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विषय : खाद्य प्रसंस्करण उद्योग के लिए उत्पादन लिंकड प्रोत्साहन स्कीम (पीएलआईएसएफपीआई) -
विभिन्न मसाला उत्पादों का कवरेज - बाबत

भारत सरकार ने, वैश्विक खाद्य विनिर्माण चैंपियनों के निर्माण का समर्थन करने, अंतर्राष्ट्रीय बाजारों में मूल्य वर्द्धित खाद्य उत्पादों के भारतीय ब्रांडों को समर्थन देने, ऑफ-फार्म नौकरियों के रोजगार के अवसर बढ़ाने तथा कृषि उपज के लाभकारी मूल्य और किसानों को अधिक आय सुनिश्चित करने के उद्देश्य से 'खाद्य प्रसंस्करण उद्योग के लिए उत्पादन लिंकड प्रोत्साहन स्कीम (पीएलआईएसएफपीआई)' का अनुमोदन किया है। पीएलआईएसएफपीआई के अधीन, निम्नलिखित तीन श्रेणियों के आवेदकों से, बिक्री-आधारित इंसेंटिव्स, विदेश में ब्रैंडिंग व विपणन गतिविधियों के लिए अनुदान आदि जैसी सहायता प्राप्त करने के लिए ऑनलाइन आवेदन आमंत्रित किया गया है:

श्रेणी-I : आवेदक, बड़ी संस्थाएं हैं, जो बिक्री एवं निवेश मानदंड के आधार पर इंसेंटिव के लिए आवेदन करता है। इस श्रेणी के अधीन, आवेदक, विदेश में ब्रैंडिंग व विपणन कार्य कर सकता है और एक सामान्य आवेदन के साथ योजना के अधीन अनुदान के लिए आवेदन भी कर सकता है।

श्रेणी-II : आवेदक, जो करनेवाले सूक्ष्म व लघु उद्यम के नवीनतम/जैविक उत्पादों का निर्माण करता है और बिक्री आधार पर पीएलआई इंसेंटिव के लिए आवेदन करता है।

श्रेणी-III : आवेदक जो केवल विदेश में ब्रैंडिंग व विपणन गतिविधियों के लिए अनुदान हेतु आवेदन करता है।

खाद्य प्रसंस्करण उद्योग के लिए उत्पादन लिंकड प्रोत्साहन स्कीम (पीएलआईएसएफपीआई) पर प्रचालन दिशानिर्देश(संलग्न) व अक्सर पूछे जानेवाले प्रश्न <https://plimofpi.ifcilttd.com/guidelines> पर देखे जा सकते हैं। दिशानिर्देशों के अनुसार, योजना के अधीन सहायता प्राप्त करने के लिए विभिन्न मसालों को शामिल किया गया है। इच्छुक फ़र्म, 17-06-2021 को सायं 5.00 बजे के पहले <https://plimofpi.ifcilttd.com> पर, योजना के दिशानिर्देशों के अनुसार, ऑनलाइन आवेदन प्रस्तुत करें। योजना से संबन्धित प्रश्न, यदि कोई है तो, pli.fpi@mofpi.gov.in को भेज सकते हैं।

मसालों व मसाला उत्पादों के सभी निर्यातकों को, जो “खाद्य प्रसंस्करण उद्योग के लिए उत्पादन लिंकड प्रोत्साहन स्कीम (पीएलआईएसएफपीआई)” के अधीन, योजना दिशानिर्देशों के अनुसार, सहायता प्राप्त करने के पात्र हैं, योजना के लाभ प्राप्त करने हेतु आवेदन की प्रस्तुति पर विचार करने की सलाह दी जाती है।

(ह.)

निदेशक(विपणन)

सेवा में,

मसालों व मसाला उत्पादों के सभी निर्यातक



**Guidelines on Production Linked Incentive (PLI) Scheme for Food Processing
Industry**

PLISFPI



MAY 2, 2021

MINISTRY OF FOOD PROCESSING INDUSTRIES
Government of India

F. No.11-18/3/2021-PLIS
Government of India
Ministry of Food Processing Industries

Dated: 2nd May, 2021

CONTENT

| | |
|---|----|
| 1. Objective | 3 |
| 2. Components | 3 |
| 3. Definitions | 3 |
| 4. Tenure of the Scheme..... | 6 |
| 5. Eligibility | 6 |
| 6. Investment: | 7 |
| 7. Branding & Marketing:..... | 10 |
| 8. Selection Process | 11 |
| 9. Computation and Payment of Incentive | 12 |
| 10. Application..... | 13 |
| 11. Online Portal | 14 |
| 12. Project Management Agency (PMA)..... | 14 |
| 13. Empowered Group of Secretaries (EGOS) | 15 |
| 14. Committees..... | 15 |
| 15. Approval..... | 16 |
| 16. Disbursement of Incentive..... | 17 |
| 17. Review | 20 |
| 18. Residual | 20 |
| Appendix-A: Eligibility Criteria for different Categories of Applicants | 22 |
| Appendix-B: Coverage of Food Products under Different Food Segment | 23 |
| Appendix-C: Rates of Incentives on Incremental Sales | 30 |
| Appendix-D: Minimum Eligible CAGR in Sales of Products for Incentive..... | 31 |
| Appendix-E: Evaluation Criteria | 32 |

| | |
|--|----|
| Appendix-F: Bank Guarantee | 35 |
| Appendix-G: Format for Providing Bank Guarantee | 38 |
| Annexure-1A: Application Form for Category I Applicants..... | 40 |
| Annexure-1B: Application Form for Category II Applicants..... | 46 |
| Annexure-1C: Application Form for Category III Applicants | 53 |
| Annexure-2: Checklist for preliminary assessment of Application by PMA | 57 |
| Annexure-3: Checklist for assessment of Application by the PMA | 58 |
| Annexure-4: Disbursement Claim Form | 61 |
| Annexure-5: Format of Undertaking..... | 64 |
| Annexure-6: Quarterly Review Report | 65 |
| Annexure-7: Consent for audit of manufacturing site/ offices..... | 67 |
| Annexure-8: Performa for integrity compliance..... | 68 |

Guidelines on Production Linked Incentive (PLI) Scheme for Food Processing Industry

1. Objective

1.1 The objective of the scheme is to support the creation of global food manufacturing champions; promote Indian brands of food products; increase employment opportunities for off-farm jobs, ensure remunerative prices of farm produce and higher income to farmers.

2. Components

2.1 The objectives are sought to be achieved through the introduction of a Production Linked Incentive (PLI) Scheme. The scheme has three broad components.

2.2 The first component relates to incentivising manufacturing of four major food product segments viz. Ready to Cook/ Ready to Eat (RTC/ RTE) including millet-based foods, Processed Fruits & Vegetables, Marine Products & Mozzarella Cheese.

2.3 The Second component is for incentivising Innovative/ Organic products of SMEs across all the above four food product segments including Free Range - Eggs, Poultry Meat & Egg Products.

2.4 The third component relates to support for branding and marketing abroad to incentivise the emergence of strong Indian brands

3. Definitions

3.1 Guidelines: Guidelines on Production Linked Incentive (PLI) Scheme for the food processing industry.

3.2 Product Segment: Food products are categorised as a segment which are eligible to be covered under PLI Scheme. There are four segments viz. Ready to Cook/ Ready to Eat (RTC/ RTE) foods including Millet products, Processed Fruits & Vegetables, Marine Products and Mozzarella Cheese. Innovative/ Organic products of SMEs in these segments, including Free Range - Eggs, Poultry Meat, Egg Products, are also covered.

3.3 Product Groups: Group of products covered under each Product Segments and manufactured in India. Product Groups under each Product Segments are listed in Col. 2 of **Appendix B** of this Guidelines.

- 3.4 SME: As defined through notification under Micro, Small and Medium Enterprises Development Act, 2006.
- 3.5 Applicant: Applicant for the purpose of the Scheme shall be (i) Proprietary Firm or Partnership Firm or Limited Liability Partnership (LLP) or a Company registered in India (ii) Co-operatives; and (iii) SME and making an Application for seeking approval for coverage under the Scheme. Applicant may include
- 3.5.1 A Company applying on its own behalf and its subsidiary/ies provided the Applicant company holds more than 50% of the stock of its subsidiary/ies and that none of such subsidiary company/ies is included in any other Applicant company under the Scheme; or
- 3.5.2 Marketing Federation or Apex level co-operatives applying on behalf of Member Unions or Member co-operatives in the case of co-operatives.
- 3.6 Subsidiary: As defined under Section 2(87) of the Companies Act, 2013.
- 3.7 Application: Application submitted under the scheme by an Applicant to the PMA as per the Application Format prescribed under the Scheme Guidelines containing requisite information along with required supporting documents and Application fee.
- 3.8 Application Acknowledgement Date: The date on which an Application is acknowledged by the PMA after carrying out initial scrutiny. PMA shall issue an online acknowledgement of receipt of the Application within 15 working days of receipt of Application after scrutiny of Application (as per checklist at **Annexure-2**). This acknowledgement shall not be construed as approval under the Scheme. In case, where on examination it is found that an original or a revised Application does not prima facie meet the eligibility criteria as prescribed, the PMA shall inform the Applicant accordingly within 15 working days of receipt of Application and the Application shall be closed.
- 3.9 Application Approval Date: The date on which approval letter under the Scheme is issued by the MoFPI or PMA under authorization by MoFPI.
- 3.10 Application Window: Time allowed for filing of Applications. Application Window shall be specified in the EoI. MoFPI reserves the right to modify the Application Window.
- 3.11 Contract Manufacturer: Manufacturer obliged under a legal contract with the Applicant to manufacture food products and supply to that Applicant.
- 3.12 Category-I, II & III Applicants:

- 3.12.1 **Category-I:** Applicants are large entities who apply for Incentive based on Sales and Investment Criteria. Applicants under this category could undertake Branding & Marketing activities abroad also and apply for Incentives under the scheme.
- 3.12.2 **Category-II:** SMEs Applicants manufacturing innovative/ organic products who apply for PLI Incentive based on Sales.
- 3.12.3 **Category-III:** Applicants applying solely for Incentive for undertaking Branding & Marketing activities abroad.
- 3.13 **Financial Year:** Financial Year (FY) begins on the 1st of April of a year and ends on 31st March of the following year.
- 3.14 **Implementation Years:** Refers to FY 2021-22, FY 2022-23, FY 2023-24, FY 2024-25, FY 2025-26 and FY 2026-27 indicated respectively as Y1, Y2, Y3, Y4, Y5 and Y6.
- 3.15 **Date of Commercial Production:** The date on which the Applicant raises the first GST invoice for the Sale of eligible products manufactured from the operation of P&M for which investment commitments were made in the Application.
- 3.16 **Force Majeure:** Extraordinary events or circumstances beyond human control such as events described as an act of God (like a natural calamity) or events such as a war, strike, public health emergency, riots, crimes (but not including negligence or wrong-doing, predictable/ seasonal rain and any other events specifically excluded).
- 3.17 **Greenfield Project:** Project(s) wherein investment is proposed to be made by the Applicant under this Scheme in a new production facility.
- 3.18 **Expansion of Project:** Project (s) wherein investment is proposed to be made in a new plant in the premises of an existing production facility. Separate records, for the purpose of the Scheme, shall however be maintained for the existing and new plant(s) in the premises of an existing production facility.
- 3.19 **Incentive:** Incentive is the financial benefit to be provided to each selected Applicant based on the increase in Sales of the eligible products in the selected segment.
- 3.20 **Manufacturing:** In accordance with Central Goods and Services Tax (CGST) Act, 2017, manufacturing shall mean processing of raw material or inputs in any manner that results in the emergence of a new product having a distinct name, character and use and the term "manufacturer" shall be construed accordingly.

- 3.21 Sales: Sales shall mean the Gross Sales of food products, either in bulk or consumer package, net of GST, credit notes (raised for any purpose) and discounts (including but not limited to cash, volume, turnover, target or for any other purpose) as per GST Invoice.
- 3.22 Incremental Sales: Incremental Sales for a particular Year means Sales in that Year less the Sales of the corresponding period in the Base year.
- 3.23 Base Year: Base Year for calculation of Incremental Sales and Incentive payable would be the value of Sales of the Applicant in FY 2019-20 for the first 4 years. For 5th & 6th years, the base year would shift to FY 2021-22 & FY 2022-23 respectively ie. the first and second year of the coverage of the Applicant under the scheme.
- 3.24 Project Management Agency (PMA): Refers to any Agency (ies) appointed by the MoFPI to act on its behalf for receipt and appraisal of Applications, verification of eligibility and examination of disbursement claims through any method/ document deemed appropriate and for managing the above-mentioned in accordance with these Guidelines.
- 3.25 Empowered Group of Secretaries (EGoS): The Committee, constituted by the Department for Promotion of Industry and Internal Trade vide Gazette Notification Order No. P 36017/144/2020-Investment Promotion dated 10.6.2020.

