along with CA/CE certificate. 6. MD, MPIDC may condone delay in submission for valid reasons.
Implementing / Nodal Agency	Madhya Pradesh Industrial Development Corporation Ltd. (MPIDC)
Reference	Clause 6.4 – Export Infrastructure Assistance
Official Policy Document (Link)	https://www.nsws.gov.in/s3fs/2026-01/Madhya_Pradesh_Export_Promotion_Scheme_2025.pdf

Madhya Pradesh Export Promotion Scheme, 2025 – Export Financial Assistance

Booth / Stall Rental	Not Specified
Space / Ground Rent	Not Specified
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Not Specified
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Not Specified
Other Export Promotion Benefits	Interest subsidy on export credit.

Eligible Units	Large Scale & MSME manufacturing units in Madhya Pradesh registered under the Investment Promotion Scheme 2025/MSME Promotion Scheme 2025, possessing a valid IEC and RCMC, undertaking direct exports, exporting at least 25% of total production, and manufacturing/value-adding the exported goods within Madhya Pradesh.
Financial Assistance (Quantum, Ceiling & Conditions)	1. Interest subsidy of up to 5% on pre-shipment and post-shipment rupee export credit. 2. Claims to be submitted annually within 180 days after the end of each financial year during the eligibility period (delay may be condoned by MD, MPIDC). 3. Supporting documents include Letter of Credit, Order Copy, Commercial Invoice, Bank Certificate for export credit sanctioned/disbursed and Repayment Schedule. 4. Multiple shipments/consignments may be clubbed into a single annual claim for up to 5 years. 5. Maximum assistance shall not exceed ₹50 lakh per unit over a five-year period.
Implementing / Nodal Agency	MPIDC (Madhya Pradesh Industrial Development Corporation Ltd.)
Reference	Clause 6.8 – Export Financial Assistance
Official Policy Document (Link)	https://www.nsws.gov.in/s3fs/2026-01/Madhya_Pradesh_Export_Promotion_Scheme_2025.pdf

Maharashtra State Export Promotion Policy, 2023

Booth / Stall Rental	50% reimbursement of stall cost (75% for Women/SC/ST entrepreneurs), subject to overall ceiling of ₹3.00 lakh.
Space / Ground Rent	Included in stall cost.
Airfare	Included in travel cost (not separately specified).
Travel / Boarding	50% reimbursement of travel cost (75% for Women/SC/ST entrepreneurs), subject to overall ceiling of ₹3.00 lakh. Boarding not specified.
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Financial assistance for participation in international exhibitions organised/promoted by Government of India, Government of Maharashtra, Export Promotion Councils (EPCs) and other reputed organisations.
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Applicable
Overseas Brand Promotion / Marketing	Promotion of products through participation in overseas exhibitions.
Other Export Promotion Benefits	Maximum two visits during the policy period (one visit per year).
Eligible Units	MSMEs participating in international exhibitions organised/promoted by GoI, GoM, EPCs or other reputed organisations.
Financial Assistance (Quantum, Ceiling & Conditions)	1. Reimbursement of 50% of total Stall & Travel Cost or ₹3.00 lakh, whichever is lower. 2. Women/SC/ST entrepreneurs: 75% reimbursement (maximum ₹3.00 lakh). 3. Maximum two visits during the policy period (one visit per year).
Implementing / Nodal Agency	Industries Department, Government of Maharashtra
Reference	Clause 5.2(a) – Assistance for Participation in International Exhibitions
Official Policy Document (Link)	https://industry.maharashtra.gov.in/sites/default/files/2025-09/20231122nairayaata.pdf

Maharashtra State Export Promotion Policy, 2023

Booth / Stall Rental	Not Applicable
Space / Ground Rent	Not Applicable
Airfare	Included in travel cost

Travel / Boarding	50% reimbursement of travel cost (75% for Women/SC/ST entrepreneurs)
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Participation through official export promotion delegations
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Participation in delegations organised by EPCs, WTC, DGFT & FIEO
Overseas Brand Promotion / Marketing	Overseas market exposure through official delegations
Other Export Promotion Benefits	One visit per unit per annum
Eligible Units	MSME exporters participating in delegations organised by EPCs, WTC, DGFT or FIEO
Financial Assistance (Quantum, Ceiling & Conditions)	Reimbursement of travel cost limited to ₹1 lakh or 50% (75% for Women/SC/ST) of total travel cost, whichever is lower; limited to one visit per unit per annum.
Implementing / Nodal Agency	Industries Department, Government of Maharashtra
Reference	Clause 5.2(b) – Assistance for Export Promotion Delegations
Official Policy Document (Link)	https://industry.maharashtra.gov.in/sites/default/files/2025-09/20231122nairayaata.pdf

