



VI. TITLE OF CERTIFICATION/PERMIT: SALES PROMO PERMIT (INITIAL AND AMENDMENT APPLICATION)

Center/Office/Division	:	Center for Food Regulation and Research (CFRR)
Classification	:	Government to Business
Type of Transaction	:	Complex Transaction
Who May Avail	:	Food Manufacturers, Importers, Exporters, Wholesalers/Distributors and Third Party Marketing Agencies
Fees to be Paid	:	<p>In accordance to DTI-DOH JAO NO. 1 s. 2000</p> <p>Amount of Prizes: (Fees) Php 150,000.00- below Php 300,000.00: Php 1,000.00.00 + 1% LRF Php 300, 001.00-Php 500,000.00: Php 2,000.00 + 1% LRF Php 500,001.00- Php 1,000,000.00: Php 3,000.00 + 1% LRF Above Php 1,000.000.00: Php 5,000.00 + 1% LRF</p> <p>Coverage: (Fees) NCR only or in several regions in NCR and Nationwide: Php 1,000.00.00 + 1% LRF More than one (1) region in NCR and Nationwide: Php 750.00 + 1% LRF Several provinces/cities/municipalities within a single region: Php 500.00 + 1% LRF Single province/city/municipality: Php 250.00 + 1% LRF</p> <p>Amendment/Extension: Php 300.00 + 1% LRF</p>

CHECKLIST OF REQUIREMENTS	WHERE TO SECURE
Submit ONE (1) scanned copy of the required document.	
INITIAL APPLICATION	
<input checked="" type="checkbox"/> Integrated Application Form	FDA Website
<input checked="" type="checkbox"/> Completely and accurately filled-up Information Sheet and Mechanics of Sales Promotion	FDA Website
<input checked="" type="checkbox"/> Photocopy of valid Certificate of Product Registration (CPR) and Cosmetic Notification (NN)of the company	FDA Issued
<input checked="" type="checkbox"/> Advertising/Collateral Materials to be used in the promotion, if any	Applicant Company
<input checked="" type="checkbox"/> Proof of Payment of Fees	FDA Cashier/Other FDA Authorized Payment Portals or Banks (where payment was made)



AMENDMENT APPLICATION	
<input checked="" type="checkbox"/> Integrated Application Form	FDA Website
<input checked="" type="checkbox"/> Letter of Intent stating the desired changes	Applicant Company
<input checked="" type="checkbox"/> Photocopy of Approved Permit	FDA Issued
<input checked="" type="checkbox"/> Additional Advertising/Collateral Materials to be used in Promotion if any	Applicant Company
<input checked="" type="checkbox"/> Proof of Payment of Fees	FDA Cashier/Other FDA Authorized Payment Portals or Banks (where payment was made)

SALES PROMO PERMIT (INITIAL AND AMENDMENT APPLICATION) PROCESS FLOW based on [FDA Circular No.2021-013](#): Interim Guidelines of the Center for Food Regulation and Research (CFRR) for the Application and Receiving of Sales Promo Permit Applications in Compliance to the [Republic Act No. 11032](#) otherwise known as The Ease of Doing Business and Efficient Government Service Delivery Act Of 2018 or current FDA regulation.

CLIENT STEPS	AGENCY ACTION	PROCESSING TIME	PERSON RESPONSIBLE
1) The applicant company requests for DTN and schedule of submission for pre-assessment to Food and Drug Action Center (FDAC) through email.	1) RECEIVING FDAC personnel will send the DTN and schedule of submission for pre-assessment through email to the client.	Day 0	Food Drug Action Center (FDAC) or Center for Food Regulation and Research (CFRR) STAFF
2) Applicant company submits documents for pre-assessment through email to Center for Food Regulation and Research (CFRR) on their assigned schedule.	2) PRE-ASSESSMENT FDRO will pre-assess the completeness and correctness of the submitted documents. If complete and correct, an email stating that the company can proceed with the payment will be sent to the email address of the authorized representative. A CFRR pre-assessment slip will also be attached on the email. Otherwise, an email stating the deficiency/ies noted on the documents for the client to comply and they will be advice to secure another DTN and schedule. FDRO will update the FIS if the application is approved or denied during pre-assessment stage.	Day 0	CFRR EVALUATOR (e.g. Food-Drug Regulation Officer (FDRO))



3) Applicant company receives email to proceed with the payment and must pay through any FDA Authorized means (e.g. Landbank LinkBiz).		Day 0	CFRR STAFF
4) The applicant company pays the indicated fee as per Integrated Application Form through any applicable payment system prescribed by FDA	3) POSTING OF PAYMENT FDA Cashier will verify and post the payment through updating the FDA FIS.	Refer FDA Cashier Citizen's Charter	Administrative and Finance Services (AFS) STAFF
	4) FDAC Personnel forwards the application to CFRR and updates the FIS indicating the same.	1 Working Day (Day 1)	FDAC STAFF
	5) CFRR Database controller receives the Sales Promo Permit Application, decks the application to the assigned evaluator and updates the FIS indicating the same.	1 Working Day (Day 2)	CFRR STAFF
	6) EVALUATION The CFRR Personnel checks the consistency of the documents submitted during the pre-assessment stage and the documents received from FDAC. CFRR personnel evaluates further the application, forwards the application to the Checker and updates the FIS indicating the same.	1 Working Day (Day 3)	CFRR EVALUATOR (e.g. FDRO)
	7) CHECKING / QUALITY ASSURANCE (QA) The CFRR Personnel checks if the recommendation is appropriate and updates the FIS indicating that the application is forwarded to the Center Director.	1 Working Day (Day 4)	CFRR CHECKER (e.g. SENIOR FDRO or DIVISION CHIEF)



	8) FINAL DECISION The Center Director renders the final decision on the recommendation and updates the FIS.	1 Working Day (Day 5)	CFRR APPROVING AUTHORITY (e.g. DIRECTOR IV)
	9) CFRR Database controller forwards the Sales Promotion Permit to FDA Records section for release and updates the FIS indicating the same	1 Working Day (Day 6)	CFRR STAFF
6) The applicant company receives the Certificate/Authorization through courier or pick-up.	10) FDA Records will schedule a date for release via FIS of the Certificate/Authorization through courier or pick-up	1 Working Day (Day 7)	FDAC STAFF
		TOTAL: 7 working days	
Please be advised that as per RA 11032 IRR, page 22 of 48, Section 3, b) <i>The maximum time prescribed in Section 9 (b) (1) of the Act may be extended only once for the same number of days, which shall be indicated in the Citizen's Charter.</i>			

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CFRR. END. NOTHING FOLLOWS.
