

## Preferential Market Access Procedures

**MARKET ACCESS IS A MEASURE OF A COUNTRY'S OPENNESS TO  
FOREIGN GOODS AND SERVICES.**

---

### **What Is the Definition of Preferential Market Access ?**

Indian policy makers are once again dealing with the ire of foreign investors, this time over the implications of the Preferential Market Access (PMA) policy notified by the Government of India in February 2012. PMA1 mandated a phased increase in the domestic value addition of electronic goods. The notification included products that have security implications and must, therefore, be procured from a domestic manufacturer to the extent prescribed. The policy was made applicable to all government ministries and their agencies except defense, but excluded commercial sales.

---

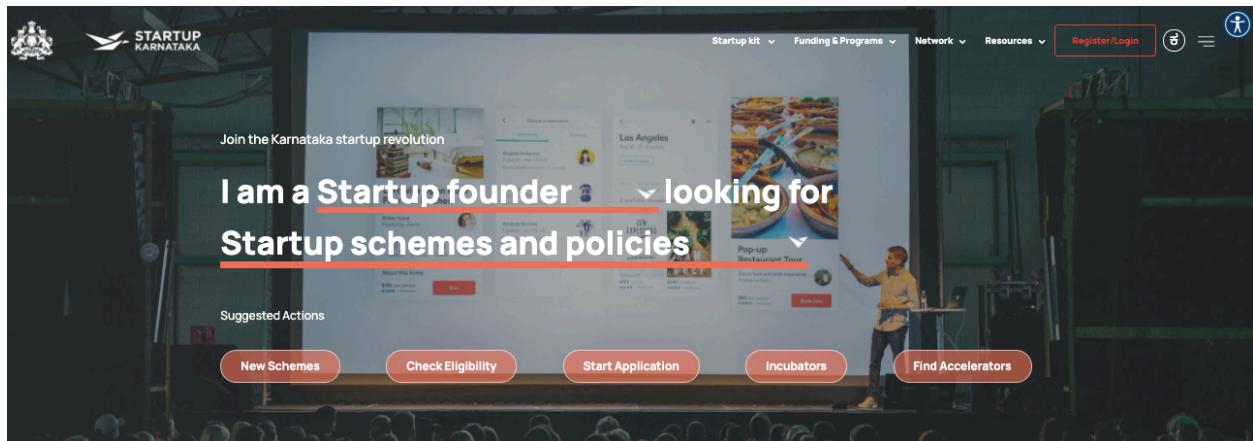
### **Why Preferential Market Access?**

Preferential market access tools are used by countries to control the import of products and encourage domestic manufacturing.

The PMA policy is driven by two broad objectives: a) India's national security concerns; and b) preserving and indeed promoting domestic manufacturing, especially in the information and communication technology (ICT) sector.

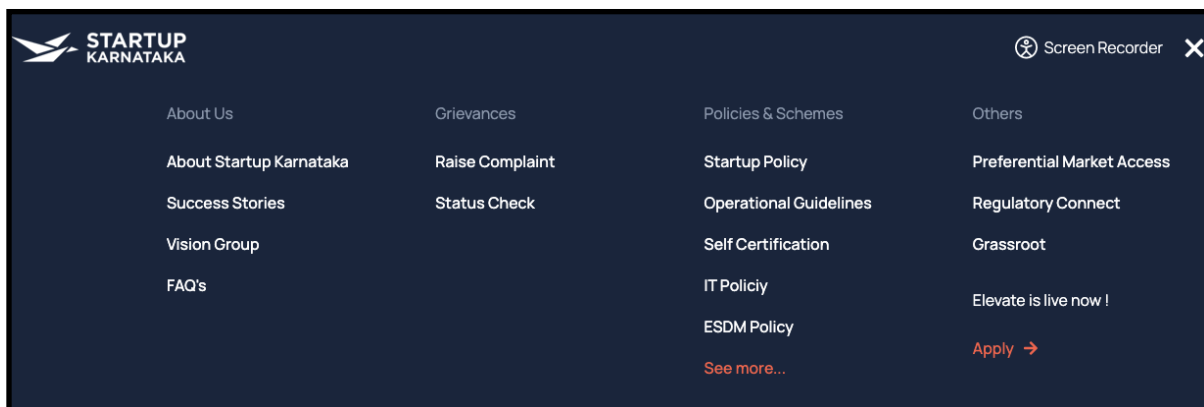
## Step - I : Create an Account

Register yourself with Startup Karnataka by providing basic details of the applicant and of the Startup



