



Chairman's word...



Dear Members,

The months of October & November'09 are going to be very eventful for the sports goods industry members who have been preparing to showcase the best of their products in "Sports Source Asia, Hong Kong" and "Soccerex, South Africa". I am glad to note that participation in overseas promotional activities has picked up again after a slight slow down due to global recession.

I wish all the participants of the upcoming events a very successful business.

I am pleased to inform our members that a special thrust is being given by the Govt. to promote India's export in Focus Markets, for which additional funds have been earmarked under MAI scheme. In view of this, an additional activity for SGEPC has been approved under MAI scheme to promote Indian Sports Goods & Toys in Australia and New Zealand. The details of this activity will be sent by the secretariat to all the members. Members may make best use of this opportunity.

A.G. Mukim
(A.G. Mukim)

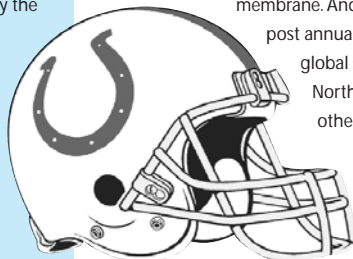
Intellectual Property Rights the way to become a Global "BRAND"

20/18/20 and 19 cm tall. These perfect measurements have long established themselves in consumers' minds as a distinctive mark of identification. Whenever we see the silhouette of a Coca Cola bottle, we associate it with the famous brown soft drink from the southern United States and as the official thirst quencher of Santa Claus himself. The creative direction for the designers was not just to make sure the packaging stood out from the rest, it also had to be easily recognizable even in the dark. "Mission accomplished!" Not only can the bottles be identified in the dark, when we see just one piece of a broken Coca Cola bottle, we are immediately able to associate it with the brand and thus the original product. A design created and patented in 1916 has made a decisive contribution to the global success of one of the world's greatest brands. Any subsequent attempt by product managers to deviate from the patented bottle design has inevitably led to lower sales figures. This is a clear sign that the shape of the bottle has undeniably become a core element of the brand. In other words, as companies stimulate brand evolution, they must take care not to change the elements they are known for.

Creating a look that clearly distinguishes one brand from the rest is, however, just one example of how "intellectual property" can help make a brand globally unmistakable. Therefore, in the interaction between brand management and intellectual property, the focus should be not just on design, the company logo or the claim as what makes and typifies a brand. That would make things far too easy. Intellectual property can be used creatively in many playful ways to differentiate a brand from the competition, and all of these ways play a decisive role in global competition. A further example of intellectual property and branding and certainly an ideal case that displays the opportunities presented through differentiation, is a patented technology that unmistakably stands for a brand. In this case, a "well rounded" product story underscored by technological exclusivity is the beginning of a wonderful successful story.

And it all began in 1995. The idea for the product is simple and thus easy to convey - and what is far more important - to understand. "The shoe that breathes!" How logical! The concept was born during a business trip to Reno, Nevada (USA). Mario Moretti Polegato, at that time still working for his family's winery, was taking a walk and got so upset by his "overheated" feet that he abruptly decided to cut a few holes in the rubber soles of his shoes. The pumping effect that was created as he walked, ended up pressing the heat out of his shoes and cooling his feet. The idea behind a worldwide brand was born. The rest was a matter of continuous communication and focusing on this one unique selling point, or USP. No creative "outbreaks," no today we stand for pretty pictures and tomorrow for discount prices, and then after that for a special membrane. And the bare facts and figures? Since 1995, Geox has been able to post annual growth rates far above 20% and ended its 2007 fiscal year with global sales of 770 million Euros. Not bad for a small vintner from Northern Italy. What makes such successful brands better than the others - or better yet, how do companies create successful brands?

The good news first. Brand building has nothing to do with witchcraft or immense budgets - though it should be mentioned here that both, of course, would make things much easier.