4. Tenure of the Scheme

- 4.1 The tenure of the Scheme is six years from Financial Year 2021-22 to Financial Year 2026-27.
- 4.2 The Incentive payable for a particular year will be due for payment in the following year. The Incentive payable for 2026-27 will be due for payment in 2027-28.

5. Eligibility

- 5.1 Support under the scheme shall be provided only to the Applicants engaged in manufacturing of food products in India & sales of such products covered under the target Segments. SME Applicants should engage in such activities for innovative/ organic food products.
- 5.2 Eligibility criteria, in terms of total Sales of food products and Minimum Investment for different Categories of Applicants, are given in the **Appendix-A**. An applicant shall have total sale of food products above minimum sales given in **Appendix A** in the Base Year. For the purpose of minimum sales here the food products mean any food product sold in

consumer packs including the food products included in four segments given in **Appendix-B**. An applicant shall agree to undertake minimum investment as given in **Appendix-A**. However, if more applicants are there than the number to be selected finally in a segment, then the selection criteria includes committed investment that the selected company proposes to make by the end of year 2022-23. The committed investment shall be greater than the Minimum investment given in **Appendix-A**.

- 5.3 Product Groups/ Products covered under different Segments for selection of Applicants are given in the **Appendix-B**.
- 5.4 The Applicants shall indicate the Segment and the Product Groups in that Segment in the Application for coverage under the Scheme.
- 5.5 The Applicant may also include those products which the Applicant is not manufacturing currently but intends to manufacture during the project period. If a selected entity starts manufacturing a new product, covered in the Segment approved for the Applicant, the same could be added later after notifying the same to MOFPI/ PMA.
- 5.6 The entire chain of manufacturing processes, including primary processing, of the food products of the relevant segment applied for coverage under the scheme shall take place in India. However, for additives, flavours and edible oils this condition would not apply
- 5.7 The entire chain of manufacturing process of food products, starting for raw materials, shall be specified in the Application in respect of food products included in the Application and having sales above Rs 50 crore per annum.
- 5.8 Applicants are eligible to apply for one or more Segments under **Category-I**. However, such Applicants will be required to make separate Applications for each of the product segments and meet minimum Sales and investment criteria for each of the Segments applied for.
- 5.9 The Applicant should not have been declared as bankrupt or wilful defaulter or defaulter or reported as fraud by any bank or financial institution or non-banking financial company. The Applicant/ Promoters should not appear in the SEBI Debarred List.

6. Investment:

- 6.1 Investment: Investment shall mean expenditure incurred on the installation of new plant & machinery, technical civil work and associated infrastructure

- by the Applicant and its contract manufacturers. All Non creditable Taxes & duties included in expenditure.
- 6.2 Technical Civil work: This shall include expenditure on construction of building where new plant and machinery are installed
 - 6.3 Associated Infrastructure: This shall include expenditure on infrastructure including internal roads, storage, testing laboratory and compound wall. However, the expenditure on the associated infrastructure shall be limited to 20% of the investment in new plant & machinery.
 - 6.4 Minimum Investment: The minimum amount of fresh investment which the Applicant shall be required to make under the scheme provision. Minimum investment as indicated in **Appendix-A** shall only be on Plant & machinery, Technical civil works and Associated infrastructure.
 - 6.5 Committed Investment: The Committed Investment of an Applicant is the investment which the Applicant commits to invest for coverage under the scheme while applying. Committed Investment would include minimum investment, investment over and above Minimum Investment (if any) and investment in Branding & marketing abroad (for the first two years of the scheme).
 - 6.6 If the Applicant proposes to set up a new plant in premises of an existing production facility, the Applicant may utilise existing ancillary facilities viz. ETP, quality control lab, warehousing area and other facilities of the existing production facility, for the manufacture of eligible product. However, the investment already made in the ancillary facilities shall not qualify for the purpose of the Committed Investment to be made under the Scheme.
 - 6.7 Committed and Minimum Investment shall be made for manufacture of food products that the Applicant chooses for PLIS at the Application stage.
 - 6.8 Committed Investment requirement should be met by selected Applicant either directly and/ or in combination with contract manufacturers. Investment by contract manufacturer could only be counted towards committed investment if 100% of the manufactured output of that contract manufacturer would be supplied to the Applicant.
 - 6.9 Investments are required to be made in two years ie. in 2021-22 and 2022-23. However, investments in plant & machinery already made in the year 2020-21 would also be counted for calculations of Minimum and Committed Investment.

- 6.10 The Applicant shall indicate the investment made in 2020-21 and the amount of investment to be made in 2021-22 and 2022-23 in the Application Form.
- 6.11 The investment shall be a Greenfield project or expansion of the existing manufacturing unit.
- 6.12 Plant & Machinery and Equipment should be purchased/ leased in the name of the Applicant and its contract manufacturers. In cases where these are being leased, the lease should be in the nature of a financial lease within the meaning of Accounting Standard 19 – Leases or Indian Accounting Standard (Ind-AS) – 116 Leases, as may be applicable to the Applicant, as notified by Ministry of Corporate Affairs or any other appropriate authority from time to time. Finance lease should lead to the Applicant and its contract manufacturers owning the plant after payment of the lease amount.
- 6.13 For compliance of Minimum/ Committed Investment, the installation of Plant & machinery, construction of technical civil work and commencement of commercial production should be between 1.4.2020 and 31.3.2023.
- 6.14 The PMA will rely on certificates of Chartered Engineers (CE) [CE (Civil) for technical civil work and CE (Mechanical) for plant & machinery and equipment] registered with the Institute of Engineers India (IEI) for the assessment of the compliance of Committed Investment by the Applicant.
- 6.15 The Chartered Engineer/s shall, *inter_alia*, verify the documents from the Applicants as may be necessary to establish the value of P&M, date of installation of P&M, commencement/ completion of Technical civil work, measurement and estimated value.
- 6.16 PMA shall evaluate the assessment made by the Chartered Engineer and may carryout physical inspection of the plant/ sites, check date of commercial production, and make recommendation to MoFPI on the compliance of Committed Investment by the Applicant.
- 6.17 Expenditure incurred on Land: The expenditure incurred on land required for the project/ unit shall not be considered for determining minimum/ Committed Investment.
- 6.18 No second hand/ used/ refurbished plant, machinery, equipment, utilities, or research and development equipment shall be considered for inclusion under Committed Investment.
- 6.19 Expenditure on guest house building, recreational facilities, office building, residential colonies, and similar structures shall not be considered for determining the Committed Investment.

6.20 Expenditure on consumables and raw material used for manufacturing shall not be considered as Investment.

7. Branding & Marketing:

- 7.1 Under the scheme, Incentive is extended for the promotion of only Indian Brands abroad.
- 7.2 Support for Branding is intended for developing market for all Indian food products in branded consumer packs including those covered in the four product segments given in **Appendix-B**.
- 7.3 If a **Category-I** Applicant wants to avail of the grant for Branding & Marketing abroad, it has two options. Applicant could apply for Branding & Marketing under both **Categories I & III**. If such an Applicant is selected in **Category-I**, the application in **Category- III** would become infructuous. If that applicant is not selected in **Category-I**, the application under **Category-III** would be considered. For applying for Branding and Marketing abroad grant, the applicant shall submit a five-year proposal for Branding. The expenditure on Branding proposed for Y1 and Y2 in the proposal under **Category-I** will be included as a part of Committed Investment for the Application. However, incentive on Branding & Marketing for Application under **Category-I** would be payable for the entire five years based on the proposal of the Applicant.
- 7.4 An indicative list of activities covered under Branding & Marketing are In-store Branding, Shelf Space Renting, Listing Fee, Electronic/ Social Media and Print Media, outdoor publicity, billboard, commercial advertisement on channels etc.
- 7.5 The Expenditure will not cover trade discounts, expenditure incurred on distribution, and overseas logistics expenditure.
- 7.6 The entities shall submit a five-year plan or for balance period of the tenure of the scheme (also indicating the activity-wise current level of expenditure on in store Branding & marketing) in the target markets for availing such assistance
- 7.7 The proposals shall indicate the Brand/ food products proposed to be promoted. The Applicant may later also include products that the Applicant has not covered at the Application stage after notifying the same to MoFPI/ PMA.

- 7.8 Expenditure made in 2020-21 on Branding abroad shall not be taken into account for Committed Investment and selection of Applicants.
- 7.9 Delay or non-achievement of the expenditure on Branding and Marketing if included in the Committed expenditure for selection would be subject to a reduction in an incentive as applicable to Committed Investment for payment of sales-based Incentive. Ineligibility for sales-based Incentive due to lower than minimum growth rate in sales, however, would not make the Applicant ineligible for a grant on incentive for branding abroad.
- 7.10 Applicants will be extended financial incentives @ 50% of expenditure on Branding & Marketing abroad subject to a maximum grant of 3% of Sales of food products or Rs 50 crore per year, whichever is less. The minimum expenditure for Incentive shall be Rs. 5 crore over a period of five years. In such case, an admissible grant would be Rs 2.5 crore.
- 7.11 GOI share in Branding Expenditure, of an Applicant, for a Year will be reimbursed in the following year.

8. Selection Process

- 8.1 All eligible Applicants shall be ranked on the basis of marks obtained in the evaluation criteria as given in **Appendix-E**. The Applicant securing the highest marks for a segment applied for shall be ranked first, followed by Applicant securing second highest marks and so on. The selection of the Applicants shall be in the order of their ranks.
- 8.2 Two or more waitlisted Applicants, if available, would be maintained along with selected Applicants for each eligible product segment
- 8.3 The number of selected Applicants shall be limited by the budget availability and allocation for the Segment.
- 8.4 No company selected for a segment would get, as an incentive, more than 25% of the total budget for that segment and no company would get less than 5% of the segment outlay. In the case of Fruits & Vegetables segment, the requirement of minimum incentive at 5% of outlay may be relaxed.
- 8.5 Inter-segment allocation of funds would be permitted on the condition that allocation for Fruits and Vegetables Segment and for Branding & Marketing abroad would not be reduced but may be increased.

9. Computation and Payment of Incentive

9.1 The Incentive payable for a selected Applicant for a particular year shall be computed as follows:

Incentive= Incremental Sales in Approved Product Segment x
corresponding Rate of Incentive as in **Appendix-C**.

- 9.2 Incentive is payable from the year of selection up to the end of the Scheme period.
- 9.3 Selected Applicants are required to achieve minimum CAGR in Sales over the base year, as given in **Appendix-D** and illustration thereon, to claim Incentive.
- 9.4 Minimum growth in terms of CAGR over base year to be eligible to receive Incentive would be calculated for all the Products Group of the Segment selected by the Applicant for inclusion in PLIS.
- 9.5 In the event industry in any segment faces lower growth due to Force Majeure or for any other reasons, the EGoS may review the prescribed minimum growth rate for the segment.
- 9.6 Applicant shall complete the Committed Investment, year-wise, as proposed in the Application. 10% of the Incentive due for Y1 and Y2 will be deducted- if they fail to complete the investment as Committed. However, if at the end of Y2, the Committed Investment is completed, then the amount deducted for Y1 would be paid to the company. By the end of Y3, if the Committed Investment is not completed, the selected Applicant will be taken out from PLIS for Sales-based Incentive by MoFPI.
- 9.7 The bank guarantee shall be invoked in such case following which the offer letter issued would stand cancelled.
- 9.8 Applicant entities selected for multiple product segments would be required to meet minimum growth in Sales and investment segment-wise.
- 9.9 The assessment of incremental Sales shall be based on statutory filings with Government Departments/ Agencies and audit reports and other documents as required by the PMA from time to time, for processing the claims.
- 9.10 Incentives under the scheme for a particular year will be disbursed in the following year.
- 9.11 Eligibility under the Scheme shall not affect eligibility for Incentive or any other benefits under any other scheme and vice versa.

