


Ministry of Defence
Department of Defence Production
EPCell

Sub: Enhancement of Defence Exports – Allocation of Geographical Region

In order to enhance defence exports, stated as one of the objectives of the Department of Defence Production, it has been decided to allocate geographical region / countries of interest amongst the DPSUs/OFB for taking up focussed promotional activities. The SOP for the same is enclosed at Annexure- A.

2. The allocation of countries is placed at Annexure B.
3. DPSUs/OFB are directed to take up the activities as per the SOP and provide periodic feedback to the department and an action taken report every month.
4. This is issued with the approval of Secretary (DP).


9.X.20
(Sanjay Jaju)
Joint Secretary (DIP)
Tel:23015505

To:

1. CMDs of BEL, HAL, BEML, BDL, GRSE, GSL, MDL, MIDHANI, HSL
2. Chairman & DGOF OFB

MoD DDP I.D. No 10/EPCell/DPSUs/2020 dated 09/10/2020

Copy to:

1. PPS to Secy. (DP)
2. PPS to AS (DP)
3. PPS to JS (DIP), JS (Aero/P&C), JS (LS), JS (NS), EA & JS (DOMW)

Standard Operating Procedure (SOP) for export promotion by DPSUs in the geographical region assigned

- I. The DPSU/ will
 - i) Be responsible for export promotion and marketing of entire spectrum of exportable platforms/subsystems/components manufactured by Defence Industries in India (both in public and private sector) in their allocated region.
 - ii) Have liberty to open offices, hire professionals/Agents with competency of marketing Indian Defence products, on need & visibility basis.
 - iii) Be responsible for coordination of all trade exhibitions being held in their allocated regions.
 - iv) Follow up on the export proposals of all the DPSUs/private companies in the allocated region.
 - v) Coordinate with Indian missions abroad for export promotion activities.
 - vi) Facilitate coordination between Indian Industries and stakeholders in countries in their assigned regions.
 - vii) Be responsible for distribution of promotional materials, audio-visual films received from all DPSUs/ private companies, and timely dissemination of information to all.
 - viii) Share the export leads with all concerned/ related DPSUs and/or private companies and will follow up on those leads.

- II. For undertaking export promotion in their assigned zone, the entity may charge a reasonable percentage from other DPSUs/private companies as success fees on whose behalf they would be taking up the export promotion activities.

Countries Allocated to DPSUs / OFB		
S.No.	DPSU/OFB	Allocated Countries
1	BEL	Armenia, Brazil, Cambodia, Indonesia, Israel, Kazakhstan, Kyrgystan, Malaysia, Myanmar, Nigeria, Oman, Singapore, Sri Lanka, Tajikistan, Thailand, Turkey, USA, Vietnam
2	HAL	Australia, Namibia, Nepal, Russia, Seychelles, Uganda, Ukraine, United Kingdom
3	BEML	Kenya
4	BDL	Algeria, Bahrain, Egypt, Kuwait, Philippines
5	OFB	Bangladesh, Saudi Arabia, UAE, Uzbekistan
6	GRSE	Bangladesh, Oman, Philippines, Saudi Arabia, Seychelles, UAE
7	GSL	Ghana, Indonesia, Kenya, Mauritius, Nigeria, Sri Lanka, Sudan, Tanzania
8	MDL	Brazil, Chile, Colombia, Ecuador, Egypt, Kuwait, Maldives, Peru, Qatar, South Africa, Thailand, USA