Successful brands simply make better use of intellectual property than their competition. Its not that they have better ideas, mind you, it's because they convey their merits to the consumer more credibly by employing continual communication. When a consumer knows, or thinks he knows, what he can discover behind a particular brand name, the seller of that brand doesn't have to work as hard to sell. A strong brand name with clear positioning and or statement makes his daily work easier. And not to the customer's disadvantage, either. The latter makes his purchase with the absolute certainty that he has received something outstanding for his money and thus made a good deal for himself. And the pleasant side effect of this is that brands that use this intellectual property wisely earn more money. **A brand is the value consumers are willing to pay additionally for a specific product, i.e. the ADDED VALUE of that product.**

Now comes the question, of course, as to why we are willing at all to pay a higher price for a particularly branded product. Simply put, we use brands and their stories to define our own personality, attitudes and views. In other words, we use branded products to show others that we belong to a particular group or to show our agreement with the story that brand tells.

In addition, branded products are also a matter of emotion. Brands are emotional triggers, and not just for the people we meet while using a brand's products but also for ourselves, and that is the decisive factor. Brands stimulate our imagination and thus generate the added value that, in the final analysis, leads to a purchase. We buy branded products to make us feel good and put ourselves into our own, very personal "comfort zone." If we're wearing our favorite T shirt from our favorite brand, we feel better, more appealing and happier, which in turn will also give us much more self confidence in our dealings with

others. So how can a brand and its story make more money?

Researchers conducted a series of tests on two different groups in an attempt to explain this and came to an astounding result. Group "A" was shown bottled olive oil and asked what they would be willing to pay for it. The candidates agreed to pay a maximum of Euro 4.40. Group "B" was shown the same bottle with this explanation: The olives come from ancient olive trees on the Liguria coast of Italy. The freshly harvested olives are collected in handmade wooden vats. The first drops of oil that run out of the vats from the natural weight of the olives are captured in this bottle thus creating an intense and wellrounded flavor. The candidates agreed to pay Euro 15.40 per bottle! Finally, a brand is a promise. "We pave the way!"... "It's bottled nature!"... "It'll freshen you up someday!" - regardless of the slogan, and of the story you choose to go with it, one thing is of the utmost importance: The story has to be true - just like the story with the olive oil from the coast of Liguria, by the way.

If a company for example tempts consumers with the slogan "There's no better way to fly," but at the same time has failed for years to rank among the top ten global airlines, it is quite apparent that the company needs to rework its offering quickly to deliver what the slogan promises. Nothing is worse for a consumer than discovering that a commitment and promise, which led him to his purchase, is invalid. It could affect the relationship indefinitely. So in a day and age where consumers are confronted with up to 1,000 messages each day, the mission for brand managers is simple but challenging to accomplish. Find your USP, create your exclusive and unique intellectual property, ensure that it cannot be refuted and communicate it truthfully and consistently through every company channel. ■

Source: WFSGI

Life expectancy at all time high

In a report significant to the fitness industry, the Centers for Disease Control and Prevention (CDC) said US life expectancy reached nearly 78 years (77.9), and the age adjusted death rate dropped to 760.3 deaths per 100,000 populations, both records. The data are based on nearly 90% of death certificates in the USA. The 2007 increase in life expectancy up from 77.7 in 2006 represents a continuation of a trend. Over a decade, life expectancy has increased 1.4 years from 76.5 years in 1997 to 77.9 in 2007.

Among other findings: Record high life expectancy was recorded for both males and females (75.3 years and 80.4 years, respectively). While the gap between male and female life expectancy has narrowed since the peak gap of 7.8 years in 1979, the 5.1 year difference in 2007 is the same as in 2006.