10. Application

- 10.1 Application will be invited through Expression of Interest (EOI).
- 10.2 EOI will be released for Category-I Applicants in 2021-22 for coverage under Sales-based Incentive and Branding/ Marketing. The selection will be for the entire programme period.
- 10.3 EOI will be released for Category-II SME Applicants for innovative/ Organic products for Sales-based Incentive and Category – III for Branding & Marketing during each of the first 3 years viz. 2021-22, 2022-23, and 2023-24, depending up on the availability of fund. The coverage of such Applicants will be for the balance of programme period ie. from the date of selection till 31.3.2027.
- 10.4 MoFPI will consider the further release of EOI depending upon the response of different Categories of Applicants and availability of funds.
- 10.5 Application Window will be specified in the EOI. No Application shall be accepted after the end of the Application window.
- 10.6 Applicant is required to submit the Application as per Application Form prescribed in **Annexure-1**.
- 10.7 An Applicant shall specify his / her own and contract manufacturers' manufacturing sites which are proposed to be used for sourcing of eligible manufactured products for Sale.
- 10.8 An Applicant shall submit an undertaking in the format as per **Annexure-7** consenting audit of their manufacturing sites/ offices for verification of information/ data submitted along with the Application.
- 10.9 On receipt of an Application in the prescribed format, PMA will conduct an examination as per checklist in **Annexure-2**. The aforesaid prima facie examination shall be completed within 15 working days from the date of receipt of the original Application window or any subsequent submission of the revised Application, if the original filling was returned as incomplete earlier. No original Application will be accepted after the end of the Application window.
- 10.10 In case, on the above-mentioned examination, an Application is found to be incomplete, PMA shall inform the Applicant accordingly within 15 working days of receipt of the Application. An Applicant must complete an incomplete Application within 10 working days of such communication

from PMA, failing which the Application would be rejected under intimation to the Applicant.

- 10.11 A non-refundable Application fee would be payable for each Application. Such fee is Rs 1,00,000 (Rupees One Lakh) for Category-I Applicants and Rs 10,000 (Rupees ten thousands) for Category-II Applicants. Under Category-III applicant, Rs 10,000 (Rupees ten thousand) and Rs 50,000 (Rupees fifty thousand) would be payable by SME and other Applicants respectively.

11. Online Portal

- 11.1 All Applications will be submitted through an online portal maintained by the PMA.
- 11.2 Upon successful submission of an Application, PMA will issue a unique Application ID to the Applicant for all future references pertaining to the Scheme.
- 11.3 Application can be made on the online portal, URL of which is <https://plimofpi.ifcilttd.com>
- 11.4 A web based MIS should be commissioned by PMA for online monitoring of the progress in implementation of the projects, enable it in taking interim corrective measures, if required.

12. Project Management Agency (PMA)

- 12.1 The Scheme will be implemented through a Project Management Agency (PMA) which will be responsible for providing secretarial, managerial and implementation support and carrying out other responsibilities as assigned by MoFPI from time to time.
- 12.2 The PMA shall be responsible, inter alia, for:
- (i) Receipt of Application, examination, and processing of Applications and issuing acknowledgements.
 - (ii) Weekly submission to MoFPI, the status of Applications received and processed under the Scheme.
 - (iii) Assist Committees constituted under the scheme to facilitate their recommendations.
 - (iv) Making appropriate recommendations to MoFPI in line with **Annexure-3** for approval of Applications under the Scheme.

- (v) Verification of Committed Investment for determining eligibility for disbursement of Incentive.
- (vi) Examination of claims for disbursement of Incentives and making appropriate recommendations to MoFPI.
- (vii) Verification of the disbursement claims with the relevant documents.
- (viii) Compilation of data regarding progress and performance of the Scheme through Quarterly Review Reports as per **Annexure-6** and other information / documents.
- (ix) Providing secretarial and other support to MoFPI for carrying out its responsibilities.
- (x) The PMA may request for additional information, details and documents from the Applicant as deemed necessary
- (xi) The PMA will have the right to carry out physical inspection of an Applicant's manufacturing units and offices through site visit.

13. Empowered Group of Secretaries (EGOS)

The Empowered Group of Secretaries (EGOS) chaired by the Cabinet Secretary will monitor the implementation of the Scheme and undertake periodic review of the outgo to ensure that the expenditure is within the prescribed outlay. The EGoS, will also carry out changes in the modalities of the scheme to address issues arising during the course of its implementation, within the contours of Cabinet approval and overall financial outlay of Rs 10,900 crore

14. Committees

- 14.1 A Committee will be constituted by MoFPI, under the Chairmanship of Minister, FPI or as decided subsequently, for taking necessary decisions within the mandate of the Ministry viz approval of scheme Guidelines and their amendments including eligibility criteria, selection criteria, composition of products in different Segments, inter-component/ segment allocation of outlay, minimum required growth rate to become eligible for incentive, fix/ relax norms on number of companies, selection of Applicants, sanction & release of funds as incentives provided that the expenditure shall be restricted to the approved outlay. MoFPI shall not change the approved rate of incentives for different segments of food products.
- 14.2 MoFPI will also constitute Technical Committee/s, as required, to render advice on issues related to product classification, the inclusion products with

different levels of Millets, manufacturing processes, Innovative / Organic Products, Branding & Marketing etc.

15. Approval

15.1 Approval Process:

15.1.1 On receipt of Applications, the PMA should share relevant information with the concerned Committees for their advice as decided by MOFPI.

15.1.2 The PMA would process the Applications and make appropriate recommendations to the MoFPI for approvals under the Scheme.

15.1.3 The MoFPI would consider Applications, as recommended by PMA for approval under the Scheme.

15.1.4 All the Applications should be finalized within 90 days from the date of closure of Application window, subject to completeness of documents from the Applicants, as required, for evaluation.

15.1.5 After receiving approval from MoFPI, the PMA should issue a letters to the selected Applicants within 5 working days, communicating approval under the Scheme.

15.1.6 The approval letter shall clearly state the following:

- (i) Name of Applicant
- (ii) Eligible Product Segment & Food products to be manufactured
- (iii) Specification on the chain of manufacturing processes of the food products, if any
- (iv) Base Years for calculation of Incentives
- (v) Base Year 2019-20 Sales as informed by the Applicant in its Application form
- (vi) Projected Incremental Sales for Y1-Y6
- (vii) Year-wise Rate of Incentives
- (viii) Committed Investment and expenditure in B&M, as applicable, Year-wise
- (ix) Scheduled date of commencement of commercial Production
- (x) Other specification, if any.

15.1.7 In case, an Applicant is selected for multiple eligible product segments, separate approval letters would be issued and all the

requirements shall be complied separately for each case by the Applicant.

- 15.1.8 The aforesaid approval letter(s) shall not be construed as a guarantee for disbursement of Incentive as the same would be dependent upon verification of eligibility for Incentive after submission of disbursal claim and other criteria defined in these Guidelines.
- 15.1.9 The selected Applicants shall submit, within two weeks of date of issuance of approval letter by the PMA, a performance bank guarantee of an amount equivalent to 3% of the Committed Investment, in favour of MoFPI, valid for three years or till MoFPI releases such Guarantee, whichever is later.
- 15.1.10 If a selected Applicant is found to be ineligible at any stage, or if it has not complied with notifications, orders, Guidelines etc. issued under the Scheme, or declines the offer of the approval under the scheme at any stage, for any reason, the Incentive claim of such selected Applicant shall be forfeited. The bank guarantee shall be invoked following which the offer letter issued shall stand cancelled.
- 15.1.11 In such case, the offer may be extended to the waitlisted Applicant provided a minimum of 3 years' residual period under the scheme is available.

15.2 Post Approval

- 15.2.1 PMA should monitor the progress of the project made by the selected Applicants, as and when required with respect to investment Committed.
- 15.2.2 PMA should monitor the rollover of the bank guarantees and shall take timely action for releasing / invoking the bank guarantees as per these Guidelines.

16. Disbursement of Incentive

- 16.1 For claiming Incentive under the Scheme, Applicants shall submit claims for disbursement of Incentive to the PMA. Applicants shall ensure that the claims are complete in all respects and are accompanied by all the documents required as per format prescribed in **Annexure-4** of these Guidelines.

- 16.2 An Applicant shall submit claim for disbursement of Incentive on annual basis that is for the Sales made in the period of April to March of the previous Financial Year. Claims for any period shall be made only once, unless withdrawn, and no subsequent part claims shall be allowed for the said period.
- 16.3 In case an Applicant makes a claim for Incentive for multiple products segments, separate Applications shall be submitted for each of such segment.
- 16.4 Claims for disbursement of Incentive shall be filed by the Applicants within 9 months from the end of the financial year to which the claim pertains to.
- 16.5 On receipt of Claim for disbursement, the PMA should share relevant information with the concerned Technical Committee for their advice as required in the mandate of the Committee or on any other issue referred by MOFPI to the concerned Committee. The Committees should provide their advice on the matters referred to them.
- 16.6 The PMA should assist the Committees to facilitate their recommendation in a time-bound manner. The recommendations of the Committee should be taken into account by the PMA in scrutinising the claims of the Applicants.
- 16.7 The PMA would examine the disbursement claims as submitted by an Applicant. The PMA should verify eligibility and assess Incentive payable to an Applicant based on the method laid down in these Guidelines and the approval letter issued to the Applicant.
- 16.8 The Applicant is required to submit the calculation of Sales with every claim, along with a certificate from Statutory Auditor in the case of a company and Independent Chartered Accountant in the case of Proprietorship, Partnership firm & LLP.
- 16.9 The PMA shall have the right to verify any document(s) in relation to the claim for Incentives including but not limited to Statutory Auditor or Independent Chartered Accountant certificates, whichever is applicable, and returns furnished to various Ministries / Departments / Agencies. The PMA shall also have the right to examine the end realization and settlement/ payments corresponding to Sales and investment respectively by way of Statutory Auditor or Independent Chartered Accountant certificates, bank statements etc. to the extent deemed necessary.
- 16.10 In case of any doubt with respect to determining eligibility and Incentive amount due, or any other matter in discharge of its duties and

responsibilities, the PMA should refer such matters to MoFPI for clarification and the decision of MoFPI shall be final in this regard.

- 16.11 The PMA would process claim for disbursement of Incentive within 60 days from the date of receipt of such claim and all the supporting documents and make appropriate recommendations to MoFPI.
- 16.12 MoFPI would consider and approve claims for disbursement, as examined and recommended by the PMA, for disbursement of Incentive.
- 16.13 MoFPI would disburse funds after completion of all pre-disbursal formalities by PMA.
- 16.14 The disbursement of Incentive would be through Direct Bank Transfer through PFMS or through any other mechanism of adjustment in the name of Applicant only.
- 16.15 Applicants shall be required to reconcile Sales of eligible products, based on which claims for disbursement of Incentive have already been filed, with documents as prescribed by the PMA, by 31st of December of the financial year subsequent to which the claim pertains.
- 16.16 The PMA shall verify the aforesaid reconciliation. In case of excess claims disbursed, the Applicant shall reimburse MoFPI for any Incentive amount refundable along with interest calculated at 3 years' SBI MCLR prevailing on date of disbursement, compounded annually (for the period between excess payment and date of refund by the Applicant).
- 16.17 If the PMA or MoFPI is satisfied that eligibility under the Scheme and / or disbursement of Incentives have been obtained by misrepresentation of facts or falsification of information, MoFPI may ask the Applicant to refund the Incentives along with interest calculated at 3 years SBI MCLR prevailing on the date of disbursement, compounded annually, after giving an opportunity to the Applicant of being heard and appropriate criminal/ civil legal proceedings will be initiated.
- 16.18 The PMA should submit budgetary requirements to MoFPI as a consolidated amount on a quarterly basis.
- 16.19 The PMA shall furnish information to MoFPI with details of disbursement claims received for Incentives, amount disbursed, reasons for rejection / delay in disbursement of the Incentives on a quarterly basis.
- 16.20 In case an Applicant does not meet threshold growth criteria for any given year, the Applicant shall not be eligible for Incentive in that particular year. However, the Applicant will not be restricted from claiming Incentive in

subsequent years during the tenure of the Scheme, provided eligibility criteria are met for such subsequent years.

17. Review

- 17.1 Periodic reviews will be undertaken by the MoFPI/ EGoS with respect to progress and performance of the Scheme.
- 17.2 All approved Applicants shall furnish self-certified Quarterly Review Reports (QRRs) within 30 days from the end of each quarter in the format provided in **Annexure-6** of these Guidelines.

