Government of India
Ministry of Commerce and Industry
Department of Commerce
Directorate General of Foreign Trade
Vanijya Bhawan, New Delhi

Trade Notice No. 35/2026-27

Dated: 17th November, 2026

Subject: Amendments Guidelines for Market Access Support under Export Promotion Mission (EPM) — Niryat Disha – regarding

In continuation to Trade Notice No. 19/2025-26 dated 31st December 2025 and Trade Notice No. 08/2026-27 dated 01st July 2026, the following amendments are made to the operational guidelines to ensure enhanced participation of exporters and also to facilitate more support to MSMEs. These shall form part of the guidelines of the Market Access Support intervention under Export Promotion Mission (EPM) - Niryat Disha, as issued earlier –

Para No.	Existing Text	Revised / Inserted Text
Para X.4 (f)	The participating firm/entity shall express interest online for support against the activity. New IEC Holders should be registered with the concerned agency for **at least 6 months** to be eligible for the given support.	The participating firm/entity shall express interest online for support against the activity. New IEC Holders should be registered with the concerned agency for at **least 3 months** to be eligible for the given support.
Para X.5 (o)	Airfare support may be provided to delegates representing entities whose previous year's export turnover is **up to ₹75 lakh only**. Such support shall be provided to Indian nationals only.	Airfare support may be provided to delegates representing the entities whose previous year's export turnover is **up to ₹50 crore only**. Such support shall be provided to Indian nationals only.
Para X.7 (e)	Participating entity should have been member of the organising agency for a minimum period of **six months prior to the event.**	Participating entity should have been member of the organising agency for a minimum period of **three months prior to the event**

Operational Guidelines of Market Access Support Para 6.2 (g.vi)	Eligibility shall be limited to entities with Zero Export Turnover in the preceding year for Reimbursement of **50% of economy-class airfare**, subject to the following ceilings: • for Africa & American continents and Oceania - **₹80,000 or 50%** of airfare, whichever is lower • for other overseas markets - **₹45,000 or 50%** of airfare, whichever is lower	Eligibility shall be limited to entities with Zero Export Turnover in the preceding year for Reimbursement of **95% of economy-class airfare for Micro and Small and 80% of economy-class airfare for other eligible enterprises,** subject to the following ceilings: • for Africa & American continents and Oceania - ₹80,000 or **95% of economy-class airfare for Micro and Small/80% of economy-class airfare for other eligible enterprises**, whichever is lower • for other overseas markets - ₹45,000 or **95% of economy-class airfare for Micro and Small/80% of economy-class airfare for other eligible enterprises**, whichever is lower
Operational Guidelines of Market Access Support Para 6.2 (g.v)	Eligibility shall also be extended to entities with Export Turnover up to ₹ 75 Lakhs in the preceding year for Reimbursement of 80% of economy-class airfare, subject to the following ceilings: • for Africa, Americas and Oceania continents - ₹1,25,000 or 75% of the airfare, whichever is lower. • for other overseas markets - ₹75,000 or 75% of the airfare, whichever is lower	**Export Turnover up to ₹ 50 crore** in the preceding year for Reimbursement of **95% of economy-class airfare for Micro and Small enterprises and 80% of economy-class airfare for other eligible enterprises**, subject to the following ceilings: • for Africa & American continents and Oceania - ₹1,25,000 or **95% of economy-class airfare for Micro and Small/80% of economy-class airfare for other eligible enterprises**, whichever is lower • for other overseas markets - ₹75,000 or **95% of economy-**

		class airfare for Micro and Small/80% of economy-class airfare for other eligible enterprises, whichever is lower
Operational Guidelines of Market Access Support Para 6.4 (g.xiii)	Eligibility shall be limited to entities with Zero Export Turnover in the preceding year for Reimbursement of 50% of economy-class airfare, subject to the following ceilings: • for Africa & American continents - ₹80,000 or 50% of airfare, whichever is lower • for other overseas markets - ₹45,000 or 50% of airfare, whichever is lower	Eligibility shall be limited to entities with Zero Export Turnover in the preceding year for Reimbursement of **95% of economy-class airfare for Micro and Small and 80% of economy-class airfare for other eligible enterprises**, subject to the following ceilings: • for Africa & American continents and Oceania - ₹80,000 or **95% of economy-class airfare for Micro and Small/80% of economy-class airfare for other eligible enterprises**, whichever is lower • for other overseas markets - ₹45,000 or **95% of economy-class airfare for Micro and Small/80% of economy-class airfare for other eligible enterprises**, whichever is lower
Operational Guidelines of Market Access Support Para 6.4 (g.xiv)	Eligibility shall also be extended to entities with Export Turnover up to ₹ 75 Lakhs in the preceding year for Reimbursement of 80% of economy-class airfare, subject to the following ceilings: • for Africa & American continents - ₹1,25,000 or 80% of the airfare, whichever is lower.	**Export Turnover up to ₹ 50 crore** in the preceding year for Reimbursement of **95% of economy-class airfare for Micro and Small enterprises and 80% of economy-class airfare for other eligible enterprises**, subject to the following ceilings: • for Africa & American continents and Oceania - ₹1,25,000 or **95% of economy-class airfare for Micro and Small/80% of economy-class airfare for**

	• for other overseas markets - ₹75,000 or 80% of the airfare, whichever is lower.	**other eligible** enterprises, whichever is lower • for other overseas markets - ₹75,000 or **95% of economy-class airfare for Micro and Small/80% of economy-class airfare for other eligible enterprises**, whichever is lower

2. The above revised provisions will come into effect from the date of issue of this Trade Notice and will apply prospectively. All other provisions of Trade Notice No. 19/2025-26 dated 31st December 2025 and Trade Notice No. 08/2026-27 dated 01st July 2026 shall remain unchanged. This Trade Notice is issued with the approval of the Competent Authority.

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A G Subramanian
Deputy Director General of Foreign Trade

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