For the first time, life expectancy for African American males reached 70 years. Heart disease and cancer, the two leading causes of death, accounted for nearly half (48.5%) of all deaths in 2007. Between 2006 and 2007, mortality rates declined significantly for eight of the 15 leading causes of death. Declines were observed for influenza and pneumonia (8.4%), homicide (6.5%), accidents (5%), heart disease (4.7%), stroke (4.6%), diabetes (3.9%), hypertension (2.7%), and cancer (1.8%). ■

Source : NSGA



Nature based outdoor activities grow, youth participation declines

In 2008, American participation in outdoor recreation was marked by encouraging growth in important segments of core outdoor activities as well as continuing, though less dramatic, declines in youth participation, according to a new report, the 2009 Outdoor Recreation Participation Report, released by The Outdoor Foundation. These trends show the beginning of adjustments in American lifestyles brought about by a challenging economy, shifting demographics and changing times. "In today's economy, people are returning to simpler lifestyles - the 'less is more' ethic," said Christine Fanning, executive director of The Outdoor Foundation. "Historically economic downturns have resulted in increased participation in outdoor recreation. Nature based activities provide fun, affordable recreation and vacation

opportunities for individuals and families. In the resurgence of several core outdoor activities in 2008, we hopefully see Americans beginning to reconnect with nature. With the impacts of the obesity and inactivity crisis felt nationwide - particularly among our kids - a return to a healthier outdoor lifestyle is an encouraging development and important trend." The report provides important insights into participation in outdoor recreation that are critical to efforts nationwide seeking to understand and reverse the growing inactivity crisis and the growing disconnect with the outdoors among youth and all Americans. Detailed information is included on youth, diversity, and gender - demographics essential to future generations of outdoor enthusiasts and conservationists. ■

Source : Sports One Source

Golf and Rugby to be included in 2016 Olympic Programme

The International Olympic Committee (IOC) Executive Board (EB) proposed the list of 26 core sports and 2 additional sports, golf and rugby, to be included in the 2016 Olympic Programme. The proposal will be submitted to the full IOC for a final decision at its Session in Copenhagen in October, where golf and rugby will have the opportunity to present. Seven sports - baseball, golf, karate, roller sports, rugby, softball and squash - were seeking to enter the Olympic programme. The secret ballot vote by the EB followed an extensive evaluation by the Olympic Programme Commission of the potential added value to the Games from each of the seven sports. The key factors in determining a sport's suitability for the Olympic programme include youth appeal, universality, popularity, good governance, respect for athletes and respect for the Olympic values. ■

Source : IOC

Five Year Multi-entry VISA for Indian Businessmen visiting Argentina

Under the visa agreement signed on 14th October '09 during the visit of President of Argentina to Delhi, the Argentine government has agreed to grant five year multi entry business visas and that too free of cost. Stay during each visit is 90 days extendable by another ninety days. ■

आप सुनिश्चित करते हैं आपकी मशीनें बिना रुकावट चलती रहे। हम सुनिश्चित करेंगे कि आपके निर्यात भुगतानों के साथ भी यही बात हो।

निर्यातकर्ता: ईसीजीसी से अपने निर्यात क्रेडिट भुगतानों का बीमा करवाइए।

विश्वव्यापी आर्थिक मंदी ने अचानक से हम सभी को इस वास्तविकता से अवगत करा दिया है कि इन दिनों हम एक अनिश्चितता भरे दौर में जी रहे हैं. आप संभवतः डेडलाइन्स का पालन करने में कामयाब हों और क्वॉलिटी के उन ऊंचे स्टैंडर्ड्स को भी बनाए रखा हो, जिनकी आपसे उम्मीद की जाती है. लेकिन फिर भी अगर विदेश स्थित आपका क्लाइंट आपको भुगतान करने में असफल रहता है तो आप भारी मुसीबत में पड़ सकते हैं. इसीलिए तो आपकी सेवा में है ईसीजीसी. हम आपके निर्यातों का बीमा, भुगतान के जोखिमों हेतु करते हैं ताकि आप अपने भुगतानों की बिन्ता किए बगैर अपना बिजनेस जारी रख सकें. इसलिए आप चाहे मार्सेल्स, जेम्स/ज्वेलरी, इंजीनियरिंग वस्तुओं या फिर आईटी संबंधित प्रोडक्ट्स का निर्यात करते हों, इलीमिन रख सकते हैं कि आप बीमा संरक्षित हैं.



ई सी जी सी

आप निर्यात पर ध्यान केंद्रित करें, हम जोखिमों से रक्षा प्रदान करेंगे.



बीमा आग्राह की विषयवस्तु है.

