



GOVERNMENT OF KARNATAKA
STARTUP POLICY OPERATIONAL GUIDELINES

1st April 2016

Karnataka Startup-Cell
Karnataka Biotechnology and Information Technology
Services
(KBITS)

Government of Karnataka
4th Floor, 'B' Wing,
BMTC Central Offices Building
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XIV. Incentive For Marketing In International Markets Under Startup Policy

14.1 Eligibility Criteria:

14.1.1 The applicant should be a startup registered with the Karnataka Startup Cell with a valid registration number.

14.1.2 The International Marketing activities that are eligible under the ambit of this incentive are as follows¹:

1. Activities undertaken by the applicant in trade show participation (travel expenses)
2. Activities undertaken by the applicant in international marketing and sales promotion
3. Publication(whether by image video, audio or textual)
4. Subscription to Market research Material.

14.1.3 Marketing incentives can be claimed on a half-yearly basis in every financial year (within 6 months of the expense incurred).

14.1.4 Within the ambit of the monetary cap specified in the Karnataka Startup Policy 2015-2020, the reimbursement for MDA will be subject to the following conditions.

1. Preference for reimbursement will be given to woman members

¹Reimbursement for Travel, expenses, food and lodging will be capped at 2 employees for participation in up to 2 international events/conferences/tradeshows per company per year.

2. Travel reimbursement will only be applicable on economy air travel and DA² upto 100 \$ a day for international travel.³

14.1.5 Reimbursement amount will be released / disbursed on the seniority basis depending upon the Budget allotment of the State Government.

14.2 Mandatory Documents:

14.2.1 Application form as in Annexure I.

14.2.2 Duly filled Annexure II if applying through an Empanelled Incubator.

14.2.3 If reimbursement is claimed against an International Event/Trade Show participation, the following need to be furnished:

1. Invitation Letter
2. Welcome Letter from Organizers
3. Event Web Page showing Company Name, Shipping documents, Printed
4. Event Brochures / Proceedings

14.2.4 Market Research Subscription/ Reports (Web link/Letter/E-mail communications) if applicable.

14.2.5 If reimbursement is claimed against Advertisements / PR in International Print / Broadcast / Online Publications / Google Adwords / social media marketing content, the following need to be furnished:

² DA shall include lodging, food and intra-city commute.

³Journey days are not considered for computing TA/DA.

1. Photocopies/Scanned documents of publicity material

2. Web links

14.2.6 Copy of Invoices and Purchase Orders for all Marketing Expenses claimed along with at least one supporting document for each expense. In this regard, the company/unit has to produce proof of stay at the location along with air travel (boarding pass) and visa stamped.

14.2.7 A report of all business development activities undertaken by the company during the visit to the trade fair by the unit shall also be submitted.

Audited financial statements for the last three years of the applicant and Annual Reports.

14.3 Screening Procedure:

14.3.1 All reimbursements will be made subject to the consideration of the screening procedure mentioned below. The decision of the Managing Director, KBITS in this regard to sanctioning of any reimbursement under this incentive will be final.

14.3.2 On receipt of the complete application the Karnataka Startup Cell shall inspect and verify the contents of the application of the incubated startup. The Startup cell shall recommend the application to the MD, KBITS through the Nodal Officer of the Startup Cell for sanction the reimbursement of costs incurred towards International Marketing. Those applications that have been so approved will be eligible for reimbursement within 3 months from the receipt of the application.