

NOTICE

Product Linked Incentive (PLI) Scheme for White Goods

The Department of Promotion of Industry and Internal Trade (DPIIT), Under Ministry of Commerce & Industry, Government of India is implementing the **Product Linked Incentive (PLI) Scheme for White Goods (PLIWG) for manufacture of components of Air Conditioners (ACs) and LED lights**. This Scheme has been launched in pursuance of the clarion call of the Prime Minister, Shri.Narendra Modi, for 'Atmanirbhar Bharat' to bring manufacturing at the centre stage and emphasise its significance in driving India's growth and creating jobs. **The Scheme offers incentives of 6 to 4% on the net incremental sales for a duration of 5 years over a seven-year period from FY 2021-22 to FY 2028-29 and has outlay of US\$ 780 million**. The details of the Scheme may be seen at <https://dpiit.gov.in/production-linked-incentive-scheme/production-linked-incentive-scheme-pli-white-goods> .

Currently, the AC and LED market in India is experiencing an unprecedented boom supported by rising disposable incomes and aspirations of Indian consumers. Based on industry demand and appetite for further investments, **the application window for the PLIWG has been opened for a third time on July 15th 2024 till October 12th ,2024**. Both new applicants as well as existing beneficiaries of PLIWG who propose to invest more by way of switching over to higher target segment would be eligible to apply subject to fulfilling the eligibility conditions as mentioned in the Scheme Guidelines,as amended.

You are requested to circulate this Scheme's details among members of your esteemed organization and encourage them to apply under the Scheme and benefit from the momentum and potential offered by the AC and LED market in India.

For any further information/clarification, one can reach out to Dr. Ashish Kumar at Email; krashish@nic.in or Mr. Akshat Gautham at esdm@investinsiindia.org.in.