Maharashtra State Export Promotion Policy, 2023

Booth / Stall Rental	Not Applicable
Space / Ground Rent	Not Applicable
Airfare	Not Applicable
Travel / Boarding	Not Applicable
Freight / Sample Shipment	50% reimbursement of logistics expenditure
International Trade Fair / Exhibition	Not Applicable
International Buyer-Seller Meet (BSM)	Not Applicable
Reverse BSM	Not Applicable
Trade Delegation	Not Applicable

Overseas Brand Promotion / Marketing	Not Applicable
Other Export Promotion Benefits	Support for first-time exporters entering international markets
Eligible Units	First-time MSME exporters
Financial Assistance (Quantum, Ceiling & Conditions)	50% reimbursement of logistics expenditure, limited to ₹1 lakh per MSME per annum, available for the first three years.
Implementing / Nodal Agency	Industries Department, Government of Maharashtra
Reference	Clause 5.2(c) – Logistics Assistance for First-time MSME Exporters
Official Policy Document (Link)	https://industry.maharashtra.gov.in/sites/default/files/2025-09/20231122nairayaata.pdf

Maharashtra State Export Promotion Policy, 2023

Booth / Stall Rental	Not Applicable
Space / Ground Rent	Not Applicable
Airfare	Not Applicable
Travel / Boarding	Not Applicable
Freight / Sample Shipment	Not Applicable
International Trade Fair / Exhibition	Not Applicable
International Buyer-Seller Meet (BSM)	Not Applicable
Reverse BSM	Not Applicable
Trade Delegation	Not Applicable
Overseas Brand Promotion / Marketing	Not Applicable
Other Export Promotion Benefits	Incentive linked to export growth
Eligible Units	Exporting MSMEs
Financial Assistance (Quantum, Ceiling & Conditions)	Exporting MSMEs will be incentivized for first 5 years on incremental increase in export turnover at the rate of 1% on incremental export growth (YoY basis growth)
Implementing / Nodal Agency	Industries Department, Government of Maharashtra
Reference	Clause 5.1 (Special Export Incentive)
Official Policy Document (Link)	https://industry.maharashtra.gov.in/sites/default/files/2025-09/20231122nairayaata.pdf

Odisha Export Policy, 2022

Booth / Stall Rental	100% Stall Rent borne by the State Government for selected exporters.
Space / Ground Rent	Included (State Government bears stall rent).
Airfare	50% of Economy Class Airfare limited to ₹50,000 for one representative per firm.
Travel / Boarding	Travel assistance limited to airfare only; boarding not specified.
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Participation in product-specific International Trade Fairs/Exhibitions in India & Abroad selected by the State Government based on DGFT/EPC inputs.
International Buyer-Seller Meet (BSM)	Export Development Assistance also available for approved Buyer-Seller Meets organised by ITPO/EPCs/FICCI/CII/ICC/ASSOCHAM etc.
Reverse BSM	Not Specified
Trade Delegation	Support to delegations from Odisha to other countries with 50% economy airfare (max ₹50,000 for one representative).
Overseas Brand Promotion / Marketing	Exposure and market access through international exhibitions and export promotion events.
Other Export Promotion Benefits	One International/Domestic Exhibition and one International/Domestic Buyer-Seller Meet may be availed in one financial year. Exporters receiving similar GoI assistance are not eligible for State assistance. Selection by Government Committee.
Eligible Units	MSME exporters registered with DIC / Merchant Exporters (annual turnover < ₹5 crore), valid IEC (active/renewed), Udyam/UAM registration and valid passport.
Financial Assistance (Quantum, Ceiling & Conditions)	1. 100% Stall Rent borne by State Government. 2. 50% Economy Class Airfare (max ₹50,000) for one representative per firm. 3. Delegation visits: 50% Economy Class Airfare (max ₹50,000).
Implementing / Nodal Agency	Director, Export Promotion & Marketing (EP&M), Government of Odisha.
Reference	Chapter 22 – Fiscal Incentives – Export Development Assistance Scheme (Table 4)
Official Policy Document (Link)	https://investodisha.gov.in/download/Export-Policy-2022.pdf

Odisha Apparel & Technical Textiles Policy, 2022 – Market Development Initiative (MDI)

Booth / Stall Rental	50% reimbursement of actual cost incurred
Space / Ground Rent	Included in exhibition participation cost
Airfare	Not Specified
Travel / Boarding	Not Specified

Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Eligible for reimbursement for participation in domestic & international exhibitions/trade events
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Supports market development through participation in international exhibitions/trade events
Other Export Promotion Benefits	Can be availed 2 times for each category during the policy period
Eligible Units	New units/additional units of existing companies established in Odisha with commercial production commencing after notification of the policy. 2. Minimum employment of 200 workers (unskilled, semi-skilled & skilled). 3. Minimum 90% domicile workers of Odisha.
Financial Assistance (Quantum, Ceiling & Conditions)	1. 50% reimbursement of actual cost incurred. 2. Domestic exhibitions: maximum ₹3 lakh per unit. 3. International exhibitions outside India: maximum ₹6 lakh per unit. 4. Assistance available twice for each category during the policy period.
Implementing / Nodal Agency	Handlooms, Textiles & Handicrafts Department, Government of Odisha
Reference	Market Development Initiative (MDI)
Official Policy Document (Link)	https://investodisha.gov.in/download/Export-Policy-2022.pdf

Punjab Industrial & Business Development Policy, 2022

Booth / Stall Rental	50% reimbursement of total stall rent (Maximum ₹5 lakh)
Space / Ground Rent	Included in stall rent reimbursement
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Financial assistance for participation in International Trade Fairs abroad
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Not Specified
Other Export Promotion Benefits	Support available only for participation in International Trade Fairs abroad. Domestic trade fairs are also covered separately under the policy but are outside the scope of this study.
Eligible Units	MSMEs participating in International Trade Fairs abroad under the policy.
Financial Assistance (Quantum, Ceiling & Conditions)	1. Reimbursement of 50% of total stall rent for participation in International Trade Fairs abroad. 2. Maximum assistance of ₹5 lakh per unit.
Implementing / Nodal Agency	Department of Industries & Commerce, Government of Punjab / Invest Punjab
Reference	Marketing Support – Table 19
Official Policy Document (Link)	https://www.indiacode.nic.in/bitstream/123456789/19356/1/ibdp_2022_31-01-2023_%281%29.pdf

Rajasthan Export Promotion Policy, 2024

Booth / Stall Rental	75% reimbursement (included under marketing assistance)
Space / Ground Rent	Included
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Participation in approved International Trade Fairs, Exhibitions & Buyer-Seller Meets in India or abroad
International Buyer-Seller Meet (BSM)	Covered
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Supports international promotion through exhibitions & BSMs
Other Export Promotion Benefits	Can be availed once in two years. Ceiling ₹3 lakh per year.
Eligible Units	1. Manufacturer Exporters – enterprises directly involved in manufacturing or producing goods for export. 2. Service-Oriented Exporters – companies providing services to international clients. 3. Merchant Exporters – entities engaged in buying and selling goods for export, with or without warehousing facilities.
Financial Assistance (Quantum, Ceiling & Conditions)	1. 75% reimbursement of participation cost. 2. Maximum ₹3 lakh per year. 3. Assistance for approved International Trade Fairs, Exhibitions & Buyer-Seller Meets.
Implementing / Nodal Agency	Department of Industries & Commerce, Government of Rajasthan
Reference	Clause 12 – Marketing Assistance
Official Policy Document (Link)	https://istart.rajasthan.gov.in/public/Policies/2024/rajasthan-export-promotion-policy-2024.pdf

Rajasthan Export Promotion Policy, 2024

Booth / Stall Rental	Not Applicable
Space / Ground Rent	Not Applicable
Airfare	Not Applicable
Travel / Boarding	Not Applicable

Freight / Sample Shipment	Product testing reimbursement includes cost of sending export samples for new orders/markets
International Trade Fair / Exhibition	Not Applicable
International Buyer-Seller Meet (BSM)	Not Applicable
Reverse BSM	Not Applicable
Trade Delegation	Not Applicable
Overseas Brand Promotion / Marketing	Supports compliance with international standards
Other Export Promotion Benefits	Export documentation, quality certification, testing and international compliance support.
Eligible Units	1. Manufacturer Exporters – enterprises directly involved in manufacturing or producing goods for export. 2. Service-Oriented Exporters – companies providing services to international clients. 3. Merchant Exporters – entities engaged in buying and selling goods for export, with or without warehousing facilities.
Financial Assistance (Quantum, Ceiling & Conditions)	1. 50% reimbursement of export documentation, quality & management system certification, quality testing and international trade compliance expenses (Maximum ₹5 lakh per unit per annum). 2. Product testing reimbursement @75%, maximum ₹20,000 per shipment and ₹3 lakh per financial year, including cost of sending samples for new export orders/markets.
Implementing / Nodal Agency	Department of Industries & Commerce, Government of Rajasthan
Reference	Clause 13(c) & 13(d)
Official Policy Document (Link)	https://istart.rajasthan.gov.in/public/Policies/2024/rajasthan-export-promotion-policy-2024.pdf