भारतीय निर्यात ऋण गारंटी निगम लिमिटेड, (भारत सरकार का उद्यम)

एक्सप्रेस टावर, 10वीं मंजिल, नेशनल पॉइंट, मुंबई 400 021, भारत.

फ़ोन: (022) 6659 0500-10 फैक्स: (022) 6659 0517 टोल-फ्री नं.: 1800-22-4500 ई-मेल: marketing@ecgc.in हमें यहां विजिट करें www.ecgc.in

मुंबई (022) 26572740 चेन्नई (044) 28491013 बेंगलूरु (080) 25589775 कोलकाता (033) 22822218 दिल्ली (011) 41506406



Old School, Inexpensive Toys to steal the show this Christmas

New twists on classic toys, sold at reasonable prices are expected to be the rage this Christmas season, according to industry experts at Timetoplaymag.com. The annual list of the toys predicted to be the breakout hits of the holiday season, include a fashion-conscious Barbie, a battery-operated hamster, a "Star Wars" spacecraft from Lego, a robotic riff on the old yellow dump truck and a video game that lets you pretend to be the Beatles.

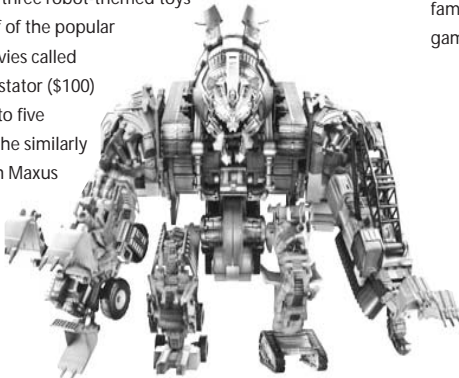
Consumer spending is expected to be flat this season, economists say, and in response, prices for this year's toys will be the lowest they have been in years in an effort to get shoppers out of their homes and into the malls.

Consumers need to see the price-value relationship. You don't have a lot of toys over \$200. There were a couple last year. At the bargain price of \$8, motorized hamsters or Zhu Zhu Pets that can be set to two modes : nurturing mode where the hamsters coo and purr and adventure mode where the hamsters explore their habitat, are

expected to be the runaway hit of the season. Another predicted big seller is the latest Barbie incarnation, Barbie Fashionistas, \$12 dolls, which allow kids to pose them in 100 ways and style them in countless permutations.

Timetoplaymag says the dolls play to young girls' "increasingly sophisticated fashion sense and look as if they just stepped off the runway."

The magazine lists three robot-themed toys this year - a spinoff of the popular "Transformers" movies called Construction Devastator (\$100) that shapeshifts into five different vehicles; the similarly morphing Bakugan Maxus Dragonoid (\$40); and Rocky the Robot Truck (\$60) a kind of "Transformers" for the toddler set.



Rocky looks like a classic yellow dump truck, but can stand on its back wheels and dance to music

it plays itself. The robot truck actually says, "Shake what your mama gave you!" and then, according to the magazine, "wiggles and jiggles."



Other riffs on old school favorites include Candy Land Sweet Celebrations (\$40), which allows players to create their own routes to Candy Land and the entire line of "Star Wars" LEGO (\$25), a series of sets that lets kids build "Star Wars"-style spaceships.

Parents ready to pick out a game for themselves, might very well choose "The Beatles: Rock Band" (\$60 - \$250). "Rock



Band," an already popular video game system that allows users to play instrument-shaped game consoles, has just released a new version that allows players to strum and drum along to Beatles hits. The magazine calls it a game the whole family can enjoy. "The 'Rock Band' phenomenon just keeps on going, but what is most impressive about this is how it's a game the whole family can play - and will enjoy playing - together. As the gaming system becomes part of the entertainment center, this outstanding game will create new, shared family experiences that are redefining family game play." ■



Fitness participation stable despite decline in fitness sales

For the first time in 20 years, overall sales in the fitness equipment industry took a 'hit.' However, according to the Sporting Goods Manufacturers Association's (SGMA) recent analysis of Tracking the Fitness Movement (2009 edition), participation rates were stronger in some activities. Of the 28 aerobic, conditioning, and strength activities listed in Tracking the Fitness Movement, 17 showed an increase in participation from 2007 to 2008. "The fitness industry was not immune to the side effects of the tough economy," said SGMA President Tom Cove. "But because people are aware of the importance of a regular physical fitness regimen, we expect the fitness industry to regain strength as the economy heals and home starts improve."

