



Assam

### Marketing Support

#### **MARKETING ASSISTANCES: (SMA)**

Eligible industrial units specially approved for this purpose will be provided with the following support under marketing assistance scheme.

- 50% of the rent/ fee payable by the unit in participating in trade fair/ exhibitions sponsored or recognized by the Government against rent/ fees rates approved by the Government will be subsidized subject to a ceiling of Rs. 50,000/- per unit per annum within India and Rs1.0 Lakhs per unit per annum in case of participating abroad and with prior approval of Government.
- 50% of the cost of advertisement through Cinema Hall/ Any Electronic media will be subsidized up to a ceiling of Rs 20,000/- per unit per annum subject to prior approval of the Government.
- 50% of the transportation cost on exhibits for participation in Government sponsored/ recognized Trade fair/ Exhibition etc. will be subsidized up to a ceiling of Rs. 20,000/- per unit per annum subject to prior approval of the Government.