18. Residual

- 18.1 In case of change in control of the selected Applicant due to change in equity ownership or change in promoter entities, MOFPI should be informed immediately.
- 18.2 All transactions by the selected Applicant with Related Parties will be subject to provisions of relevant statutes and Accounting Standards – 18 and corresponding Ind-AS, as amended from time to time. In case of any proceedings under any Act leading to adjustment of pricing in the transactions between related parties, effect shall be given in calculation of Incentive and/ or eligible Committed Investment.
- 18.3 To obviate any malpractices in the financial matters where disbursements are made to industry by the Government, it has been decided to provide a deterrent against corrupt practices for promotion of transparency and equity. Therefore, keeping in view the sensitivities involved in the process and taking cue from the instructions of the Central Vigilance Commission regarding adoption of an Integrity Pact in the matter of procurement, it has been decided to obtain undertaking(s) from Applicants under the Scheme.
- 18.4 Two formats of undertakings are enclosed as Format A and Format B of **Annexure-8**. These undertakings are to be furnished by Applicants, duly signed by CEO / MD / Director of the company / partner / proprietor of the firm and depicting the designation along with authorization to do so.
- 18.5 The undertaking in **Format A** shall be provided by all Applicants whose Applications or claims are under consideration for approval or disbursement of Incentives. The Applications or claims of those Applicants who do not submit the undertaking shall not be processed and considered.

- 18.6 The undertaking in **Format B** for confirming the compliance of integrity will be provided by Applicants after the submission of claims for disbursement of Incentive and in any case before release of funds. The release of Incentives shall be withheld until the above-mentioned undertaking is provided.
- 18.7 If the Applicant is other than Company, then the applicable/ equivalent documents / certificates shall be submitted.
- 18.8 These guidelines shall be amended/ modified at any time during continuance of the Scheme and such amendment/ modifications shall be binding to all the Applicants, including the Selected Applicants, during the tenure of the Scheme.

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New Delhi,

Dated: 2nd May, 2021

Appendix-A: Eligibility Criteria for different Categories of Applicants

Category-I:

| Segments | Minimum Sales of All Food Products in 2019-20 (Rs Crore) | Minimum Investment (Rs Crore) |
|-------------------------------|--|-------------------------------|
| RTE/ RTC | 500 | 100 |
| Processed Fruits & Vegetables | 250 | 50 |
| Marine | 600 | 75 |
| Mozzarella Cheese | 150 | 10 MTPD Plant-Rs 23 cr |

Category-II:

- (i) Udyog Aadhar/ Udyami Registered;
- (ii) Achieved Minimum Sales of Rs 1 crore during 2019-20 for each of the innovative/ organic products proposed to be incentivised;
- (iii) Applicant for Organic Product shall be registered with APEDA for the organic product proposed to be incentivised.

Category-III:

- (i) Only Indian Brands are covered for selling food products completely manufactured in India;
- (ii) Branding & Marketing shall be undertaken either by the Applicant directly or through its subsidiary or any other Agency.

Appendix-B: Coverage of Food Products under Different Food Segment

Under the Scheme, the following four Segments of food products are covered:

1. Ready to Eat/ Ready to Cook (RTE/RTC)
2. Fruits and Vegetable Products
3. Marine Products
4. Mozzarella Cheese

Product Groups which would be covered under above 4 Segments are indicated in column 2 of the table below. Details of Food Products under each Product Groups are given in Column 3. Products which are not covered in column 3 are excluded from the scheme in addition to those which are indicated in column 4.

RTE/RTC Category covers various processed packaged products ranging from Ready Meals, Soups and Ready Mixes, Indian Savoury Snacks, Packaged Indian Sweets, Ice Cream desserts, Snack bars, Bakery products, Ready to drink products etc. Products with specified % of millet, except flour/atta are included irrespective of their status for inclusion/exclusion.

RTE/RTC category excludes agri products/ food commodities like rice, Aata, sugar, pulses, edible oil etc. It also excludes categories like Pizza, Pasta, Noodles, Spaghetti (HSN 1902); Breakfast Cereals (HSN 1904); Confectionary (HSN 1704,1806); Malt based Drinks/powder (HSN 1901); Packaged Shelled/ roasted/ processed nuts /Mixtures predominantly made of nuts (0802).

Some of the RTE/RTC products appears in Fruit & Vegetable and Marine product Segments list such as - RTC Potato Products- fries, tikki etc.(HSN 2004 & 2005) except potato chips (20052000); Packaged Sauces- Table sauces, pasta sauces, cooking sauces, dry sauces, ketchup, mustard, oyster sauces, salad dressings, dips, and other sauces (HSN 2002, 2103); All fruit based Jam/Jellies(HSN 2007); Packaged Mixed Spices/ Dry Sauces (Dry/ Dehydrated Sauces, Dry Recipe Powder mixes, dry powder marinades) (HSN 2103); Marine Segment: Canned, Battered & breaded, Pickles, Sausages (HSN 1604 & 1605). A selected applicant only for RTE/RTC segment would be eligible to receive incentive for such RTE/RTC products from F&V and Marine segments.

Fruits & Vegetable category to include packaged processed products which are Steamed/ Boiled/ Frozen/ Dried/ Pickled/ Provisionally Preserved/ processed or preserved through additive and preservatives. However, potato chips are excluded from the scheme. Fruit Juice having > 10% fruit juice content would be incentivized under the scheme. Spices (both mixed and single spices) packaged in consumer size packs would be included under the scheme. Fruits & vegetable category would exclude unprocessed/fresh fruits and vegetables.

Marine products to include fish products (Chilled/ Frozen/ dried/ salted/ brined/ smoked) and Crustacean & Molluscs (Chilled /Frozen /Steamed / Boiled) at normal rate of incentives. Value-added processed products covered under 1604 and 1605 and IQF Value added marine products and freeze-dried value-added marine products (0302, 0304, 0306, 0307) would be incentivized at a higher rate.

Mozzarella Cheese category to include mozzarella cheese packed in consumer pack/ bulk pack.

| Column1 | Column 2 | Column 3 | Column 4 |
|------------------------|---|--|--|
| RTE/RTC Segment | | | |
| S.No. | Product Group | Products Covered | Exclusion |
| 1 | Packaged Ready Meals, Soups and Ready Mixes, Other RTE/RTC Products | <p>1. Ready Meals (Shelf stable, frozen, dried, chilled ready meals which do not require any cooking preparation other than heating) & Dinner mixes (in Ready-to-cook/prepare format); Diabetic Foods; Sausages, salamis, nuggets and other such preparation under heading 1601 & 1602</p> <p>2. Soups & broth (shelf stable, dehydrated, instant, chilled and frozen soup)</p> <p>3. Ready Mixes (Dessert Mixes, Batter Mixes, Thandai Mix)</p> <ul style="list-style-type: none"> - All products under HSN 1601, 1602, 2104 are included - All products under HSN 2106* are included except Protein Concentrates, Soft Drinks, Pan masala, Betel nuts, Churna for Pan as given in column 4 <p>*Applicable on Sl. No 1,2,3 of RTE/RTC Segment</p> | Protein Concentrates, Soft Drinks, Pan masala, Betel nuts, Churna for Pan (21061000-40; 21069070) |
| 2 | Mixtures (Namkin, Bhujia), Puffed Snacks, Snack bars | <p>1. Indian Savoury snacks -Mixtures (Namkin, Bhujia) including extruded snacks</p> <p>2. Puffed Snacks: Processed/ reconstituted/ shaped cereals-based snacks</p> <p>3. Snack Bars: Cereals and Non-Cereals Bar, Granola/muesli bars, breakfast bars, energy and nutrition bars, fruit bars and other snack bars (HSN 2106)</p> | |
| 3 | Sweets | Packaged Traditional Indian Sweets | |

| | | | |
|---|---|---|---|
| | | (HSN 2106) | |
| 4 | Ice cream desserts, Ready to Drink Products | <ol style="list-style-type: none"> 1. Ice Cream: Impulse Ice Cream, Take Home Ice-Cream, Frozen Dessert: Includes cakes, pies/tarts etc 2. Milk Based Beverages- Yoghurt, Buttermilk, Lassi etc. 3. Soya Milk <ul style="list-style-type: none"> - All products under HSN 2105 & 0403 are included - All products under HSN 2202 are included except Aerated Water, Lemonade, Non-Alcoholic beer. Part of inclusion is covered under Fruits & Vegetables categories (as mentioned at Sl.No. 3 of fruits & vegetable segment) | Aerated Water, Lemonade, Non-Alcoholic beer (HSN 22021010-9100; 22029990) |
| 5 | Bakery products - Biscuits, Packaged cakes | <ol style="list-style-type: none"> 1. Sweet Biscuits: chocolate coated biscuits, cookies, filled biscuits, plain biscuits, and wafers 2. Savoury Biscuits: Non-sweet biscuits and crackers often consumed with cheese and other savoury foods 3. Packaged Cakes: Chocolate cake, strawberry and other fruit flavoured cakes, fruit cake, carrot cake, cheesecake, muffins etc <ul style="list-style-type: none"> - All products under HSN 1905 are included except fresh/leavened bread | 1. Fresh/Leavened Bread (HSN 19051000) |
| 6 | Millet Based Products with millet content above specified % | Any food product having minimum millet % as prescribed by MOFPI- irrespective of products mentioned in exclusion in case of millet-based products, except flour/atta | Millet Flour |

Fruits & Vegetables Segment

| | | | |
|---|---|---|---|
| 1 | Processed/ Preserved Fruits and Vegetables products | <ol style="list-style-type: none"> 1. Processed/ Preserved Fruits and Vegetables products - Steamed, Boiled, Frozen, Dried, Pickled, Provisionally Preserved 2. RTC Potato/Vegetable Products 3. Potato- Flour, meal, powder, flakes, granules and pellets 4. Fruit Squash <ul style="list-style-type: none"> - All products under HSN 0710, 0711, 0712, 0811, 0812, 0813, 0814, 1105, 1106, 1903, 2001, 2003, 2004, 2006, 2007 are included - All products under HSN 0804, 2005, 2008 are included except fresh fruits and vegetables, potato chips and products predominantly made of nuts, dates & figs | <ol style="list-style-type: none"> 1. Fresh fruits and vegetables 2. Potato chips (HSN 20052000) 3. Products predominantly made of nuts, dates, figs (HSN 8041010-90, 8042010-90, 8043000, 8044000, 8045010-20, 8045090, 20052000, 20081100-1930, 20081990) |
| 2 | Packaged Mixed Spices, Mixed Condiments & Seasonings | <ol style="list-style-type: none"> 1. Packaged crushed or grounded dehydrated herbs and spices- (Spices notified by spice board) 2. Mixed Condiments & Seasoning (Dry/ Dehydrated Sauces, Dry Recipe Powder mixes, dry powder marinades) 3. Oleoresins: All processed form of oleoresins <ul style="list-style-type: none"> - All products under HSN 0904, 0905, 0906, 0907, 0908, 0909, 0910, 1301, 2103, 2906, 3003, 3301 are included except raw/ unprocessed forms of herbs and spices, different gums, lacs and other vegetables saps and extracts | All raw/ Unprocessed forms of herbs and spices, different gums, lacs and other vegetables saps and extracts ¹ |

¹ HSN 09041110-40; 09041160; 09041190; 09042110-20; 09042229; 09051000; 09061110-90; 09061910-90; 09071010-90; 09081110; 09082100; 09083120 – 90; 09083220- 30; 09092110-90; 09093111-29; 09096111- 149; 09101110- 90 09102010- 90; 09103010- 20; 09109911- 19; 09109939- 90; 13012000-9039; 29061200-2990; 30031000-9015; 30039022-9090; 33101200-1990; 331029-12,13,16,24,27,31, 33,34,36,37,38,41,42,43,44,90; 33013010-99; 33019031; 33019033-90

| | | | |
|---|---|--|--|
| 3 | <input type="checkbox"/> Fruit Juice and Fruit based drinks <input type="checkbox"/> Jam/ Jelly <input type="checkbox"/> Tomato Ketchup, pastes, purees and all Sauces <input type="checkbox"/> Coconut and other plant waters | <ol style="list-style-type: none"> 1. 100% Fruit juice/pulp/paste- Not from concentrate 100% juice, reconstituted 100% juice and frozen 100% juice 2. Fruit based drink having fruit content => 10% Juice drinks made up of fresh juice or concentrate, having more than 10% fruit juice content; Packaged Coconut Water & other plant water 3. All fruits-based Jams/Jellies 4. Tomato- Ketchup, paste and puree 5. Packaged Sauces: Table sauces, pasta sauces, cooking sauces, dry sauces, ketchup, mustard, oyster sauces, salad dressings, dips, and other sauces <ul style="list-style-type: none"> - All products under HSN 2002, 2007, 2009, 2103 are included. - All products under HSN 2202 are included except Aerated Water, Lemonade, Non-Alcoholic beer. | Aerated Water, Lemonade, Non Alcoholic beer (HSN 22021010-9100; 22029990) |
|---|---|--|--|

