

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:7236

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BRAND EQUITY

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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether the lack of Brand Equity has badly affected the export performance of the country;
- (b) if so, the measures being taken by the Government to build a brand image for Indian products abroad;
- (c) the products identified for being brought under the branding and the strategy being adopted for it; and
- (d) the steps being taken by the Government to tame the rising import bills which have surged up during the recent times?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA M. SCINDIA)

(a) & (b): In the current scenario when International competition is fierce, a brand promotion strategy has been formulated for priority sectors, that

strongly reflects the nation brand strengths

projects India as a quality supplier of products

resonates the credibility of the Made in India label

captures the resilience of the sector and the growth opportunities/business partnership opportunities

positions India as reliable business partner

highlights the growth drivers – government support & regulatory framework, cost efficiencies, technical capabilities – across markets

In addition a series of The India Shows have been organised from 2010 onwards to showcase the strengths of India in manufacturing and services and also to highlight India's attractiveness as an investment destination. The overall objective has been to strengthen and enhance Brand India.

(c) Government prioritised the Pharmaceutical and Engineering sectors to develop a strategy and promote Brand India sectorally. As a first step of the planned strategy, the global launch of Brand India Pharma took place in March 2012 on the sidelines of a major pharmaceutical fair, 'CPHl Japan', in Tokyo. Special branding initiatives were undertaken to position India as the 'pharmacy of the world'.

(d) Anticipating the surge in imports, the Government had announced a package on 13th October 2011 to increase our share in various export markets and to diversify our market and products. Incentives have been provided under schemes viz. Focus Product Scheme, Focus Market Scheme, Market Linked Focus Product Scheme and Vishesh Krishi and Gram Udyog Yojana. A Strategy Paper for doubling India's merchandise exports over the year 2010-11 to 2013-14 from US \$ 251 billion in 2010-11 to US \$ 500 billion in 2013-14 has also been prepared. Import of gold has been sought to be moderated through increase in custom duty.