

**Kerala Startup Mission****Abstract**

Kerala Startup Mission - Revised Guidelines for International Exposure Program and Marketing Support Scheme- Approval for Implementation- Orders Issued

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**Kerala Startup Mission**

KSUM/O/343/2025

Dated 24-01-2026

**Read**

1. G.O.(Rt)No.97/2019/ITD dated 20.05.2019
2. KSUM/O/11/2022 dated 14.07.2022

**Order**

1. Government of Kerala as per G.O read as 1st paper above have issued an order providing support for startups to participate in international, national, and state-level events. This initiative enables startups to showcase innovations, gain visibility, and build strategic networks. The objective is to enhance market reach, foster meaningful collaborations, encourage startups to explore new markets and investor networks, stay updated with industry developments, and strengthen Kerala's startup ecosystem by supporting participation in high-impact, growth-oriented events.

2. There after, Kerala Startup Mission as per Order read as per paper 2 above have issued an order providing support to startups for participating in international, national, and state-level events by reimbursing registration fees and exhibition stall setup costs. This initiative aims to enhance visibility, facilitate networking with investors and industry leaders, support market expansion, and promote brand recognition for Kerala-based startups. Through this support, KSUM continues to strengthen the state's startup ecosystem by enabling entrepreneurs to showcase their innovations on prominent platforms and explore new opportunities.

Kerala Startup Mission are pleased to publish Guidelines for International Exposure Program and Marketing Support as appended to this order.



Robert Francis

**SECRETARY AND REGISTRAR**

# **Guidelines for International Exposure Program and Marketing Support Scheme**

## **1. Introduction**

Kerala Startup Mission (KSUM), the nodal agency of the Government of Kerala for startup development, offers structured financial support to startups for participation in reputed international, national, and domestic (within Kerala) events. These initiatives, established through **Government Orders (Rt) No. 97/2019/ITD** and **KSUM/O/11/2022**, aim to promote innovation, visibility, and market expansion by subsidizing travel, registration, and stall setup expenses.

## **2. Objectives**

- 2.1. Enhance Exposure:** Enable startups to present their innovations at key events across the globe.
- 2.2. Expand Market Reach:** Support entry into new markets through strategic event participation.
- 2.3. Facilitate Networking:** Encourage meaningful interactions with investors, partners, and customers.
- 2.4. Promote Kerala's Startup Ecosystem:** Showcase Kerala based innovations globally, strengthening the state's entrepreneurial brand.

## **3. Eligibility Criteria**

- 3.1.** The startup must be recognized by DPIIT (Startup India) and have a valid KSUM Unique ID.
- 3.2.** Startups with a Minimum Viable Product (MVP) are eligible.
- 3.3.** Scaleup stage startups will be prioritized.
- 3.4.** Startups are permitted to undertake a maximum of two trips per financial year under this scheme.
- 3.5.** A startup can avail up to ₹5 lakhs in total over a three year period, calculated from the date of their first approved event.

- 3.6. Additional support for startups may be granted based on factors such as product quality, revenue growth, and the significance of the events they intend to participate in.
- 3.7. This scheme can be availed from the date of incorporation and shall continue for three years, The three years shall be calculated from the date of the commencement of the 1st event in which applied for reimbursement.
- 3.8. Support is limited to 50 startups per year, with a total annual budget cap of ₹1.5 Crores.
- 3.9. For setting up a stall, a startup can receive a maximum reimbursement of up to ₹2 lakhs per event.

#### **4. Application Process**

##### **4.1. Step 1: Identify - Event Participation**

- 4.1.1. The startup should choose events aligned with its sector based on its current revenue stage and must provide justification for participation by highlighting the business opportunity, investment opportunity , industry relevance, and potential for growth.

##### **4.2. Step 2: Submit Pre-Approval Request**

- 4.2.1. The startup has to send a request email to [ksumcr@startupmission.in](mailto:ksumcr@startupmission.in) 30 days prior to the event.
- 4.2.2. The email should include event details, budget, attendees, and expected outcomes.
- 4.2.3. KSUM will review and respond with approval/rejection within 7 days after receiving the request.
  - 4.2.3.1. If the application is rejected, the concerned startup shall request a review of the decision within two working days from the date of communication of rejection.
- 4.2.4. Special Note

- 4.2.4.1.** In cases where a startup is unable to submit the required details within the stipulated timeframe, exceptions may be granted by the CEO of KSUM based on valid justifications. Condensation of 1 week will be given in such cases.

## **5. Mode of Selection**

- 5.1.** All applications submitted under the International Exposure & Marketing Support Program will be evaluated by a Selection Committee to ensure the startup's participation aligns with the objectives of the scheme and the relevance of the event.