The SGMA study also notes that interest in fitness activities among seniors remains very strong and sales of fitness accessories, hand weights, and exercise mats increased in 2008. Some of the highlights of SGMA's Tracking the Fitness Movement (2009 edition):

Top Two Attractions : The two fitness machine categories which generate the most sales are treadmills (\$870 million) and elliptical machines (\$687 mln).

Fitness' Top Five : The five most popular fitness activities in the U.S. are walking for fitness, treadmills, hand weights, running/jogging, and weight/resistance machines.

Rising Star : The fitness activity with the biggest percentage one-year increase in participation (2007 vs. 2008) is step aerobics – a 21% increase (from 8.5 million participants in 2007 to 10.3 million participants in 2008).

Senior Sensations : Among 'core' participants (those who participate 50 days or more a year), nearly 30% of fitness participants were 55 yrs. or older.

Inside the Numbers : There are more participants in the 65+ age group for aquatic exercise and tai chi than in any other age group.

Welcome Home : The home fitness market is roughly three times as big as the institutional market.

The Club Scene : According to the International Health & Racquet Sports Association, 45.4 million people were members of health clubs in the US in 2008. ■

Source : SGMA

Bulgarian sports market limbers up positive vibes for sports businesses

Bulgaria isn't renowned for specialist sports stores, but local firm Sportrax recently announced plans to open three stores in major cities soon. The country's largest sports chain, Sport Depot, already has 17 stores. The news for sports goods businesses is generally positive, given Bulgaria's lowly expectations for rapid economic development as one of the poorest members of the EU.

Meanwhile, some analysts expect sports clothing and shoes to climb in demand. The global economic crisis has not yet significantly affected the sport goods market because when people cannot afford to buy apartments they prefer buying goods such as trainers.

To a large extent, sales of sporting clothing and goods are determined by the weather and winter sporting equipment such as skis and skates (and accessories) will soon rise as the colder months draw in. Annual turnover of branded sport goods in Bulgaria last year was approximately Euros63 million, relatively small for a population of 7.5 million people. The figure doesn't include significant equipment imports from China and Thailand. Germany's Adidas has some 40% of the market share, with revenues of about Euros20 million annually. The US Nike and German Puma brands each earns Euros 5.2 million over the same period.

The Bulgarian sport goods market is still developing. Branded sport clothes and shoes are generally favoured sales compared to specialised sport equipment, including that for extreme sports.

But the current small volume of sales is the main reason why large international sports chains have yet to enter the market. The only representative is Swiss chain, Intersport. The franchising rights in Bulgaria for Intersport are held by the Greek Furlis group and the first shop opened two years ago in Sofia. Initially the plan was to open six more stores in the major cities but these plans have yet to be realised.

Currently, specialised sport goods are offered by a large number of retailers, but most dealers have just one store. In Sofia, there are about 20 such stores and countrywide there are around 70.

But mass distribution has yet to gain a stronghold. When it does, as large brands seek to leverage growth in untapped territory with franchising deals, the Bulgarian sports market will streak away. ■

Source : HKTDC

Business Centre in Brunei for Indian businesspersons

The High Commission of India in Brunei Darussalam has started a "Business Centre" for Indian business persons visiting Brunei. The Centre would try to assist in fixing meeting, local logistical supports like phone calls, faxing, email etc. A Malay speaking Commercial Assistant is available for conveying messages locally at operational level. Persons in-charge:

Mr. Mukesh Randev, Second Secretary (Commerce)
Email: hicomind@brunet.bn
Tel: +673-2344410/2339947; Fax : 2339783

Ms. Hj. Melissa, Commercial Assistant
Email: Melissa.ca.hci.Brunei@hotmail.com;
Tel: +673-2339947; Fax: 2339783



Export of goods imported under reward schemes which are defective or unfit for use Re-credit of duty

Copy of Circular No. 25 /2009-Cus. , dated 29th September 2009

Government of India
Ministry of Finance
Department of Revenue
New Delhi

To,

All Chief Commissioners of Customs/ Customs & Central Excise

All Commissioners of Customs/Customs (Prev.)/Customs & Central Excise / Central Excise.

