



THE PLASTICS EXPORT
PROMOTION COUNCIL

दि प्लास्टिक एक्स्पोर्ट 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.: Plexh/Cir/305

Date: 17.07.2026

To,

All Members of Plexconcil/COA

Dear Sir/Madam,

Subject: Launch of Global Outreach for Branding, Labelling and Export Packaging under Export Promotion Mission (EPM) – Niryat Disha

Ref: DGFT Trade Notice No. 12/2026-27 dated 14th July 2026

We wish to inform you the above trade notice is issued regarding the launch of **Global Outreach for Branding, Labelling and Export Packaging** intervention under the **Export Promotion Mission (EPM) – Niryat Disha**.

The initiative aims to strengthen “Brand India” by creative a unified national branding framework promoting sector-specific branding, improving packaging and labelling standards, and enhancing the global recognition and competitiveness of Indian goods and services.

This scheme also introduces a voluntary Unified Brand India Trust Mark with certification to enhance the credibility of Indian Exports, with a special focus on supporting MSME’s, startups and first-time exporters in expanding their presence in global markets.

Kindly refer to the following Annexures mentioned in the trade notice:

1. The detailed Policy framework is enclosed as ANNEXURE-I.
2. The Operational and Procedural Guidelines are enclosed in ANNEXURE-II.
3. The Governance Structure is enclosed in ANNEXURE-III.
4. The Application Process in Annexure IV.
5. The Format of Utilisation Certificate in Annexure V.

Members are requested to refer to the guideline in official Trade Notice here:

https://membership.plasticsepc.org/emails_images/20260715024107.pdf

Members may submit their 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 cc bharti@plexconcil.org and shilpa@plexconcil.org

This is for your information.

Best Regards

Bharti Parave

Dy.Director(Trade and Policy)

PLEXCONCIL