Marine Segment**Marine Products with Normal Incentives**

| | | | |
|---|---|---|---|
| 1 | <input type="checkbox"/> Fish <input type="checkbox"/> Crustacean/ Molluscs | <ol style="list-style-type: none">1. Fish Chilled/ Frozen/ dried/ salted/ brined/ smoked2. Fish Fillets & Meat -Fresh, Chilled & Frozen3. Crustacean- Chilled, Frozen, Steamed, Boiled4. Molluscs - Chilled, Frozen, Steamed, Boiled <p>- All products under HSN 0302, 0303, 0304, 0305, 0306, 0307 are included. Some of the products of IQF & AFD are included for higher incentive and appear in Sl.No 3 & 4 below.</p> | - |
|---|---|---|---|

Marine Products with higher Value-Added Incentive

| | | | |
|---|-----------------------------------|--|--|
| 2 | Value added marine products | Value added marine products: Canned, Battered & breaded, Pickles, Sausages - All products under HSN 1604 & 1605 are included | |
| 3 | IQF Value added Marine Products | <ol style="list-style-type: none">1. IQF Shrimps: Stretched shrimp (Nobashi), butterfly/marinated shrimp, IQF Skewered shrimp, IQF Sushi shrimp2. Blanched Squid pineapple cut, Cuttlefish Sushi, Tuna loins, Shashimi grade Tuna | |
| 4 | Freeze-Dried Value-Added Products | Accelerated Freeze Dried shrimp/ shrimp powder, Freeze dried Cephalopods | |

Mozzarella Cheese Segment

| | | | |
|---|-------------------|--|--|
| 1 | Mozzarella Cheese | Mozzarella Cheese in Bulk Packaging Mozzarella Cheese in Consumer Packaging - Only Mozzarella Cheese under 0406 is covered | All other cheese except mozzarella (HSN 04061000-4000) |
|---|-------------------|--|--|

Appendix-C: Rates of Incentives on Incremental Sales

| Year | RTC/ RTE | Processed F & V | Marine Products * | Mozzarella Cheese |
|---------|----------|-----------------|-------------------|-------------------|
| 2021-22 | 10% | 10% | 6% | 10% |
| 2022-23 | 10% | 10% | 6% | 10% |
| 2023-24 | 10% | 10% | 6% | 10% |
| 2024-25 | 10% | 10% | 6% | 8% |
| 2025-26 | 9% | 9% | 5% | 6% |
| 2026-27 | 8% | 8% | 4% | 4% |

*** 10% Incentive Rate for Value Added Marine products, as specified at Appendix-B for all 6 years.**

****Base Year for calculation of Incremental Sales would be 2019-20 for the first 4 years. For 5th & 6th years, the Base year would shift to 2021-22 & 2022-23 respectively.**

Appendix-D: Minimum Eligible CAGR in Sales of Products for Incentive

| | Segments | CAGR (%) |
|----|-------------------|----------|
| 1. | RTC/ RTE Foods | 10% |
| 2. | Processed F & V | 10% |
| 3. | Marine Products | 5% |
| 4. | Mozzarella Cheese | 15% |

Illustration for Appendix-D

| | Year | Base Years | No. of years for computing CAGR over Base Year Sales |
|----|---------|------------|--|
| 1. | 2021-22 | 2019-20 | 1 |
| 2. | 2022-23 | 2019-20 | 2 |
| 3. | 2023-24 | 2019-20 | 3 |
| 4. | 2024-25 | 2019-20 | 4 |
| 5. | 2025-26 | 2021-22 | 4 |
| 6. | 2026-27 | 2022-23 | 4 |

Appendix-E: Evaluation Criteria

Category-I Applicants:

Selection of Applicants on Sales & Investment Criteria will be based on Combined score as given below

| | Criteria | Weightage (%) |
|----|--|---------------|
| 1. | Total Sales (Domestic & Exports) in 2019-20 of food products listed in the Application for coverage under the scheme | 33.3 |
| 2. | Export Sales (of items covered at Sl No 1 above) | 33.3 |
| 3. | Committed Investment | 33.3 |
| | | 100 |

The Applicant with highest Sales, exports and Committed Investment will receive 100 marks for each criterion. Other Applicants will be awarded marks in proportion to their Sales and Committed Investment vis a vis the Applicant with highest score.

Category-II Applicants: Selection of Applicants of Innovative Products will be based on Combined score as given below:

Selection Criteria: Innovative Products

| | Criteria | Weightage (%) |
|----|---|---------------|
| 1. | Sale of Product sought to be promoted in 2019-20 | 25 |
| 2. | CAGR in Sale of Product/s sought to be promoted for 3 years (2016-17 to 2019-20) | 15 |
| 3. | Investment made in the last 3 years (2017-18 to 2019-20) | 10 |
| 4. | Availability of funds for investment in Production & Marketing (Own fund, Loan, tied up from Private equity, Venture Capital, Angel Investors) | 10 |
| 5. | Assessment of Innovativeness/ novelty of products, patent on the product, USP, Recognition if any, Special Characteristics, Business plan, export potential, scalability, share of own manufacturing in total Sales | 40 |
| | Total | 100 |

Selection Criteria: Organic Products

| Criteria | | Weightage (%) |
|--------------|---|---------------|
| 1. | Sale of Product sought to be promoted in 2019-20 | 25 |
| 2. | CAGR in Sale Products to be promoted for 3 years (2016-17 to 2019-20) | 15 |
| 3. | Investment made in the last 3 years (2017-18 to 2019-20) | 15 |
| 4. | Availability of funds (tied up from Private equity, Venture Capital, Angel Investors) for investment in Production & Marketing. | 15 |
| 5. | Assessment of the USP, level of product development, Business plan, export potential, scalability, share of own manufacturing of product in total Sales | 30 |
| Total | | 100 |

The Applicants will be ranked based on aggregate score and number of Applicant selected will be based on allocation of outlay for the component.

Category-III Applicants: Selection of Applicants will be based on Combined score as given below:

| Bid Criteria: Branding | | | |
|------------------------|---|-------------------|---------------|
| | Criteria | Markets | Weightage (%) |
| 1. | Sale* of Food Products of Brand/s sought to be promoted in 2019-20 | Total | 10 |
| | | Exports | 10 |
| 2. | CAGR in Sale* of Products of Brand/s sought to be promoted for 3 years (2016-17 to 2019-20) | Total | 5 |
| | | Exports | 10 |
| 3. | Branding Expenditure 3 years (2017-18 to 2019-20) | Domestic + Export | 20 |
| 4. | Level of recognition of the Brand in India, level of value addition, Strategy and plan for production, Sales, exports and branding of products in domestic and export markets | | 45 |
| Total | | | 100 |

* Sale of own brand "branded food products" to the exclusion of unbranded food products.

The Applicants will be ranked based on aggregate score and number of Applicant selected will be based on allocation of outlay for the component.

Appendix-F: Bank Guarantee

(From any scheduled commercial bank)

This Deed of Guarantee executed on this _____ day of _____, 20-
at _____ by _____ (from any scheduled commercial bank), having its Head
Office / Registered Office at _____ and inter-alia a Branch Office
at _____ (hereinafter referred to as the Bank or 'the Guarantor',
which expression shall unless it be repugnant to the subject or context hereof be
deemed to include its successors and assigns).

In favour of

Ministry of Food Processing Industries, Government of India, Panchsheel
Bhawan, New Delhi-110049 (hereinafter referred as "MoFPI") represented by
<PMA Name>, having its registered office at
_____, acting as the Project Management
Agency (PMA) for Production Linked Incentive (PLI) Scheme for food processing in
India.

WHEREAS

- A. [.....], Proprietary Firm or Partnership Firm or Limited Liability
Partnership (LLP) or a Company within the meaning of the Companies Act, 2013
OR meaning under-----and having its Registered Office at [----
-----] (herein after referred to as 'the Applicant" which expression unless
repugnant to the subject or context includes its successors. Legal
representatives and permitted assigns) and has been awarded approval
under the above scheme vide Letter Reference -----
----- dated ----- .
- B. In terms of the undertaking dated ----- and Clause ----- of the
Guidelines Reference No. ----- dated-----,
the Applicant has to provide a Bank Guarantee for an amount
equivalent to INR -----which is calculated in line with the undertaking.
- C. At the request of the Applicant, the Guarantor has agreed to provide this
guarantee, being these presents, guaranteeing the due and punctual
performance/discharge by the Applicant of its obligations.

NOW THEREFORE THIS DEED WITNESSETH AS FOLLOWS

- A. The Guarantor hereby irrevocably guarantees the due and compliance of terms by the Applicant of all its obligation under the said undertaking and approval letter, as amended from time to time.
- B. The Guarantor shall, without demur, pay to MoFPI / <PMA Name> sums not exceeding in aggregate ----- (INR -----) within five (5) bank working days (as per the Reserve Bank of India) of receipt of a written demand thereof from MoFPI / <PMA Name> stating that the Applicant has failed to meet its obligations under the said undertaking. The Guarantor shall have not to go into the veracity of any breach or failure on the part of the Applicant or validity of the demand so made by MoFPI / <PMA Name> and shall pay the amount specified in the demand notwithstanding any direction to the contrary given or any dispute whatsoever raised by the Applicant or any other person. The Guarantor's obligations hereunder shall subsist until all such demands are duly met and discharged in accordance with the provisions hereof;
- C. The Guarantor agrees that its liability under this guarantee shall in no manner be affected by any such variation, alteration, modification, waiver dispensation and that no further consent of the Guarantor is required for giving effect to any such variation, alteration, modification, waiver dispensation with or release of security;
- D. This Guarantee shall be irrevocable and shall remain in full force and effect till-----.
- E. Until and unless discharged / released earlier by MoFPI / <PMA Name> in accordance with the provisions of the said undertaking, the Guarantor's liability in aggregate shall be limited to a sum of INR ----- (INR-----);
- F. This Guarantee shall not be affected by any change in the constitution or winding up of the Applicant / Guarantor or and absorption, merger or amalgamation of the Applicant / Guarantor with any other person;
- G. The Guarantor has power to issue this Guarantee and discharge the obligations contemplated herein, and the undersigned is duly authorized to execute this Guarantee pursuant to the power granted under.

All future correspondence with reference to this Guarantee shall be made to.
 (Bank Name and Address).

The jurisdiction in relation to this Guarantee shall be the Courts at New Delhi and Indian Law shall be applicable.

IN WITNESS WHEREOF THE GUARANTOR HAS SET ITS HANDS HEREUNTO ON THE: DAY, MONTH AND YEAR FIRST HEREINABOVE WRITTEN

SIGNED AND DELIVERED by-----
-----Bank by the hand of----- its-----
-----and authorized official.

Appendix-G: Format for Providing Bank Guarantee

(Undertaking from the Applicant on the letterhead)

1. We,....., hereby, acknowledge that the Incentive that would / may be provided to us under the Production Linked Incentive (PLI) Scheme for food processing industry in India, as per the Guidelines, communications, will be provided to us based on, and after relying upon, the information provided by us to avail the said Incentive.
2. We hereby confirm that the information provided by us for availing the said Incentive is true, correct and complete in all respects and that no material fact / information that may have an adverse impact on the information provided by us for availing the said Incentive has been concealed.
3. We hereby confirm that the Committed Investment in the project, as per the approval letter, is to be made by us within a specified period from the date of approval letter.
4. With regard to the aforesaid transactions, we hereby undertake the following:

- A. We undertake to provide Bank Guarantee/s from a schedule commercial Bank for the amount which is mentioned below:

| Sr. No | Particulars | Details |
|--------|-------------------------------------|---------|
| 1. | Date of issuance of Approval Letter | |
| 2. | Validity period of BG * | |
| 3. | Amount of BG | |

* Valid for three years or renewed till the date MoFPI release such Guarantee whichever is later.

- B. We understand and agree that, we are legally bound to renew the BG / issue fresh BG, failing which MoFPI / PMA may invoke the BG.
- C. In case of loss, mutilation, force majeure or any other eventualities, with respect to Original BG (favouring MoFPI / PMA, held at PMA), MoFPI / PMA will not be liable for the same and the onus would be with us to arrange for alternate / duplicate BG in place of the original BG.