DG, CEIB, New Delhi.

DG, Central Excise Intelligence/ DGRI/ DG (Export Promotion) /DGI/ DG, NACEN/ DG (Systems & Data Management),

Chief Departmental Representative, Customs, Excise & Service Tax Appellate Tribunal, West Block-2, R.K. Puram, New Delhi.

Sir/Madam,

I am directed to invite your attention to the above mentioned subject and to say that, representations have been received in the Board seeking extension of the facility of re-credit of the duty presently available to goods imported under Duty Entitlement Pass Book Scheme (DEPB), Vishesh Krishi and Gram Udyog Yojana (VKGUY) and Served From India Schemes (SFIS) to the goods imported under reward schemes such as Target Plus Scheme (TPS) / Duty Free Credit Entitlement (DFCE), Focus Market Scheme (FMS), Focus Product Scheme (FPS) HI-Tech Product Export Promotion Scheme (HTPEPS), Status Holder Incentive Scheme (SHIS) and Agri Infrastructure Incentive scheme under VKGUY.

2. The matter has been examined by the Board. The Board had earlier vide Circular no 21/2006-Cus dt 10.8.2006 clarified that the goods imported under Served From India Scheme (SFIS) and Vishesh Krishi and Gram Udyog Yojana (VKGUY) can be re-exported if the goods are found to be defective or unfit for use. The exporter in such cases was to be given a credit entitlement Certificate equal to 98% of the debit made at the time of import by the Jurisdictional Commissioner of Customs provided the exporter fulfils the criteria laid down in the circular. Similar facility was earlier extended to the goods imported under DEPB and DFRC schemes vide Circular numbers 75/2000 dt 11.9.2000 and 29/2005 dt 08.07.2005 respectively.

3. It has now been decided to extend the above-mentioned facility to scrips issued under all reward schemes. Accordingly, in case where the goods imported against TPS / DFCE / FMS / FPS / HTPEPS/SHIS/ Agri Infrastructure Incentive scheme under VKGUY are found defective or unfit for use, the same may be permitted to be re-exported by the Commissioner of Customs subject to the following conditions: -

Re-export of goods takes place from the same port from where the goods were imported;

1. The goods are re-exported within 6 months from the date of import;

2. The Deputy Commissioner/Assistant Commissioner of Customs, as the case may be, is satisfied about the identity of the goods; and

3. The goods were not put into use after import.

4. In such cases, on re-export of goods, 98% of the credit amount debited in the above said duty credit scrips shall be generated by the concerned Custom House in the form of a Certificate. The said Certificate shall inter alia contain details of the original duty credit scrips and the value, quantity and description of the goods exported.

5. Based on the aforesaid certificate issued by the Customs department an application shall be filed by the exporter with the concerned Regional Authority to enable the authority to take necessary action in terms of Para 3.11.6 of the Hand Book of Procedure, Vol.I, 2009-14.

6. These instructions may be brought to the notice of the trade / exporters by issuing suitable Trade / Public Notices. Suitable Standing orders/instructions may be issued for the guidance of the assessing officers. Difficulties faced, if any, in implementation of the Circular may please be brought to the notice of the Board at an early date.

Receipt of this Circular may kindly be acknowledged.

Yours faithfully,

Sd/-

(Rajesh Kumar Agrawal)

Under Secretary (drawback)

F.NO.605/49/2009-DBK

**Copy of Service Tax Notification No. 40/2009, dated 30th September, 2009**

In exercise of the powers conferred by sub-section (1) of section 93 of the Finance Act, 1994 (32 of 1994), the Central Government, on being satisfied that it is necessary in the public interest to do so, hereby makes the following further amendment in the notification of the Government of India in the Ministry of Finance (Department of Revenue), No. 17/2009-Service Tax, dated the 7th July, 2009, G.S.R. 489 (E), dated the 7th July, 2009.

