



THE PLASTICS EXPORT  
PROMOTION COUNCIL

दि प्लास्टिक एक्सपोर्ट प्रमोशन कौन्सिल

( भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग द्वारा प्रायोजित )

**THE PLASTICS EXPORT PROMOTION COUNCIL**

(Sponsored By The Ministry Of Commerce & Industry, Deptt. Of Commerce, Government Of India)

Ref No: PLEXHO/Cir/ 931

10.03.2026

To,

All Members of Plexconcil / COA Members

Dear Sir/Madam,

Subject: **Launch of Credit Assistance for E-Commerce Exporters under Export Promotion Mission (EPM) – NIRYAT PROTSAHAN.**

We are pleased to inform you that DGFT has issued a Trade Notice No. 31/2025-26 dated 6<sup>th</sup> March 2026 regarding a launch of *Credit Assistance for E-Commerce Exporters* under the **Export Promotion Mission – Niryat Protsahan**. The initiative aims to strengthen the financial support framework for exporters engaged in e-commerce platforms, thereby enhancing their competitiveness and liquidity.

### Key Features of the Guidelines

#### Objective:

1. The objective of the initiative is to enhance access to working capital for MSMEs, involved in international value chains through e-commerce, allowing them to procure goods ahead of anticipated demand and scale their presence in international markets.
2. By providing flexible repayment options suited to the variable cash flow patterns of MSMEs, involved in international value chains through e-commerce, this intervention seeks to achieve scale by boosting of trade conducted through e-commerce channels.

#### Eligibility, Scope, and Coverage :

1. MSMEs (involved in international value chains through e-commerce) holding a active Importer-Exporter Code (IEC) (not in the Denied Entity List (DEL)) and a valid MSME Udyam Registration Number shall be eligible to receive credit assistance under the intervention.
2. New MSMEs, involved in international value chains through e-commerce with prior domestic e-commerce experience shall also be eligible, subject to a minimum of one year of regular domestic e-commerce operations
3. Support shall be available to the exporters as per above eligibility with:
  1. Proven track record of at least six months in exporting through postal or courier.
  2. Current Inventory placed in overseas warehouses for e-commerce export fulfilment.
  3. Current stock placed in warehouses set up under E-Commerce Export Hub (ECEH) facility.

The detailed Policy framework is enclosed as ANNEXURE-I.

The Operational and Procedural Guidelines is enclosed at ANNEXURE-II.

The governance Structure is enclosed at ANNEXURE-III

The intervention shall be operationalised on a pilot basis for feedback, institutional learning, and data-driven refinements. Guidelines for pilot implementation are enclosed at ANNEXURE-IV

Members are requested to refer to the detailed Policy Framework, operational and Procedural Guidelines and governance structure in the trade notice here:

[https://membership.plasticsepc.org/mails\\_images/20260309062850.pdf](https://membership.plasticsepc.org/mails_images/20260309062850.pdf)

Members may submit comments and suggestions on the Guidelines within 30 days from the date of issuance of this Trade Notice, through email at [epm-dgft@gov.in](mailto:epm-dgft@gov.in) with a copy marked to [bharti@plexconcil.org](mailto:bharti@plexconcil.org) respectively.

This is for your information.

With Regards

Bharti Parave

Dy. Director (Trade and Policy)

Plexconcil