D. We also understand that the BG will be invoked or released as per the provision in the guidelines.

Date

Signature

(Name & designation with address) Director / CEO / MD

Annexure-1A: Application Form for Category I Applicants

1. Instructions:

- 1.1. Applicants may go through the Guidelines carefully before filling up the details in the Application.
- 1.2. The Application shall be signed by duly authorized signatory of Applicant.
- 1.3. Applicants are advised to follow the format provided in this Application form for submitting their Applications. Applicants are required to provide information and enclose all supporting documents as detailed.
- 1.4. All Applications will be submitted online to the Project Management Agency (PMA) selected under the Scheme.
- 1.5. The applicant shall submit unconditional Application without any restriction, limitation or rider.
- 1.6. The Application submitted by the applicant shall be subject to the provision of Scheme Guidelines and the related notifications.
- 1.7. Application has been divided into the following sections
 - i. Applicant Details
 - ii. Proposal
 - iii. Application Fee Details

2. Section I – Applicant Details

- 2.1. Name of Applicant
- 2.2. Constitution of business – Proprietorship Firm or Partnership Firm or Limited Liability Partnership (LLP) or a Company registered in India or co-operative
- 2.3. Business Details: Address, phone, email, PAN, nature of current business, turnover, net worth, experience etc.
- 2.4. Brief profile of Promoter, Chairman, Chief Executive Officer and other CXO level officers, as the case maybe.
- 2.5. *Documents to be furnished:*
 - i. Copy of the memorandum and articles of association or equivalent registration document, Partnership Deed and any equivalent document. Shareholding pattern, share of the partners as the case may be.
 - ii. Self-certified copies of Annual Reports including Annual Financial Reports along with schedules, audited and complete Balance Sheet, as the case may be for 3 years. Most recent reports are to be provided.

- iii. Profit before Tax (PBT) and Profit after Tax (PAT) – (last 3 years)
- iv. Self-certified copies of PAN, GST Certificate for applicant,
- v. Self-certified copies of brief profile of Chairman, CEO, CXOs, Promoter and Key Managerial Persons along with their PAN / DIN
- vi. Key Personnel Details: Contact details of three senior employees of Applicant. Details would include Name, Designation, Address, phone, email.

2.6. Credit History:

- i. Provide details of presence in RBI's Defaulter and Wilful Defaulter Lists, SEBI Debarred List and CIBIL Score.
- ii. External Credit Ratings (year, agency, rating assigned) (if applicable)

3. Section II – Proposal

3.1. Project Details

3.2. Sales of all food products:

- i. Total Sales (Domestic + Exports) (INR Cr)
- ii. Exports (INR Cr)

3.3. Eligible Product Segment Applied for:

3.4. Products Groups proposed to be covered out of the Product Segment as in 3.3. (Products Groups, segment-wise, given in **Appendix-B**)

3.5. Sales (Domestic + Exports) Product Group-wise (**Appendix-B**) for 2014-15 to 2018-19:

| | Product Group | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 |
|-----|---------------|---------|---------|---------|---------|---------|
| 1. | | | | | | |
| 2. | | | | | | |
| 3. | | | | | | |
| 4. | | | | | | |
| ... | | | | | | |
| | Total | | | | | |

3.6. Domestic and Export Sales of Food Products (**Appendix-B**) for 2019-20 (actual), 2020-21 (Est), 2021-22 to 2026-27 (Projection):

| Domestic Sales | | (Rs Crore) | | | | | | | |
|----------------|---------------|------------|---------|---------|---------|---------|---------|---------|---------|
| | Product Group | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 |
| 1. | | | | | | | | | |
| 2. | | | | | | | | | |
| 3. | | | | | | | | | |
| 4. | | | | | | | | | |
| ... | | | | | | | | | |
| | Total | | | | | | | | |
| Export Sales | | (Rs Crore) | | | | | | | |
| 1. | | | | | | | | | |
| 2. | | | | | | | | | |
| 3. | | | | | | | | | |
| 4. | | | | | | | | | |
| | | | | | | | | | |
| | Total | | | | | | | | |

3.7. Certificate from Statutory Auditor or Independent Chartered Accountant, whichever is applicable, on the Sales/ Export of Food Products (given in 3.5 & 3.6).

3.8. Manufacturing facility/ies of the Applicant separately:

Address:

Products:

Annual Capacity:

3.9. Manufacturing facility of the Contract Manufacturer/s separately

Address:

Products

Annual Capacity:

3.10. Committed Investment (Manufacturing) Factory-wise (in INR Crore)

| I. Applicant | P&M | Technical Civil Works | Associated Infrastructure | Total (Res Crore) |
|--------------------|-----|-----------------------|---------------------------|-------------------|
| Factory 1/ 2/3.... | | | | |
| 2020-21 | | | | |

| | | | | |
|---|--|--|--|--|
| 2021-22 | | | | |
| 2022-23 | | | | |
| Sub Total (Applicant) | | | | |
| II. Contract Manufacturers ² | | | | |
| 2020-21 | | | | |
| 2021-22 | | | | |
| 2022-23 | | | | |
| Sub Total (CM) | | | | |
| Total (I+II) | | | | |

3.11. Committed Investment (Branding & Marketing³):

3.11.1. Branding & Marketing Expenditure for All Food Products: 2014-15 to 2018-19

| I. Domestic Market | | | | | In Rs Crore |
|---------------------------|---------|---------|---------|---------|--------------------|
| | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 |
| 1. | | | | | |
| 2. | | | | | |
| 3. | | | | | |
| 4. | | | | | |
| ... | | | | | |
| II. Export Market | | | | | In Rs Crore |
| 1. | | | | | |
| 2. | | | | | |
| 3. | | | | | |
| 4. | | | | | |
| ... | | | | | |

² Include Investment (Factory-wise) for those Contract Manufacturers who supply 100% of output to the Applicant.

³ Relates to In-store Branding, Shelvespace Renting and Others (specify)

3.11.2. Expenditure on Branding & Marketing abroad for 2019-20, 2020-21 and proposed for 2021-22 to 2025-26. Break up of expenditure, in terms of broad categories, are indicative.

| (In Rs Crore) | | | | |
|-----------------------------------|-------------------|---------------------|---------------------|-------|
| | In Store Branding | Shelf Space Renting | Others (specify) | Total |
| 2019-20 | | | | |
| 2020-21 | | | | |
| 2021-22 | | | | |
| 2022-23 | | | | |
| 2023-24 | | | | |
| 2024-25 | | | | |
| 2025-26 | | | | |
| Total (2021-22 to 2026-27) | | | | |

3.12. Projection of Employment created:

| Cumulative Employment Generated (Attributable to products covered Appendix-B) | |
|---|---------|
| Year | Numbers |
| 2020-21 (Estimated) | |
| 2021-22 | |
| 2022-23 | |
| 2023-24 | |
| 2024-25 | |
| 2025-26 | |
| 2026-27 | |

3.13. Programme Implementation Plan (PIP) for eligible product: The Applicant is required to submit a plan indicating the following:

- i. Broad plan to achieve the Sales projected in the Application and additional investment that would be required to achieve that Sales and plan for that.
- ii. Manufacturing Capacity: Utilization of the existing Capacity, creation of new Capacity location-wise & output of products

- iii. New technology to be used in Manufacturing
- iv. Arrangement with the Subsidiaries/ Contract Manufacturers/ Member Unions

3.14. Regulatory Treatment: Provide information on licenses, permits and third-party approvals necessary to execute the project

4. Section III –Application Fee Details

4.1. Proof of the Application Fee submission.

Date

Signature

(Name & designation with address) Director / CEO / MD

Annexure-1B: Application Form for Category II Applicants

1. Instructions:

- 1.1. Applicants may go through the Guidelines carefully before filling up the details in the Application.
- 1.2. The Application shall be signed by duly authorized signatory of Applicant.
- 1.3. Applicants are advised to follow the format provided in this Application form for submitting their Applications. Applicants are required to provide information and enclose all supporting documents as detailed.
- 1.4. All Applications will be submitted online to the Project Management Agency (PMA) selected under the Scheme.
- 1.5. The Applicant shall submit unconditional Application without any restriction, limitation or rider.
- 1.6. The Application submitted by the Applicant shall be subject to the provision of Scheme Guidelines and the related notifications.
- 1.7. Application has been divided into the following sections
 - i. Applicant Details
 - ii. Proposal
 - iii. Application Fee Details

2. Section I – Applicant Details

- 2.1. Name of Applicant
- 2.2. Constitution of business – Udyam Registered SME, Proprietorship Firm or Partnership Firm or Limited Liability Partnership (LLP) or a Company registered in India or co-operative
- 2.3. Business Details: Address, phone, email, PAN, nature of current business, turnover, net worth, experience etc.
- 2.4. Brief profile of Promoter, Chairman, Chief Executive Officer and other CXO level officers, as the case maybe.
- 2.5. *Documents to be furnished:*
 - i. Copy of the memorandum and articles of association or equivalent registration document, Partnership Deed and any equivalent document. Shareholding pattern, share of the partners as the case may be.
 - ii. Self-certified copies of Udyami Registration, Annual Reports including Annual Financial Reports along with schedules, audited and complete

Balance Sheet, as the case may be for 3 years. Most recent reports are to be provided.

- iii. Profit before Tax (PBT) and Profit after Tax (PAT) – (last 3 years)
 - iv. Self-certified copies of PAN, GST Certificate for Applicant,
 - v. Self-certified copies of brief profile of Chairman, CEO, CXOs, Promoter and Key Managerial Persons along with their PAN / DIN
 - vi. Key Personnel Details: Contact details of three senior employees of Applicant. Details would include Name, Designation, Address, phone, email.
- 2.6. Credit History:
- i. Provide details of presence in RBI's Defaulter and Wilful Defaulter Lists, SEBI Debarred List and CIBIL Score.
 - ii. External Credit Ratings (year, agency, rating assigned) (if applicable)

3. Section II – Proposal

3.1. Product Details: Indicate

- (i) Innovative Product: Name/s of the Products. How it is innovative product, uniqueness of the product, patents obtained and manufacturing process
- (ii) Organic Product: Name/s of the Products. Type of certification for organic products and particulars (certification for organic product should be either from APEDA or similar recognised certification agency, not peer group certification)

4.2. Sales of Products sought to be promoted, product-wise (as given in 3.1) for 2014-15 to 2018-19:

| (In Rs Crore) | | | | | | |
|----------------------|----------------------|---------|---------|---------|---------|---------|
| | Name of the Products | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 |
| 1. | | | | | | |
| 2. | | | | | | |
| 3. | | | | | | |
| 4. | | | | | | |
| ... | | | | | | |

| | | | | | | | |
|--|-------|--|--|--|--|--|--|
| | Total | | | | | | |
|--|-------|--|--|--|--|--|--|

4.3. Sales and Export of Food Products (given in 3.4) for 2019-20 (actual), 2020-21 (Est), 2021-22 to 2026-27 (Projection):

| Domestic Sales | | (Rs Crore) | | | | | | | |
|-----------------------|---------------|-------------------|---------|---------|---------|---------|---------|---------|---------|
| | Product Group | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 |
| 1. | | | | | | | | | |
| 2. | | | | | | | | | |
| 3. | | | | | | | | | |
| 4. | | | | | | | | | |
| ... | | | | | | | | | |
| | Total | | | | | | | | |
| Export Sales | | (Rs Crore) | | | | | | | |
| 1. | | | | | | | | | |
| 2. | | | | | | | | | |
| 3. | | | | | | | | | |
| 4. | | | | | | | | | |
| | | | | | | | | | |
| | Total | | | | | | | | |

3.2. Certificate from Statutory Auditor or Independent Chartered Accountant, whichever is applicable, on the Sales/ Exports of Food Products for 2019-20.