Global Trade Initiative – Tamil Nadu Pavilion

Booth / Stall Rental	50% reimbursement of stall rent (Maximum ₹2.00 lakh)
Space / Ground Rent	Included under stall rent reimbursement
Airfare	50% reimbursement of Economy Class airfare for one eligible participant per stall annually (Maximum ₹1.25 lakh per exhibitor; overall ceiling ₹25 lakh per fair).
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Participation under the Tamil Nadu Pavilion in selected International Textile Fairs (4 fairs annually)
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Provides a platform to showcase products, establish global business networks and explore export opportunities through the Tamil Nadu Pavilion.
Other Export Promotion Benefits	Maximum total financial assistance of ₹3.25 lakh per exhibitor; participation facilitated in four selected international textile fairs every year.
Eligible Units	1. Textile manufacturer with active manufacturing operations. 2. Valid Import Export Code (IEC) issued by DGFT. 3. Registered office and manufacturing unit located in Tamil Nadu.
Financial Assistance (Quantum, Ceiling & Conditions)	50% reimbursement of stall rent (Maximum ₹2.00 lakh per exhibitor) and 50% reimbursement of economy class airfare for one eligible participant per stall annually (Maximum ₹1.25 lakh per exhibitor), with an overall airfare allocation of ₹25 lakh per fair. Total maximum assistance: ₹3.25 lakh per exhibitor.
Implementing / Nodal Agency	Department of Textiles, Government of Tamil Nadu
Reference	Global Trade Initiative – Tamil Nadu Pavilion
Official Policy Document (Link)	https://tn textiles.tn.gov.in/tn-pavilion/

Uttar Pradesh Export Promotion Policy 2025–30 – Marketing Development Assistance (MDA) Scheme

Booth / Stall Rental	75% of stall charges (Maximum ₹3.25 lakh)
Space / Ground Rent	Included in stall charges
Airfare	75% of airfare for one person (Maximum ₹1.25 lakh)
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Participation in Foreign Fairs / International Exhibitions (Maximum 3 fairs per year) and Participation in Virtual Trade Fair of International Scale
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	For international virtual fairs- Facilitates participation in international virtual trade fairs for market access and buyer outreach.
Other Export Promotion Benefits	Overall MDA assistance capped at ₹25 lakh per exporter per year and Assistance available for participation in a maximum of 4 international virtual trade fairs per year.
Eligible Units	MSME Exporter registered with Uttar Pradesh Export Promotion Bureau (UPEPB).
Financial Assistance (Quantum, Ceiling & Conditions)	1. 75% reimbursement of stall charges (Maximum ₹3.25 lakh). 2. 75% reimbursement of airfare for one person (Maximum ₹1.25 lakh). 3. Maximum 3 foreign fairs per year. 4. Overall MDA ceiling ₹25 lakh per exporter per year 5. 75% reimbursement of total expenditure incurred, subject to a maximum of ₹25,000 per virtual trade fair, for up to 4 fairs per year.
Implementing / Nodal Agency	Uttar Pradesh Export Promotion Bureau (UPEPB)
Reference	Clause 5.1 – Marketing Development Assistance Scheme and Marketing Development Assistance (Virtual Trade Fair)
Official Policy Document (Link)	https://msme1connect.up.gov.in/pdf/Policies/Uttar_Pradesh_Export_Promotion_Policy_2025.pdf

Uttarakhand Export Policy – Marketing Assistance, 2021

Booth / Stall Rental	75% reimbursement of space rent (Maximum ₹2.00 lakh per year)
Space / Ground Rent	Included under space rent reimbursement
Airfare	Not Specified
Travel / Boarding	Not Specified
Freight / Sample Shipment	Not Specified
International Trade Fair / Exhibition	Support for participation in international exhibitions and conferences for business promotion. Domestic exhibitions: 50% reimbursement of space rent up to ₹50,000.
International Buyer-Seller Meet (BSM)	Not Specified
Reverse BSM	Not Specified
Trade Delegation	Not Specified
Overseas Brand Promotion / Marketing	Facilitates expansion into international markets through participation in exhibitions and conferences.
Other Export Promotion Benefits	Additional benefit of 15% for women entrepreneurs.
Eligible Units	1. 100% Export Oriented Units (EOUs). 2. Prior approval of the State Government. 3. Certification by ITPO, New Delhi or the concerned Export Promotion Council.
Financial Assistance (Quantum, Ceiling & Conditions)	1. 75% reimbursement of space rent up to ₹2.00 lakh per year for participation in international exhibitions and conferences. 2. 50% reimbursement of space rent up to ₹50,000 for exhibitions held within India. 3. Additional 15% benefit for women entrepreneurs.
Implementing / Nodal Agency	Department of Industries, Government of Uttarakhand
Reference	Marketing Assistance
Official Policy Document (Link)	https://investuttarakhand.uk.gov.in/themes/backend/acts/act_english1639026865.pdf

Note: The information provided in this list is updated as of August 2026.