2. In the said notification, in the Table, after S.No.16 for the entries in column (1), (2), (3) and (4), the following entries shall be inserted, namely:-

17. (zzzz) Service provided for transport of export goods through national waterway, inland water and coastal shipping. The exporter shall-

produce the Bill of Lading or a Consignment Note or a similar document by whatever name called, issued in his name;

produce evidence to the effect that the said transport is provided for export of relevant goods.

(Prashant Kumar)

Under Secretary to the Government of India

Note.- The principal notification No. 17/2009-Service Tax, dated the 7th July, 2009, was published vide number G.S.R. 489(E), dated the 7th July, 2009.

Implementation of Focus Product Scheme (FPS)**Copy of Customs Notification No. 92 /2009, dated 11th September, 2009**

G.S.R. 658 (E).- In exercise of the powers conferred by sub-section (1) of section 25 of the Customs Act, 1962 (52 of 1962), the Central Government, being satisfied that it is necessary in the public interest to do so, hereby exempts goods when imported into India against a duty credit scrip issued under the Focus Product Scheme in accordance with paragraph 3.15 of the Foreign Trade Policy (hereinafter referred to as the said scrip) from,-

(a) the whole of the duty of customs leviable thereon under the First Schedule to the Customs Tariff Act, 1975 (51 of 1975); and

(b) the whole of the additional duty leviable thereon under section 3 of the said Customs Tariff Act,

subject to the following conditions, namely :-

(i) that the benefit under this notification shall be available only in respect of duty credit scrip issued against exports of the products notified in Appendix 37-D of the Handbook of Procedures, Vol.I of the Foreign Trade Policy;

(ii) that the said scrip is produced before the proper officer of customs at the time of clearance for debit of the duties leviable on the goods, but for this exemption;

(iii) that the said scrip and goods imported against it shall be freely transferable ;

(iv) that the imports and exports are undertaken through seaports at Bedi (including Rozi-Jamnagar), Chennai, Cochin, Dahej, Dharamtar, Haldia (Haldia Dock complex of Kolkata port) Kakinada, Kandla, Kolkata, Krishnapatnam, Magdalla, Mangalore, Mormagoa, Muldwarka, Mumbai, Mundhra, Nagapattinam, Nhava Sheva, Okha, Paradeep, Pipavav, Porbander, Sikka, Tuticorin, Visakhapatnam and Vadinar or through any of the airports at Ahmedabad, Bangalore, Bhubaneswar, Chennai, Cochin, Coimbatore, Dabolim (Goa), Delhi, Hyderabad, Indore, Jaipur, Kolkata, Lucknow (Amausi), Mumbai, Nagpur, Rajasansi (Amritsar), Srinagar, Trivandrum and Varanasi or through any of the Inland Container Depots at Agra, Ahmedabad, Anaparthi (Andhra Pradesh), Babarpur, Bangalore, Bhadohi, Bhatinda, Bhilwara, Bhiwadi, Bhusawal, Chheharata (Amritsar), Coimbatore, Dadri, Dappar (Dera Bassi), Daulatabad (Wanjarwadi and Maliwada), Delhi, Dighi (Pune), Durgapur (Export Promotion Industrial Park), Faridabad, Garhi Harsaru, Gauhati, Guntur, Hyderabad, Jaipur, Jalandhar, Jamshedpur, Jodhpur, Kanpur, Karur, Kota, Kundli, Loni (District Ghaziabad), Ludhiana, Madurai, Malanpur, Mandideep (District Raisen), Miraj, Moradabad, Nagpur, Nasik, Pimpri (Pune), Pitampur (Indore), Pondicherry, Raipur, Rewari, Rudrapur (Nainital), Salem, Singanalur, Surat, Surajpur, Tirupur, Tuticorin, Udaipur, Vadodara, Varanasi, Waluj (Aurangabad) or through the Land Customs Station at Agartala, Amritsar Rail Cargo, Attari Road, Changrabandha, Dawki, Ghojadanga, Hilli, Jogbani, Mahadipur, Nepalganj Road, Nautanva (Sonauli), Petrapole, Ranaghat, Raxaul, Singhabad and Sutarkhandi or a Special Economic Zone notified under section 4 of the Special Economic Zones Act, 2005 (28 of 2005):