3.3. Investment made in 2017-18, 2018-19 and 2019-20

| | P&M | Technical Civil Works | Associated Infrastructure | Total (Res Crore) |
|--------------------|-----|-----------------------|---------------------------|-------------------|
| Factory 1/ 2/3.... | | | | |
| 2017-18 | | | | |
| 2018-19 | | | | |
| 2019-20 | | | | |
| Total | | | | |

3.4. Manufacturing facility of the Applicant:

Address:

Products:

Annual Capacity:

3.5. Proposed Investment for manufacturing Factory-wise (in Rs Crore):

| | P&M | Technical Civil Works | Associated Infrastructure | Total (Res Crore) |
|-----------------------|-----|--------------------------|------------------------------|----------------------|
| Factory 1/ 2/3.... | | | | |
| 2020-21 | | | | |
| 2021-22 | | | | |
| 2022-23 | | | | |
| Sub Total (Applicant) | | | | |

3.6. Availability of Funds for investment indicated at 3.4 for Investment category-wise (Own fund, Loan, tied up from Private Equity, Venture Capital, Angel investors, other etc)

3.7. Certificate from Statutory Auditor or Independent Chartered Accountant, whichever is applicable, on Investment made and funds tied up referred to at paragraphs 3.3 and 3.6.

3.8. Projections (self-certified) of Sales, Exports and Employment Generation:

| Domestic and Exports Sales (Innovative/ Organic products) | | |
|--|-------------------------------|---------------------|
| Year | Domestic Sales (INR Crore) | Exports (INR Crore) |
| 2019-20 (Base Year) | | |
| 2021-22 | | |
| 2022-23 | | |
| 2023-24 | | |
| 2024-25 | | |
| 2025-26 | | |
| 2026-27 | | |
| Total | | |
| Cumulative Employment Generated | | |
| Year | Numbers | |
| 2021-22 | | |

| | |
|---------|--|
| 2022-23 | |
| 2023-24 | |
| 2024-25 | |
| 2025-26 | |
| 2026-27 | |

3.9. Detailed Project Report/ Programme Implementation Plan (PIP) for eligible product: The Applicant is required to submit a DPR/ PIP containing the information as indicated in the attached **Table-Annexure 1B**.

4. Section 3: Application Fee Details

4.1. Proof of the Application Fee submission.

Date

Signature

(Name & designation with address) Director / CEO / MD

Table-Annexure 1B

Programme Implementation Plan (PIP)

1. Profile of the Proposed Innovative/ Organic Food Product (as the case may be)
 - 1.1. Nature of Products: Uniqueness
 - 1.2. Stage of Product Development: Patent if any
 - 1.3. Organic Products: Certification particulars and the Year
 - 1.4. Market Development
 - 1.5. Global Scenario
 - 1.6. Indian Scenario
2. Current Status:
 - 2.1. Investment
 - 2.2. Manufacturing,
 - 2.3. Branding/ Marketing
 - 2.4. Sales
 - 2.5. Exports
 - 2.6. Profitability
 - 2.7. Potential for Scalability
 - 2.8. Business Plan & tie-ups
 - 2.9. Assistance from sources other than MoFPI
3. The Project
 - 3.1. Project Components
 - 3.2. Land and Location
 - 3.3. Locational Advantage
 - 3.4. Backward & Forward Linkages
4. Plant and Machinery
 - 4.1. Production Process
 - 4.2. Business Model & Marketing
 - 4.3. Revenue assumptions basis
 - 4.4. Revenue Streams
 - 4.5. Marketing

5. Operation Management
 - 5.1. Organizational Structure
6. Implementation schedule
 - 6.1. Site Development and basic Enabling
 - 6.2. Technical Building and Civil Work
 - 6.3. Means of Finance
7. Profitability Projection
8. Regulatory Treatment
 - 8.1. Information on licenses, permits and third-party approvals necessary to execute the project
 - 8.2. Timelines for obtaining clearances.
9. Scope for becoming Champion with Government Support

Annexure-1C: Application Form for Category III Applicants

1. Instructions:

- 1.1. Applicants may go through the Guidelines carefully before filling up the details in the Application.
- 1.2. The Application shall be signed by duly authorized signatory of Applicant.
- 1.3. Applicants are advised to follow the format provided in this Application form for submitting their Applications. Applicants are required to provide information and enclose all supporting documents as detailed.
- 1.4. All Applications will be submitted online to the Project Management Agency (PMA) selected under the Scheme.
- 1.5. The Applicant shall submit unconditional Application without any restriction, limitation or rider.
- 1.6. The Application submitted by the Applicant shall be subject to the provision of Scheme Guidelines and the related notifications.
- 1.7. Application has been divided into the following sections
 - i. Applicant Details
 - ii. Proposal
 - iii. Application Fee Details

2. Section I – Applicant Details

- 2.1. Name of Applicant
- 2.2. Constitution of business – Proprietorship Firm or Partnership Firm or Limited Liability Partnership (LLP) or a Company registered in India or co-operative, or SME
- 2.3. Business Details: Address, phone, email, PAN, nature of current business, turnover, net worth, experience etc.
- 2.4. Brief profile of Promoter, Chairman, Chief Executive Officer and other CXO level officers, as the case maybe.
- 2.5. *Documents to be furnished:*
 - i. Copy of the memorandum and articles of association or equivalent registration document, Partnership Deed and any equivalent document. Shareholding pattern, share of the partners as the case may be.
 - ii. Self-certified copies of Annual Reports including Annual Financial Reports along with schedules, audited and complete Balance Sheet, as the case may be for 3 years. Most recent reports are to be provided.
 - iii. Profit before Tax (PBT) and Profit after Tax (PAT) – (last 3 years)

- iv. Self-certified copies of PAN, GST Certificate for Applicant, Udyami Registration
- v. Self-certified copies of brief profile of Chairman, CEO, CXOs, Promoter and Key Managerial Persons along with their PAN / DIN
- vi. Key Personnel Details: Contact details of three senior employees of Applicant. Details would include Name, Designation, Address, phone, email.

2.6. Credit History:

- i. Provide details of presence in RBI's Defaulter and Wilful Defaulter Lists, SEBI Debarred List and CIBIL Score.
- ii. External Credit Ratings (year, agency, rating assigned) (if applicable)

3. Section II – Proposal

3.1. Project Details:

3.2. Brands to be promoted: Give Details

3.3. Sales of All Food Products of the Applicant for 2014-15 to 2021-22:

| | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | 2020-21 (Est) |
|---------------------------|---------|---------|---------|---------|---------|---------|------------------|
| Domestic sales (Rs Crore) | | | | | | | |
| | | | | | | | |
| Export Sales (Rs Crore) | | | | | | | |
| | | | | | | | |

3.4 Expenditure on Branding for 2017-18 to 2019-20 (Actual), 2020-21 (Est) in Domestic Market and Abroad:

| Year | Domestic (Rs Crore) | Abroad (Rs Crore) |
|---------|---------------------|-------------------|
| 2016-17 | | |
| 2017-18 | | |
| 2018-19 | | |
| 2019-20 | | |
| 2020-21 | | |

3.5 Expenditure on Branding for 2021-22 to 2025-26 (Proposed) with indicative break up (In store Branding, Shelf space Renting and Others):

| Year | Domestic (Rs Crore) | Abroad (Rs Crore) |
|-----------------------------------|---------------------|-------------------|
| 2021-22 | | |
| In Store Branding | | |
| Shelf Space Renting | | |
| Others (Specify) | | |
| 2022-23 | | |
| In Store Branding | | |
| Shelf Space Renting | | |
| Others (Specify) | | |
| 2023-24 | | |
| In Store Branding | | |
| Shelf Space Renting | | |
| Others (Specify) | | |
| 2024-25 | | |
| In Store Branding | | |
| Shelf Space Renting | | |
| Others (Specify) | | |
| 2025-26 | | |
| In Store Branding | | |
| Shelf Space Renting | | |
| Others (Specify) | | |
| Total (2021-22 to 2025-26) | | |

3.6 Sale of Products of Brand sought to be Promoted 2014-15 to 2021-22:

| | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | 2021-22 (Est) |
|---------------------------|---------|---------|---------|---------|---------|---------|------------------|
| Domestic sales (Rs Crore) | | | | | | | |
| | | | | | | | |
| Export Sales (Rs Crore) | | | | | | | |
| | | | | | | | |

3.4. Programme Implementation Plan (PIP) for Branding and Marketing: The Applicant is required to submit a plan indicating the following:

- i. Brands owned by the Applicant and level of recognition in India
- ii. SWOT Analysis of performance in export markets
- iii. Gap analysis and the broad plan to undertake Branding in Export Market: Strengthening of market presence and penetration
- iv. Strategy and Plan production, sales, exports of products sought to be promoted through Branding
- v. Strategy & Plan to strengthen the Brand
- vi. Revenue, brand-wise, from different export markets
- vii. Subsidiary company or associated company and their support in Global Market for Brand Promotion
- viii. Different Components of Branding & Marketing
- ix. Strategy to achieve the Sales proposed in the Application
- x. Manufacturing Capacity: Utilization of the existing Capacity, creation of new Capacity in different location
- xi. Arrangement with the Subsidiary (ies)/ Contract Manufacturer(s)
- xii. Proposed Expenditure for Brand Promotion and Marketing to be furnished

4. Section III –Application Fee Details

4.1. Proof of the Application Fee submission.

Date

Signature

(Name & designation with address) Director / CEO / MD

Annexure-2: Checklist for preliminary assessment of Application by PMA

| S. No. | Parameter | Data as per Applicant | Comments from PMA |
|--------|---|-----------------------|-------------------|
| 1. | Name of Applicant | | |
| 2. | Application submission date | | |
| 3. | Due date for submission | | |
| 4. | Submission of prescribed Application Fee | | |
| 5. | Eligibility in terms of overall Sales of food products | | |
| 6. | Coverage of product segment/ food products to be manufactured. | | |
| 7. | Innovative/ Organic Products for SME | | |
| 8. | Sales of Food Products in Eligible Product Segment (i) Domestic Market (ii) Exports Markets | | |
| 9. | Committed Investment (Rs Crore) (i) Manufacturing (ii) Branding & Marketing | | |
| 10. | Expenditure on Branding (i) Domestic Market (ii) Exports Markets | | |

Date

Signature

(Name & designation of the Official of PMA)

Annexure-3: Checklist for assessment of Application by the PMA

(Fill separate checklist for each product segment applied)

| S. No. | Parameter | Comments from PMA |
|--------|--|-------------------|
| 1. | Name of Applicant | |
| 2. | Details of key person (First) Name of person Designation of person Complete address of Applicant Contact details of Applicant Ph. No. Mobile Email | |
| | Details of key person (Second) Name of person Designation of person Complete address of Applicant Contact details of Applicant Ph. No. Mobile Email | |
| | Details of key person (Third) Name of person Designation of person Complete address of Applicant Contact details of Applicant Ph. No. Mobile Email | |
| 3. | Type of organisation (Ltd., Pvt. Ltd., LLP, listed, etc.) | |
| 4. | Registration details of organisation | |
| 5. | Details of promoters, if any | |
| 6. | Any information of legal or financial cases pending against the Applicant/promoters | |

| S. No. | Parameter | Comments from PMA |
|--------|---|-------------------|
| 7. | Application submission date | |
| 8. | Due date for submission | |
| 9. | Application acknowledgement date | |
| 10. | Eligibility in terms of Sales of Food Products | |
| 11. | Base Year Sales of Food Products in the Segment Applied for (Rs Crore) | |
| 12. | Base Year Export of Food Products in the Segment Applied for (Rs Crore) | |
| 13. | Committed Investment (Rs Crore) (i) Manufacturig (ii) Branding & Marketing | |
| 14. | Proposed plant production capacity (per annum) | |
| 15. | Proposed date of commercial production | |
| 16. | Proposed Incentive claim (annually and for total Scheme) | |
| 17. | Total no. of Applications received for the eligible product | |
| 18. | Investment Details (in Crore) (Provide complete breakup) | |
| 19. | I. By Applicant i. Technical & Civil Work ii. New Plant and machinery iii. Expansion & Modernisation | |
| 20. | II. By the Contract Manufacturers ⁴ (i) Technical & Civil Work (ii) New Plant and machinery (iii) Expansion & Modernisation | |
| 21. | Time schedule of the project | |
| 22. | Submission of all Undertakings in appropriate format | |

⁴ Information relevant to the Applicant to be furnished for different Contract Manufacturer(s) separately and in aggregate.

| S. No. | Parameter | Comments from PMA |
|--------|---|-------------------|
| | (a) Consent for audit of their manufacturing site/offices for verification of information/ data submitted along with the Application in the format as per Annexure-7 | |

PMA should give detailed description on the following areas

| S. No. | Area of consideration |
|--------|---|
| 1. | Eligible product segment considered |
| 2. | Number of total Application received for eligible product |
| 3. | Justification for consideration |
| 4. | Reasons for rejection of the Application, if any |

Date

Signature

Name & designation of Official of PMA

Annexure-4: Disbursement Claim Form

Production Linked Incentive Scheme (PLI) for domestic manufacturing of food products

