



KERALA STATE BEVERAGES
(MANUFACTURING AND MARKETING) CORPORATION LTD.
(A GOVERNMENT OF KERALA UNDERTAKING)



Bevco Tower, Vikas Bhavan P. O., Palayam, Thiruvananthapuram-695 033
Phone : 2724970, 2724913 Gram : 'Beverages', Fax : 2727604 E-mail : ksbcedp@gmail.com

No.KSBC/FM/252/2020-21/

Date: 12.01.2021

To

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Sir,

Sub: Rate Contract Agreement for the year 2020-21 for sale of IMFL, Wine and BEER to Kerala State Beverages (Manufacturing and Marketing) Corporation Limited (effective from 01.02.2021) - Confirmation of Rate Contract rate accepted / decided by the Corporation – reg.

Ref: 1. Your Offer for entering into Rate Contract Agreement with the Corporation for sale of IMFL, Wine and BEER for the year 2020-21
2. Notification No.KSBC/MD/140/Liq/2020-21 dated 20.05.2020.

With reference to the above, we hereby inform you the following,


1. The Board of Directors of the Corporation have approved the Rate Contract sale price of IMFL, Wine and Beer for the year 2020-21, which is effective for Purchase Orders placed on or after 01.02.2021. The rates approved by the Board are as mentioned below,
 - a) In the case of IMFL, it was decided to give the same 7% increase on the prevailing 2019-20 sale price in the case of existing brands / packs or the quoted sale price for 2020-21, whichever is lower be accepted. In the case of new brands / packs, 5% reduction from the quoted sale price for 2020-21 be accepted. Further, the MRP of all packs be rounded off to the next higher tens. The above price shall come into effect from 01.02.2021 onwards.

- b) In the case of Beer and Wine it was decided that the existing 2019-20 Rate Contract price for Beer and Wine in the case of existing brands / packs or the quoted sale price for 2020-21 whichever is lower be accepted. In the case of new brands / packs, 5% reduction from quoted sale price for 2020-21 be accepted. Further, the MRP of all packs be rounded off to the next higher tens and that the above price shall come into effect from 01.02.2021 onwards.
- c) Further the Board decided that as was done in the previous year, all new brands quoted for 2020-21 with an almost similar brand name of an existing brand of 2019-20, with minor change in the brand name, such as addition / deletion of 'strong', 'premium', 'deluxe', 'special' etc. be allowed the same Rate Contract sale price of 2019-20 with the Board approved Rate Contract price increase of the existing lowest priced similar named brand or the quoted price for 2020-21, whichever is lower, subject to the condition that the reduced sale price should not be lower than the minimum prescribed rate of Rs. 360 per case and the price would come into effect from 01.02.2021 onwards.
- d) Initial order quantity will be 15,000 cases for IMFL and 15,000 cases for Beer and 2200 cases for exclusive Wine suppliers, which shall be allowed to be recycled till the end of the contract. In the case of Kerala based IMFL Unit, it was decided to fix the initial order quantity as 25,000 cases. All existing supplier shall be eligible for the regular order (average sale of 3 months) or the initial order, whichever is higher.
- e) **Applicable to liquor suppliers who have reduced Rate Contract sale price of existing brands** - It has been noticed that the sale prices of certain existing brands / packs of your company has been reduced in the rates offered for 2020-21. If there are stock of these brands with the Corporation as on 31.01.2021. A written confirmation as to how these stocks are to be treated may be intimated (a format for intimation is enclosed).

2. A statement indicating the approved sale prices of the accepted brands / packs for the year 2020-21 effective from 01.02.2021 and the corresponding MRP is communicated herewith. You are requested to certify your acceptance of the sale price (Rate Contract sale price) and also verify and intimate the correctness of the MRP workings etc. to the Corporation **on or before 1 pm on 15.01.2021.**

Please acknowledge receipt of this intimation and Price List confirmation statement.

Yours faithfully,



**G. SPARJAN KUMAR, IPS
MANAGING DIRECTOR**

(Format for use of suppliers)

Date:.....

To

The Managing Director

Kerala State Beverages (M&M) Corporation Ltd.
Thiruvananthapuram

Sir,

**Sub: Settlement of value of stocks as on 31.01.2021 and differential Excise
Duty - regarding**

Certain brands / packs of the company, sold to the Corporation prior to 01.02.2021 are held in stock as on 31.02.2021. The landed costs (selling price to the Corporation) of these products were reduced by our company for 2020-21 with effect from 01.02.2021.

We may request you to workout the MRP of these products based on the sale price approved by the Board of Directors for the year 2020-21 effective from 01.02.2021 and take further action.

Further, we also confirm that we are agreeable for settlement of the value of such goods in stocks with the Corporation as on 31.01.2021 at the reduced landed cost applicable for 2020-21 effective from 01.02.2021 and also for deduction of the differential Excise Duty thereon.

Yours faithfully,

**Signature of Chief Executive /
Power of Attorney Holder**