

**GOVERNMENT OF INDIA**  
**MINISTRY OF TOURISM**  
**(PUBLICITY, EVENTS & IT DIVISION)**

F. No.: 5-TP(60)/2007

Date : June 7, 2011

**Subject : Revised Guidelines for permitting the use of Incredible India logo**  
**Reference : This Ministry's letter no. 5-TP(60)/2007 dated 19.6.2009 and**  
**Guidelines dated March 29, 2011 on the above subject.**

1. The Incredible India logo has been registered in the name of the Ministry of Tourism, Government of India, under the Trademark Act 1999. The Ministry of Tourism has launched extensive media campaigns in the international and domestic markets under the "Incredible India" byline and it is today one of the most established and recognized brands worldwide.

2. The Ministry of Tourism had issued guidelines as per reference cited above for use of Incredible India logo and prevent its infringement or misuse which may in any way compromise Incredible India brand identity.

3. The Ministry of Tourism has been considering the requests received from various publications, organisers of fairs, festivals and events, etc. from time to time, for use of the Incredible India logo.

4. Since, the issue of the guidelines as per reference cited above, requests have been received in the Ministry from various other stakeholders and agencies including the producers of various programmes on the electronic media to allow the use of Incredible India logo.

5. A need has now been felt by the Ministry that the guidelines earlier issued need to be expanded to cover the new requests and to avoid any discretion in the matter.

6. After careful consideration and discussion with various stakeholders, the Ministry issues following guidelines for the use of Incredible India logo registered in the name of the Ministry of Tourism and to check its infringement.

**I Use of Incredible India logo without any permission**

- (i) All establishments, offices and officers of the Ministry of Tourism, Government of India.

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- (ii) All State / Union Territory (UT) Tourism Departments and State / UT Tourism Corporations. The use of logo will be permissible for events directly organized by the State / Union Territory (UT) Tourism Departments and State / UT Tourism Corporations. For all other events, specific prior approval of the Ministry of Tourism, Government of India shall be obtained.
- (iii) Hotels, Guest Houses, Bed & Breakfast units **classified/approved** by the Ministry of Tourism, Government of India for the period of validity of their approval / classification. If approval is at any point of time withdrawn, the unit shall not use the Incredible India logo. Use of logo in these cases would be permissible only in the premises, on the stationery, printed publicity & promotional material on India and advertisements released by these units. The use of logo shall not be permissible for any event which may either be organized by them directly or in which they may participate, or on advertisements for such events.
- (iv) Travel Agents, Tour Operators, Tourist Transport Operators, Regional Guides, **approved** by the Ministry of Tourism, Government of India for the period of the validity of their approval. If approval is at any point of time withdrawn, they shall not use the Incredible India logo. Use of logo in these cases would be permissible only in their office premises, on the stationery, printed publicity & promotional material on India and advertisements released by them. The use of logo shall not be permissible for any event which may either be organized by them directly or in which they may participate, or on advertisements for such events.
- (v) Central Government Institutes of Hotel Management, State Government Institutes of Hotel Management and Food Craft Institutes affiliated to Ministry of Tourism / National Council of Hotel Management and Catering Technology (NCHMCT).
- (vi) All events for which financial support is extended by the Ministry of Tourism, Government of India, with specific approval for use of logo.

## **II Use of Incredible India logo by Travel Agents and Tour Operators Overseas.**

- (i) The use of Incredible India logo by Travel Agents and Tour Operators overseas will be permissible only for events, brochures, publicity material and advertisements for promoting India, for which monetary support has been extended by the Indiatourism Offices Overseas.

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- (ii) Any request for general use of Incredible India logo by the Travel Agents and Tour Operators overseas will be considered by the Ministry of Tourism, Government of India, based on detailed recommendations of the concerned Regional Director overseas. The recommendation from the Regional Director will include details of turnover of the Travel Agent/Tour Operators and efforts being made by them for promoting India as a tourist destination. All such requests for use of the logo by overseas Travel Agents and Tour Operators will be submitted to the respective Indiatourism Offices overseas, at least 90 days in advance for consideration.

### **III Use of logo for Events, Publications, Websites / Portals**

- (i) Permission for use of the Incredible India logo for / during events (including fairs and festivals) other than those organized by the Ministry of Tourism, States, Union Territories and Stakeholders as listed in para 1 above, would be considered on merit of the case, keeping in view the following :
  - (a) nature and importance of the event
  - (b) profile / track record of the organisers
  - (c) profile of participants and delegates
  - (d) other deliverables offered by way of exhibition space at the venue, distribution of Ministry of Tourism's publicity material in the delegates' kits, etc.
- (ii) Requests for use of the Incredible India logo on publications, websites / portals would be considered only if the publications, websites / portals are tourism related and are not commercial in nature. Such requests would be considered on merit of each case.
- (iii) Requests for use of the Incredible India logo by Photographers, Research Scholars, Academicians would be considered if such requests promote India Tourism cause. Such requests would be considered on merit of each case.

### **IV Use of logo for programmes on Electronic Media**

- (i) Requests received for use of the Incredible India logo for programmes on electronic media, such as quiz competitions, debates, discussions, travel shows or any other would be considered on merit of each case, keeping in view the following:
  - (a) nature of the programme
  - (b) profile / track record of the producers of the programme

- (c) target audience
- (d) contents of the programme and inclusion of tourism related content in the programme
- (e) extent to which the programme would help in increasing awareness about tourism as well as the culture and heritage of the country.

**V Procedure for grant of permission for use of Incredible India logo under categories III & IV**

- (i) All requests for use of logo under **category III** of these guidelines (i.e. for Events, Publications, Websites / Portals, etc.) would be considered on the basis of these guidelines on merit and submitted for approval of the Secretary (Tourism) through the Joint Secretary (Tourism).
- (ii) Requests for use of the Incredible India logo under **category IV** of these guidelines (i.e. for programmes on Electronic Media) would be considered and recommended for approval of the Competent Authority by a Committee as follows :
  - (a) Additional Secretary (Tourism) - Chairman
  - (b) Joint Secretary (Tourism) - Member
  - (c) Additional Director General (Tourism) - Member
  - (d) Adviser (Tourism) - Member
  - (e) Director / DDG (Publicity) - Member Secretary
- (iii) The Ministry of Tourism / Committee, constituted as per clause V (ii) will be within its right to seek any additional detail in respect of requests for use of logo for Events, Publications, Websites / Portals, electronic programmes, etc., before taking any decision on the request.
- (iv) All requests for use of the logo for programmes on electronic media must be received in the Ministry of Tourism at least 45 days in advance along with complete details as enumerated in para IV (i) of these guidelines, for consideration of the Ministry.

**VI Use of the 'Incredible India' logo for any other purpose would be considered on the basis of merit of each case, keeping in view the visibility, impact and the extent to which use of the logo would help in generating greater awareness about Indian tourism or tourism related aspects, as per the procedure detailed in para V (ii).**

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**VII** Permission accorded by the Ministry of Tourism, Govt. of India, for use of the Incredible India logo would be subject to :

- (i) The right of the Ministry of Tourism to withdraw permission for use of the 'Incredible India' logo by giving sufficient notice
- (ii) The right of the Ministry of Tourism to view the proposed design and layout of the 'Incredible India' logo usage, prior to finalization of the same.

**VIII** These Guidelines will supersede all earlier guidelines issued on the subject and all permissions for use of the logo granted earlier, which do not conform to these guidelines shall stand cancelled.

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