



नारियल विकास बोर्ड

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार), केरा भवन, कोची - 682 011, भारत

COCONUT DEVELOPMENT BOARD

(Ministry of Agriculture & Farmers Welfare, Government of India)
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निदेशक Director : 2375237
सचिव Secretary : 2377737
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APPLICATION FOR ASSISTANCE FOR BRAND PROMOTION

1	Name of the Enterprise	
2	Office Address	
3	Factory Address	
4	Telephone & email	
5	Constitution of the Enterprise	Proprietor/partnership/company/society/others
6	Name, Address & contact details of the Promoter	
7	Name, Address & contact details of the authorized Person	
8	EM No. Date or UAN No. date	
9	Product manufactured/processed	
9.a	Main product(s)	
9.b	Co-product and by products. If any	
10	Installed Capacity of the main product	
10.a	Capacity utilization during the previous year(in percentage)	
11	Quality Certification(s) acquired already	ISO/HACCP/BRC/Kosher/Halal/JAP/Others(s pecify)
12	Assistance already availed from CDB (Scheme, Component, Year, Amount)	

13	Details of Brand Promotion activities proposed to be undertaken	
13(a)	Brand publicity through Digital Marketing	
	Activities	Estimated Cost(in Rs.)
	1.Website Development	
	2.Bar Coding	
	3.RFID	
	4.Online Advertising	
	5.QR Code Marketing	
	6.Search Engine Optimization	
	7.Emails/ SMS/Social Media Marketing	
	8.Other(Specify)	
	Total(a)	
13(b)	Brand publicity through mass media	
	Activities	Estimated Cost(in Rs.)
	1.Print media like newspapers, magazines, journals etc.	
	2.Television Advertising	
	3.Radio Advertising	
	4.Railway Announcement.	
	5.Other(Specify)	
	Total(b)	
13(c)	Brand publicity through printing of publicity materials	
	Activities	Estimated Cost(in Rs.)
	Leaflets	
	Brochures	
	Pamphlets	

	Posters, Newspaper insertions, magazine pull-outs etc.	
	Posters, Newspaper insertions, magazine pull-outs etc.	
	Other(Specify)	
	Total(c)	
13(d)	Brand Publicity outdoor advertising	
	Activities	Estimated Cost(in Rs.)
	1.Hoarding(print/electronic)	
	2.Billboards	
	3.Bus/Tram Panel ads	
	4.Moving hoardings	
	5.Other(Specify)	
	Total(d)	
	Grand Total(a+b+c+d)	
14.	Means of finance	
	1.Own fund	
	2.Loan from Financial Institutions	
	3.Other Sources(specify)	
	Total	

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief.

Date:.....
Place:.....

Signature
Name:.....
Designation:.....

Seal

Documents to be accompanied with the duly filled in application

1. Copy of the Udyog Aadhar
2. Copy of the Quality Certificate(s) obtained for the unit, if any
3. Audited statement of accounts for the last 2 years.
4. Quotation(s) of the activities proposed to be undertaken under brand promotion.