### **5.2. Selection Criteria**

- 5.2.1.** Startups will be evaluated by a Committee
- 5.2.2.** Each application will be reviewed by a three member internal committee at Kerala Startup Mission comprising:
- a. Manager
  - b. Technical Officer/ Assistant Manager
  - c. Project Associate / Project Assistant
- 5.2.3.** The committee will assess the application for completeness, alignment, and impact, and will provide approval or rejection accordingly. In some cases, clarifications or additional information may be requested before making a decision.
- 5.2.4.** Each application will be reviewed based on the following parameters:
- 5.2.4.1.1. Stage of the Startup:** Preference will be given to scaleup and growth stage startups.
  - 5.2.4.1.2. Revenue and Traction:** Startups with demonstrated market traction, customer base, or revenue will be prioritized.

**5.2.4.1.3. Sector Relevance:** Alignment of the startup's product/service with the thematic focus or target sector of the event.

**5.2.4.1.4. Strategic Fit with Event:** Relevance of the event to the startup's growth strategy, such as international expansion, investor outreach, product showcasing, etc.

**5.2.5.** KSUM will also provide feedback outlining the reason for non selection. In the event of an application being rejected, the concerned startup can request a review of the decision within two (2) working days from the date of communication of rejection.

## **6. Post-Event Reimbursement Process**

**6.1.** After the event, startups must submit a set of documents within 14 Days

**6.2. Required Documents are as follows:**

**6.2.1.** Reimbursement Request on the company letterhead, specifying the number of attendees and a detailed breakdown of actual expenses.

**6.2.2.** Declaration from the founder on the company letterhead regarding the travellers details and authorisation.

**6.2.3.** Original Boarding Passes (Hard Copy)

**6.2.4.** Travel Tickets & Receipts (for both international and national events).

**6.2.5.** Visa Details and Emigration Seals(Entry & Exit) (for international events).

**6.2.6.** Official Event Invitation: Issued by the event organizer to the startup.

- 6.2.7.** Invoices related to registration or stall booking.
- 6.2.8.** Payment Proof: Bank statement showing payments for travel, registration, or stall setup.
- 6.2.9.** Company Account Details: On company letterhead.
- 6.2.10.** Event Report: A detailed event report (minimum 3 pages) on company letterhead, with photos.
- 6.2.11.** Additional Event Documents: Any other relevant documents, if available.

### **6.3. Submission Details**

- 6.3.1.** All documents must be emailed as separate PDFs to [ksumcr@startupmission.in](mailto:ksumcr@startupmission.in)
- 6.3.2.** Hardcopy of all originals document should be sent to:
  - Team - Corporate Acceleration
  - Kerala Startup Mission,
  - Thejaswini, G3B, Technopark Road,
  - Karyavattom, Thiruvananthapuram, Kerala - 695581
- 6.3.3.** Special Note
  - 6.3.3.1.** If the startup does not provide the required details within the given timeframe, the CEO of KSUM may allow exceptions based on valid and genuine reasons. Condensation of 2 weeks will be given in such cases.

## **7. Reimbursement Timelines & Conditions**

- 7.1.** KSUM processes completed applications within 30 days of receiving all required documents.
- 7.2.** Incomplete submissions will be notified via email. Startups must respond within 3–5 days.
- 7.3.** Reimbursements are subject to fund availability.

- 7.4.** Non reimbursable items include accommodation, food & beverages, and local transport.
- 7.5.** Sponsorships or partnerships for events are not covered under this scheme.
- 7.6.** Only air tickets in economy class will be accepted.
- 7.7.** The scheme is intended solely for startups to attend designated events or conferences, and travel should be strictly aligned with that purpose. Combining this trip with other travel plans or extending the stay is not permitted. Startups are expected to travel directly to the event location and return immediately afterward.
- 7.8.** All reimbursements are post events and require original documents.
- 7.9.** All payments must be made from the company's official bank account.
- 7.10.** Support may be withdrawn if:
  - 7.10.1.** Documents are incomplete or forged.
  - 7.10.2.** Claims are submitted beyond the deadline.
  - 7.10.3.** Prior approval was not obtained.

## **8. Contact**

- 8.1.** For clarifications and assistance mail to: [ksumcr@startupmission.in](mailto:ksumcr@startupmission.in)

This document serves as the official guideline for Kerala based startups applying for international exposure and marketing support under KSUM's structured programs.

9005  
20/5/19



**GOVERNMENT OF KERALA**

**Abstract**

Electronics & Information Technology Department – Guideline for International Exposure Program for Startups – Approved – Orders issued.