Provided that the Commissioner of Customs may with in the jurisdiction, by special order, or by a Public Notice, and subject to such conditions as may be specified by him, permits import and export from any other seaport/airport/inland container depot or through any land customs station;

(v) that where the importer does not claim exemption from the additional duty of customs leviable under section 3 of the said Customs Tariff Act, he shall be deemed not to have availed the exemption from the said duty for the purpose of calculation of the said additional duty of customs;



(vi) that the importer shall be entitled to avail of the drawback or CENVAT credit of additional duty leviable under section 3 of the said Customs Tariff Act against the amount debited in the said scrip;

(vii) that the benefits under this notification shall not be available to the items listed in Appendix 37B of the Hand Book of Procedures, volume I.

2. The following categories of exports specified in paragraph 3.17.2 of the Foreign Trade Policy shall not be counted for calculation of export performance or for computation of entitlement under the scheme:

(i) EOUs / EHTPs / BTPs who are availing direct tax benefits / exemption;

(ii) Export of imported goods covered under Para 2.35 of FTP;

(iii) Exports through transshipment, meaning thereby that exports originating in third country but transhipped through India;

(iv) Deemed Exports;

(v) Exports made by SEZ units or SEZ products exported through DTA units; and

(vi) Items, which are restricted or prohibited for export under Schedule-2 of Export Policy in ITC (HS).

Explanation:- In this notification-

(i) "Capital goods" has the same meaning as assigned to it in paragraph 9.12 of the Foreign Trade Policy;

(ii) "Foreign Trade Policy" means the Foreign Trade Policy 2009-2014, published by the Government of India in the Ministry of Commerce and Industry vide notification No.1 /2009-2014, dated the 27th August, 2009 as amended from time to time;

(iii) "Goods" means any inputs, or goods including capital goods.

Sd/-

(Rajesh Kumar Agarwal)

Under Secretary to the Government of India

DGFT makes amendments in Handbook of Procedures

Copy of Public Notice No. 12/2009-14, dated 22nd September, 2009

In exercise of powers conferred under Para 2.4 of the Foreign Trade Policy, 2009-14, the Director General of Foreign Trade hereby makes the following amendments in the Handbook of Procedures (Vol.1), 2009-14:-

1. After the 1st sentence of Paragraph 4.46, the following sentence shall be added:

"However, in case the application is filed along with BRC, the time period for filing shall be within a period of twelve months from the date of exports or six months from the date of realisation of export proceeds or the date of up-linking of EDI shipping bill details in the DGFT website or within three months from the date of printing / release of shipping bill, whichever is later, in respect of shipments for which claim has been filed."

2. Paragraph 4.54 stands deleted.

3. At the end of first sub-paragraph of paragraph 4.7.5, the following sentence shall be added:

"For project supplies, the time limit for filing representations, if any, against the decision of Norms Committee shall be one year from the date of communication of decision of the Norms Committee."

Sd/-

(R.S. Gujral)

DGFT and Ex Officio Additional Secretary to the Government of India

Editor: Tarun Dewan

XSPORTS is the newsletter of Sports Goods Export Promotion Council

1-E / 6, Swami Ram Tirth Nagar, New Delhi -55; Tel: (+91) 11 23525695, 23516183; Fax: (+91) 11 23632147

E-mail: sgepc@vsnl.com; Website: www.sportsgoodsindia.org

Designed and produced by Establishments Promotion Bureau B-14, Aditi Apartments, 16-A I.P. Extension, Delhi - 92

Tel: 22246094, 64631211; Telefax: 22733605; E-mail: mail@epbureau.com