1. Applicant Name
2. Application Acknowledgement Date
3. Ref. No. and Date of Approval Letter
4. Progress in Committed Investment Plant-wise
5. Sales of Approved Products (Products as per the Approval Letter)
6. Period for which Incentives are being sought
7. **Information on Sales, Investment and Branding & Marketing Abroad:** Claim of Incentives for a particular year will also contain information for all previous years and Base Year/s as applicable)

| Sales | | | |
|-----------------------------|--|----------|----------------|
| Sl No | Name of the Food Product (Ref. Letter of Letter) | HS Code* | Sales (INR Cr) |
| Domestic Sales | | | |
| 1. | | | |
| 2. | | | |
| | | | |
| Total Domestic Sales | | | |
| Export Sales | | | |
| 1. | | | |
| 2. | | | |

| | | | |
|--|--|--|--|
| | | | |
| Export Sales | | | |
| Furnish details in separate Sheet, if required, as an Attachment to Application Form | | | |
| *As per the information furnished in GST Invoices or Shipping Bills | | | |

| Committed Investment: | | | |
|------------------------------|---|-----------------------------|-------|
| Year | Description (P&M, Technical & Civil Works, Associated Infrastructure separately) Amount (INR Crore) | | |
| | By the Applicant | By Contract Manufacturer(s) | Total |
| 2020-21 | | | |
| 2021-22 | | | |
| 2022-23 | | | |
| Total | | | |

| Investment in Branding & Marketing abroad | | |
|--|--|--------------------|
| Year | Description (Major Markets with break-up for in store Branding, shelf space renting and Others (specify) | Amount (INR Crore) |
| 2019-20 (Base Year) | | |
| 2021-22 | | |
| 2022-23 | | |
| 2023-24 | | |
| 2024-25 | | |
| 2025-26 | | |
| Total | | |

8. Certificates / undertakings stating / covering the following: No deviation in eligible Product Segment and expenditure on B&M.
9. Certificate from Statutory Auditor or Independent Chartered Accountant, whichever is applicable, stating / covering:

- i) Committed Investment applicable has been achieved before commercial production
- ii) Capitalization of Investment in the books of accounts of the Applicant is in line with the relevant accounting standards issued by ICAI
- iii) Investment has been made in accordance with Scheme Guidelines.

10. Documents / certificates from Chartered Engineer:

- i) Certificate stating that the plant, machinery & equipment have been installed, the price is reasonable as per the market value and the same are being used for manufacturing of approved eligible product(s)
- ii) Certificate on capacity installed

11. List of documents to be submitted post approval of claim

- i) An undertaking from the Applicant as per format given in **Annexure 7**.
- ii) An agreement / indemnity bond on prescribed formats as per **Annexure 5** from the Applicant that if at a later stage its claim is found to be false or excessive it would be liable to return the amount disbursed with interest calculated at 3 years SBI MCLR prevailing on the date of disbursement, compounded annually.
- iii) Board resolution to the effect that the Applicant agrees by the terms and conditions as laid down in the PLI Scheme and Guidelines while securing the Incentive amount.

Date

Signature

(Name & designation with address) Director / CEO / MD

Annexure-5: Format of Undertaking

(Undertaking from the Applicant on letterhead)

1. We,, hereby, acknowledge that the Incentives that would / may be provided to us under the Production Linked Incentive Scheme (PLI) for domestic manufacturing of approved food products will be provided to us based on, and after relying upon, the information provided by us to avail the said Incentives.
2. We hereby confirm that the information provided by us for availing the said Incentives is true, correct and complete in all respects and that no material fact / information that may have an adverse impact on the information provided by us for availing the said Incentives has been concealed. We acknowledge and confirm that the foregoing averment is on an on-going basis and further undertake to immediately apprise the Ministry of Food Processing Industries about any change in the status of the information provided by us to avail the said Incentives.
3. We further undertake that in the event of (i) any of the information provided by us to avail the said Incentives being found false, incorrect or incomplete, or (ii) in the event of the undertakings and confirmations stated at Clause 2 above being found false, incorrect, incomplete or breached; we will refund the entire amount of Incentives availed by us along with interest calculated at 3 years SBI MCLR prevailing on the date of disbursement, compounded annually for the period between excess payment and date of refund.
4. We acknowledge that the remedy provided in Clause 3 above is not the exclusive remedy available with the Ministry of Food Processing Industries and is without prejudice to any legal remedy available with Ministry of Food Processing Industries for events mentioned in Clause 3 (i) and (ii) above.

Date

Signature

(Name & designation with address) Director / CEO / MD

Annexure-6: Quarterly Review Report

An Applicant shall be required to provide the following information (self-certified) for quarterly review within 30 days from the end of each quarter:

| |
|--|
| Year:..... Quarter ending: I/II/III/IV (Tick as applicable) |
| 1. Name of Applicant |
| 2. Eligible Products |
| 3. Application Acknowledgement Date |
| 4. Application Approval Date |
| 5. Manufacturing Location(s) |
| 6. Investment made by the Applicant for Manufacturing of approved products (amount in INR) (i) During the Quarter (ii) Up to the Quarter ending |
| 7. Investment made by the Contract Manufacturer(s) for Manufacturing of Approved products (amount in INR) (i) During the Quarter (ii) Up to the Quarter ending |
| 8. Sales of Approved Products: (i) During the Quarter (ii) Up to the Quarter ending [net of credit notes, discounts and taxes applicable] |
| 9. Export of Approved Products: (i) During the Quarter (ii) Up to the Quarter ending [net of credit notes, discounts and taxes applicable] |
| 10. Expenditure for Branding in Export Markets (i) During the Quarter (ii) Up to the Quarter ending |
| 11. Employment as on Quarter ending (in numbers) attributable to products indicated in the Approval Letter for both the Applicant and the Contract Manufacturer(s): |

| | As on 31.3.2021 | Cumulative for the Reported Quarter |
|--|-----------------|-------------------------------------|
| Direct | | |
| <i>On-roll labour/employees</i> | | |
| <i>Contractual</i> | | |
| <i>Apprentice</i> | | |
| Installed Production Capacity for Eligible Product (in MT) | | |
| I. Applicant | | |
| II. Contract Manufacturer(s) | | |

Date

Signature

(Name & designation with address) Director / CEO / MD

Annexure-7: Consent for audit of manufacturing site/ offices

(To be signed by full time Director / CEO / MD of the company / firm duly depicting the designation and submitted on official stationery of the Applicant along- with the authorization to do so)

1. Whereas, the Applicant namely *(name of manufacturer with address)* has submitted an Application under Production Linked Incentive Scheme (PLI) for domestic manufacturing of eligible food products to Ministry of Food Processing Industries(MoFPI), Government of India seeking Incentives for the Application pertaining to manufacturing of(Eligible Products) at.....(location(s)).
2. Now, therefore, the Applicant or its agencies or its consultants engaged with the process of manufacturing of eligible products shall allow the PMA or any other authority as designated by MoFPI for verification of facility and documents submitted for the approval of Application and disbursement of Incentives under PLI Scheme.

Date

(Name & designation with address) Director / CEO / MD

Signature

Annexure-8: Performa for integrity compliance

(To be signed by full time Director / CEO / MD of the company/ Partner/ Proprietor of the firm duly depicting the designation and submitted on official stationery of the Applicant along- with the authorization to do so)

Format- A: Initial Undertaking

1. Whereas, the Applicant namely _____ has submitted an Application under Production Linked Incentive Scheme (PLI) for domestic manufacturing of eligible food products to Ministry of Food Processing Industries (MoFPI), Government of India, seeking Incentives for the Application pertaining to manufacturing of (Product Segment) at.....(location(s)).
2. Now, therefore, the Applicant including its officers / representatives commits and undertakes that he / she will take all measures necessary to prevent corruption. He / She commits to observe the following principles during his / her association / engagement with MoFPI or its agencies or its consultants engaged with the process of appraisal and verification of Application for the approval of Application and disbursement of Incentives under PLI Scheme.
 - 2.1. The PLI Applicant will not directly or through any other person or firm, offer, promise or give to any of the MoFPI's officer(s) or consultant or agency representative (appraisal or/and PMA appointed by MoFPI to handle the Application) involved in the process of dealing with Application or to any third person any material or other benefit which he/she is not legally entitled to in order to obtain in exchange any advantage of any kind whatsoever before or during or after the process of the Application for grant of approval or disbursement of Incentives under PLI.
 - 2.2. The PLI Applicant will not commit any offence under the relevant Indian Penal Code, 1860/Prevention of Corruption Act, 1988. Further, the Applicant will not use improperly, for purposes of competition or personal gain, or pass on to others, any information or document provided by the MoFPI.
 - 2.3. The PLI Applicant shall disclose the name and address of the duly authorized Agents/ Representatives who will be dealing with MoFPI or its agencies and the remuneration of these agents or representatives shall not include any hidden amount or component to get the work done in undue manner or

causing inducement of whatsoever nature whether in cash or kind to influence the normal process or practice of work.

2.4. The PLI Applicant will disclose any and all payments he/she has made, is Committed to or intends to make to agents, brokers or any other intermediaries, other than regular employees or officials of the Applicant, in connection with the grant of approval or/and disbursement of Incentives.

2.5. The Applicant will not offer any illicit gratification to obtain unfair advantage.

2.6. The Applicant will not collude with other parties to impair transparency and fairness.

2.7. The Applicant will not give any advantage to anyone in exchange for unprofessional behaviour.

3. The Applicant declares that no pervious transgressions occurred in the last 3 years with any other Company in any country conforming to the anti-corruption approach or with any other Public Sector Enterprises/ Central or State Government or its any instrumentality in India.

4. The Applicant agrees that if it is found that the Applicant has made any incorrect statement on this subject, the Application will be closed or rejected and MoFPI reserve the right to initiate legal action of whatsoever nature. In case if MoFPI has disbursed the Incentives under PLI, the amount disbursed to Applicant be recoverable along with interest calculated at 3 years SBI MCLR prevailing on the date of disbursement, compounded annually, besides blacklisting of the Applicant and initiation of legal action of whatsoever nature at the discretion of MoFPI.

5. The contents of the above undertaking have been gone through and after understanding the same is being executed / given on.....day of (month / year)

Date

Signature

(Name & designation with address)

Full time Director / CEO / MD of the company/ Partner/ Proprietor of the firm

Format B: Undertaking before release of Incentive

(To be signed by full time Director / CEO / MD of the company/ Partner/ Proprietor of the firm/ firm duly depicting the designation and submitted on official stationery of the Applicant along- with the authorization to do so)

1. Whereas, the Applicant namely _____ has submitted an Application under Production Linked Incentive Scheme (PLI) for domestic manufacturing of eligible food products to Ministry of Food Processing Industries(MoFPI), Government of India seeking Incentives for the Application pertaining to manufacturing.....(Eligible Product) at.....(location(s)).
2. And Whereas, the Applicant has submitted an undertaking for observance and commitment for Integrity vide Undertaking dated.....given under the signatures / authority of Applicants (name and designation) to MoFPI in respect of aforesaid Application.

And whereas, the Applicant including its officers / representatives gives commitment and undertake that he / she will take all measures necessary to prevent corruption and that he / she will not directly or through any other person or firm, offer, promise or give to any of the MoFPI's officer(s) or consultant or agency representative (appraisal or / and PMA appointed by MoFPI to handle the Application) involved in the process of dealing with Application or to any third person any material or other benefit which he / she is not legally entitled to in order to obtain in exchange any advantage of any kind whatsoever before or during or after the process of the Application for grant of approval or disbursement of Incentives under PLI Scheme.

3. And whereas, the Application submitted by the Applicant has been given the approval by PMA vide its communication no.....dated.....
4. And whereas, the Applicant has submitted a claim for disbursement of Incentive dated to the PMA for claiming Incentives of INR.....
5. And whereas, the PMA has considered the claim for disbursement of Incentive and is in the process of disbursement / release of Incentives on the claim dated.....
6. Now, therefore, I/We hereby confirm the compliance thereof with the Integrity Undertaking submitted to MoFPI/ PMA duly certifying that there is no breach to the same and requests that eligible Incentives under PLI Scheme be released

to Applicant and the amount of Incentives be credited in the bank account of Applicant.

7. The contents of the above Undertaking have been gone through and after duly understanding the same, is being executed / given on..... day of..... (month / year).

Date

Signature

Full time Director / CEO / MD of the company/ Partner/ Proprietor of the firm