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**ELECTRONICS & INFORMATION TECHNOLOGY (IT CELL) DEPARTMENT**

**G.O.(Rt)No.97/2019/ITD**

**Dated, Thiruvananthapuram, 20/05/2019**

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Read :- Letter No. KSUM/2019-20/ITD/05/01 dated 06.05.2019 from the Chief Executive Officer, Kerala Startup Mission.

**ORDER**

The Kerala Startup Mission has been proactively supporting the startups in obtaining international exposure through various programs and already supported more than 75 startups, directly during the last 3 years. The Chief Executive Officer, Kerala Startup Mission as per letter read above has requested to revise the existing guidelines for the International Exposure Programme for Startups.

2. Government have examined the matter in detail and are pleased to approve the following guidelines for International Exposure Program for Startups.

**Assistance to Startups attending International Programs / Conferences**

**First Travel**

1. 90% support for one member from the startup, which includes to and fro travel and visa charges.
2. If two founders are traveling 50% of travel and visa support.

**Second travel**

1. 70% travel support for one member from the startup, which includes to and fro travel and visa charges.
2. If two founders are travelling 40% of travel and visa support.

**Third Travel**

1. 50% travel support for one member from the startup, which includes to and fro travel and visa charges.
2. If two founders are travelling 30% of travel and visa support

#### **Fourth Travel**

1. 25% travel support for one member from the startup, which includes to and fro travel and visa charges.

The startup who have availed the first and second travel in the first year, will only be eligible for the third and fourth travel support from the second year onwards.

#### **Eligibility**

1. Applicable to startups as defined by Department for Promotion of Industry and Internal Trade (DPIIT).

Startups will be eligible only for 2 travels in a year under this scheme

#### **Assistance to Startups attending National Programs / Conferences**

##### **First & Second Travel**

1. 100% support for two members maximum from the startup, which includes to and fro travel.

##### **Third Travel**

1. 100% travel support for one member from the startup, which includes to and fro travel. OR
2. If two founders are travelling 50% of travel support.

##### **Fourth Travel and for further travels**

1. 50% travel support for one member from the startup, which includes to and fro travel.

#### **Eligibility**

1. Applicable to startups as defined by Department for Promotion of Industry and Internal Trade (DPIIT).

3. The expenditure for implementing the above scheme shall be met from the provision available in the components under 'Youth Entrepreneurship Development Programme' and no additional funds will be provided.

(By order of the Governor)

**VINOD. G**

**JOINT SECRETARY**

To:

The Chief Executive Officer, Kerala Startup Mission  
The Principal Accountant General (Audit) Kerala, Thiruvananthapuram.  
The Accountant General (A & E) Kerala, Thiruvananthapuram.  
~~The Web & New Media, Information & Public Relations Department~~

Signature valid

Digitally signed by SAJEEV K  
Date: 2019.05.29 13:36:37  
IST  
Reason: Approved

## KERALA STARTUP MISSION

### Abstract

Kerala Startup Mission – Marketing Support Scheme – Approval for implementation - Orders Issued.

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## KERALA STARTUP MISSION

KSUM/O/11/2022

Date: 14.07.2022

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### ORDER

The Kerala Startup Mission is supporting startups in different ways to become more successful. With a view to support startup with product and scale up startups marketing support scheme as detailed below is approved for implementation.

1. Startup with an MVP only shall be considered for the scheme
2. Scale up startups shall be given preference
3. 50% of the actual cost towards the registration fee, the actual cost of setting up stalls and product showcasing for national and international events will be reimbursed to startups.
4. 75% of the actual cost of Entry tickets, the actual cost for the entry tickets for the events for national and international events will be reimbursed to startups.
5. 80% of the actual cost of entry tickets, setting up of stalls the actual cost of the event for domestic events will be reimbursed to startups.
6. One startup can avail the scheme up to a ceiling of 5 lakh for 3 years.
7. A startup can avail this scheme only for one time and for a time period of 3 years.
8. The scheme can be availed from the date of incorporation and shall continue for three years, the three years shall be calculated from date of the commencement of the 1<sup>st</sup> event in which applied for reimbursement.
9. The Startup should be registered with DPIIT and should have Unique ID Number
10. Extension of additional supports to startups will be considered based on the quality of the product, increase in revenue and the importance of events they are planning to attend

All the supports under the scheme will be considered as reimbursement only and for which the startup should produce the original bills and connected documents.



**B Sreekumaran Nair**  
Secretary & Registrar

The Management Group  
The Accounts Departments  
File No. KSUM/81/2022-EXE (Adm)