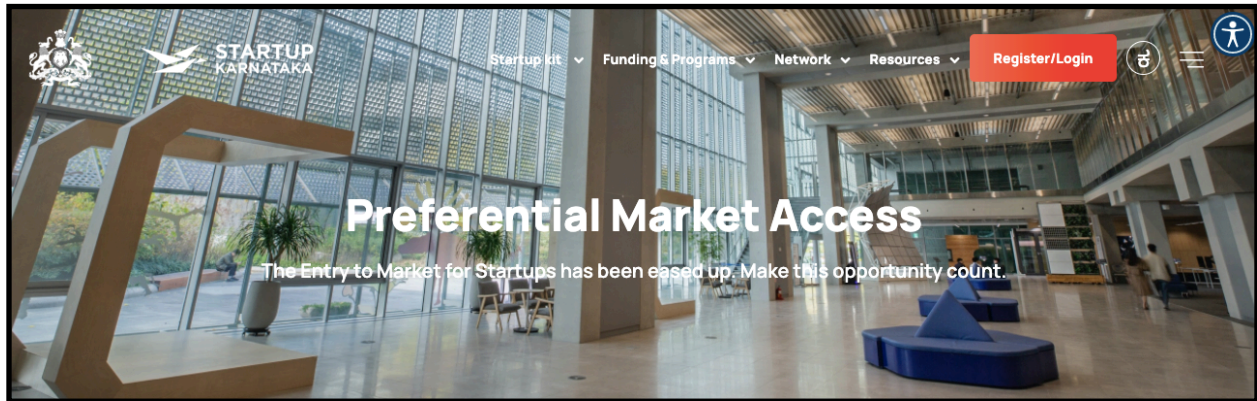
## Step - II : PMA Section

Visit our Startup Portal to access the Preferential Market Access - <https://www.missionstartupkarnataka.org/pma?en#>. Select Preferential Market Access from the dropdown menu.



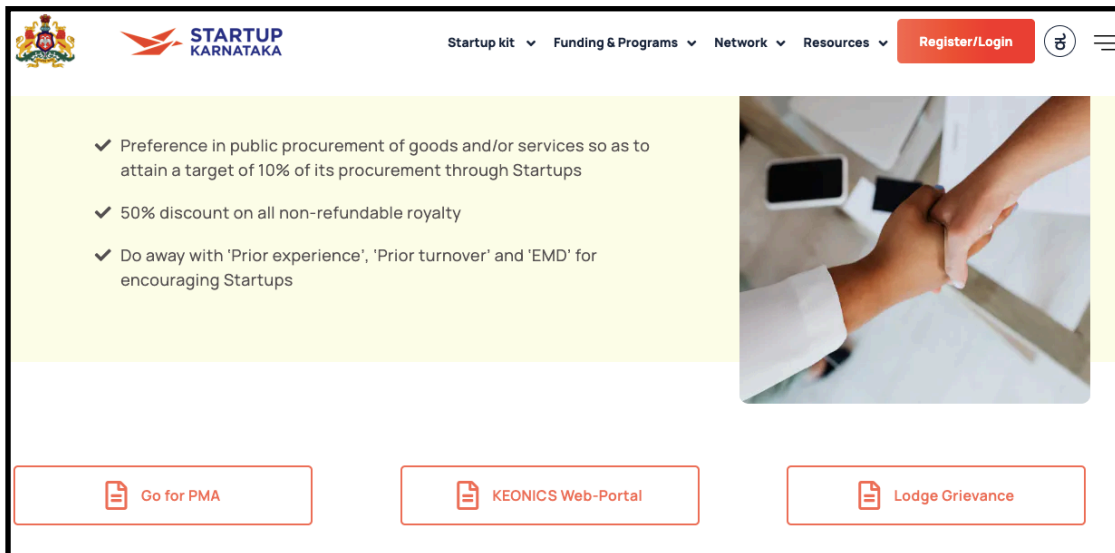
### Step - III

Here, you can understand all the PMA State supports. Also be aware of Eligibility Criteria & Support Provided the State to startups



### Step - IV

Select to View the Government Order, Visit the Partner web- portal and Submit Grievance on the Partner Web- Portal for Preferential Market Access.



---

### **Time Frame for PMA Support -**

Once the form is submitted, the Startup Karnataka Team will connect the Startup to the submitted request that is relevant to the Startup, after having understood the extent of the problem and deciding on the support needed.

**The Startup Karnataka Team will respond to any PMA request within 5-7 days at the latest.**