

# Branded rubber comes under Focus Product Scheme

Staff Reporter

**KOCHI:** Branded natural rubber being exported from the country has been brought under the Market-Linked Focus Product Scheme (MLFPS) of the Union Commerce Ministry.

The scheme provides an incentive of 2 per cent of the FoB value of exports for products and sectors which have high export-intensity or large employment potential and are not covered by the present Focus Product Scheme, said an official of the Rubber Board.

The incentive is applicable



for exports to linked markets and which are not covered under the current Focus Product Scheme.

Indian rubber had been included as the 147th item in

the MLFPS scheme and was recommended by the Rubber Board in March, the official added.

The Rubber Board official said that the incentive scheme would boost the export of branded natural rubber from India and also help improve the quality of the product and fetch it a premium in the international market.

The Rubber Board launched branded rubber in February 2011 with a view to keeping rubber prices remunerative and to build an image of quality in the international market.