



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



Bevco Tower, Vikas Bhavan P. O., Palayam, Thiruvananthapuram-695 033
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No.KSBC/FM/21/2020-21/

Date: 12.01.2021

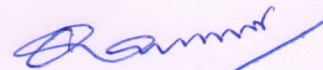
NOTICE

**Sub: Additional Purchase Orders under Trade Discount Scheme
2020-21 (Effective from 01.02.2021) – regarding**

Additional Purchase Orders for IMFL, Wine and Beer brands will be placed with liquor suppliers who offer Trade Discount at the rates mentioned below,

Additional Purchase under Trade Discount Scheme	IMFL – 10% of the purchase value (Maximum 2200 cases at a time)
	Beer (from inside Kerala) – 5% of purchase value (Maximum 2600 cases at a time)
	Beer (from outside Kerala) – 5% of purchase value + Excise Duty and Import Fee (Maximum 2600 cases at a time) However in summer season (February to May), a maximum quantity of up to 5200 cases of Beer can be permitted to be purchased at a time under Trade Discount Scheme.
	Wine – Trade Discount rates prescribed for Beer will be applicable for Wine.

The liquor suppliers can avail orders at the above rates for each Warehouse separately subject to approval by the Managing Director.


G. SPARJAN KUMAR, IPS
MANAGING DIRECTOR

To

All Liquor Suppliers

CC: All Senior Executives

CC: All Regional Managers / Accounts Officer

CC: The Manager (Permit)