

Service exporters get marketing push under UP's new export policy

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LUCKNOW: The Yogi Adityanath government has launched a dedicated Marketing Development Assistance (MDA) scheme for service exporters under the Uttar Pradesh Export Promotion Policy 2025–30.

The scheme aims to support service exporters in expanding their presence in international markets, making Uttar Pradesh the first state in the country to roll out a specialised marketing assistance policy exclusively for service exports, the state government said on Tuesday.

The initiative seeks to enhance the global competitiveness of service exporters, strengthen marketing capabilities and improve service quality in line with international standards, while also generating employment and investment opportunities.

The scheme will benefit service exporters registered with the Export Promotion Bureau, Uttar Pradesh (UPEPB) and the Uttar Pradesh Export Promotion Council, engaged in

exporting services across the 12 champion service sectors identified by the Union government.

Under the policy, exporters will be eligible for financial assistance of up to 75%, capped at ₹2 lakh, towards stall rental for participation in international trade fairs, exhibitions and buyer-seller meets held abroad.

Assistance of up to 75%, limited to ₹1 lakh, will also be provided for economy-class air travel for one participant.

For international trade fairs held within the country, assistance of up to ₹50,000 for stall rental and ₹25,000 for travel expenses will be available.

Organising agencies conducting international trade fairs, exhibitions and buyer-seller meets abroad will be eligible for assistance covering up to 75% of total expenditure, subject to a ceiling of ₹1 crore. For similar events held within the country, assistance of up to ₹75 lakh will be provided, with participation of at least 20 service-exporting units being mandatory.