

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

UNSTARRED QUESTION NO:1241
ANSWERED ON:18.07.2014
BRAND EQUITY IN EXPORT PERFORMANCE
Singh Shri Ravneet

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

- (a) whether the lack of brand equity has affected the export performance of the country;
- (b) if so, the facts thereof along with the measures being taken by the Government to build a brand image for Indian products abroad;
- (c) the products identified for branding and the strategy being adopted for it; and
- (d) the steps being taken by the Government to tame the rising import bills?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (INDEPENDENT CHARGE) (SMT. NIRMALA SITHARAMAN)

(a) & (b) Brand Equity at the national and sectoral is a key component in the strategy aimed at upgrading quality, reliability & credibility of products and services exported by India. Government undertakes through India Trade Promotion Organization (ITPO), India Brand Equity Foundation (IBEF), Export Promotion Councils (EPCs) and the Trade Bodies regular activities for promotion of India's brand equity through participation in India Shows, major international trade exhibitions in India and abroad, Business to Business meets, interaction with journalists and media, communication strategy and sectoral brand promotion.

(c) Government has identified Pharmaceuticals, Engineering, Plantations, Service and Handicrafts sector for branding. India Brand Equity Foundation (IBEF), in consultation with Export Promotion Councils (EPCs) and Trade Bodies is engaged in brand promotion campaigns through communication, creation of knowledge centre and sectoral export promotion.

(d) Compression in import of gold and silver and non-essential items including hike in custom tariffs and administrative measures like linking gold imports with the gold export under 20:80 scheme are the major steps taken by the Government to tame the rising import bills.