

**TELANGANA STATE
BEVERAGES CORPORATION LIMITED
HYDERABAD
(An Authority on behalf of Government of Telangana)**

**BRIEF NOTE
SUBMITTED TO HON'BLE COMMITTEE ON PUBLIC
UNDERTAKINGS**

**2nd floor, "D" Block, Proh. & Excise Complex,
M.J.Road,
Nampally, HYDERABAD-1.**

1.0. INTRODUCTION:

The Telangana State Beverages Corporation Limited (TSBCL) is established in the year 2014 as a Public Limited Company, with one of the main objectives as “to carry on business as sellers, dealers and distributors of alcohol and other beverages either in bulk or in retail” suitable for human consumption, as a Government owned Corporation under the Companies Act, 2013. The Corporation consists of 6 Directors, 7 Subscribers and paid up capital is of Rs.5.00 lakhs against authorised capital of Rs.10.00 lakhs. The area of operation for conducting IMFL & FL wholesale trading is in 10 Districts on behalf of the Government of Telangana.

2.0 WHOLE SALE TRADING :

In view of the “**The Andhra Pradesh Re-organisation Act, 2014**”, TSBCL was incorporated on 30-05-2014 and commenced operations on 01-06-2014. The Telangana State Beverages Corporation Limited will have exclusive privilege of supplying IMFL & FL in wholesale, in the State of Telangana, on behalf of the Government of Telangana.

CORPORATE OFFICE - NUMBER OF IML DEPOTS

The Corporate Office is operating from premises of 2ND floor, “D” Block, “PROHIBITION & EXCISE COMPLEX”, 9 & 10, Eastern, M.J.Road, Nampally, Hyderabad-1.

There are 17 IMFL depots spread over in 10 districts. The district wise depot break up is as under:

Name of the District	Number of Depots
Ranga Reddy	4
Hyderabad	2
Warangal	2
Adilabad	2
Nalgonda	2
Remaining Districts (05)	1 each

The transactions are being conducted through hired godowns at 9 IMFL depots and through Government owned premises at remaining 8 IMFL depots.

The Government of Telangana permitted the Corporation to establish Five (5) more depots, @ One depot each in Siddipet of Medak District, Kothagudem of Khammam District, Moinabad of Rangareddy District, Kotthakota of Mahaboobnagar District and Suryapet of Nalgonda District for which tenders are called for hiring godowns and will be made operational within Two or Three months. The process of establishing these new depots are in progress.

Further the depots of Hyderabad-I, Warangal-II and Ranga Reddy-III & RR-I are in the process of relocation due to space constrains and operational problems, for which tenders are already floated and finalisation of sites is under process.

CLASIFICATION OF DEPOTS:

Depots are classified as Category-I and Category-II based on number of IMFL cases handled in a year. The classification of depots is as under:

Category	Number of Cases Handled per year	Number of Depots	Name of the Depot
I	More than 15 lakhs cases	13	Hyd-I, Hyd-II, RR-I, II & III, Nlg-I & II, MBNR, Wgl-I, Nzb, Mdk, Kmnr & KMM
II	Less than 15 lakhs cases	4	RR-IV, Wgl-II, ADB - I & II

The List of Depots is enclosed at **Annexure-I.**

The Category-I depots are manned by Chief Managers in the cadre of Asst.Commissioner of Proh.& Excise (A.C.) and Category-II are manned by Managers in the cadre of Proh.& Excise Superintendents (E.S.). Three posts to each of the depot categories are allotted to the department of Prohibition & Excise. The organising structure in respect of corporate office and depots is enclosed as **Annexure-II.**

3.0. PERSONNAEL:

The entire affairs of the Corporation are controlled by the Board of Directors (BOD) with Principal Secretary Government Revenue, (CT & Excise) as its Chairman. The composition of BOD details are enclosed as **Annexure - III.**

The number of posts allotted to TSBCL are under work to order basis.

Corporate office / Depots	Number of Regular posts allotted	Present Strength of Regular Staff	Vacant
Corporate Office	30	28	2
Depots	228	103	125
In addition to the 103 staff at the depots there are 200 unskilled workers working on contingent basis. Net Vacant posts are 127			

Apart from the above regular strength 10 outsourced employees are deployed in Corporation at various places and 27 outsourced are deployed at depots. The details are enclosed as **Annexure-IV.**

4.0. PROCUREMENT POLICY :

The Corporation on behalf of the Government of Telangana procures IMFL & FL from Manufactories and Suppliers on Rate Contract Basis after fixing the prices through open tender system.

The Corporation on behalf of the Government of Telangana classifies IMFL into different categories for its commercial convenience. The present classification is as under:

Category	Liquor Basic rate /case	Category	Beer Alcoholic Str.
A - Category	Upto Rs. 450/-	Lager	Upto5% v/v
B - Category	Above Rs.450 to 700/-	Strong	5% and upto 7.5% v/v
C - Category	Above Rs.700 to 1000/-	Super Strong	Above 7.5% v/v
D - Category	Above Rs.1000/-		

RATE FIXATION:

BASIC PRICE (SUPPLIER PRICE):

The procurement prices of various brands of liquor and beer are finalised by high level (3) member committee consisting of Retired Judge of Hon'ble High Court as Chairman, (1) Chartered Accountant and Management Consultant and (1) Senior Retired IAS, officer as members.

The Committee holds series of negotiations with the suppliers and recommends basic prices for its acceptance by the Board of Directors. The Board of Directors after careful examination of the Committee recommendations send's detailed report to the Government along with remarks / modifications if necessary for its approval by the Government.

The Corporation on behalf of the Government of Telangana enter's into rate contract agreement for one year with the suppliers accordingly and commence IMFL & FL procurement. The Corporation / Government reserves the right to extend the original agreement period upto 2 years. Further extension can also be made with mutual consent only. The status of the present rate contract is as under:

Category of Liquor	Original Contract Period	Further Extendable Period by Corp/Govt.,	Extendable Period with mutual consent
Liquor	01-12-2012 to 30-06-2013	01-07-2013 to 30-06-2015	01-07-2015 onwards*
Beer	06-04-2015 to 30-06-2015	01-07-2015 to 30-06-2017	01-07-2017 onwards
Foreign Liquor	07-04-2015 to 30-06-2015	01-07-2015 to 30-06-2017	01-07-2017 onwards

- * The Corporation on behalf of the Government of Telangana floated a fresh notification for supply of liquor (other than Beer) for 2015-16 and fixation of basic prices is under process. Hence, the Government extended existing liquor Rate Contracts till to the date of finalisation of new rates.

5.0 SUPPLIERS AND BRANDS:

The Corporation on behalf of the Government of Telangana is dealing with 120 liquor brands and 22 beer brands as on 30.04.2016. The details are as under:

Number of SUPPLIERS:

Category	Located Within the State	Located Outside the State	Total
Liquor Suppliers	17	18	35
Beer Suppliers	5	3	8

Number of Brands:

Category	Registered by manufactories Located Within the State	Registered by manufactories Located Outside the State	Total
Liquor	62	58	120
Beer	15	7	22

6.0. RELEASE OF "ORDERS FOR SUPPLY" (PURCHASE ORDERS) :

The Corporation on behalf of the Government of Telangana considers placing the 'orders' based on the sales performance of the preceding month or period online only.

'Orders for Supply (OFS)' will be released without any limit during the first 45 days of the Rate Contract Agreement. After first 45 days, the OFS will be processed based on average sale of last three months. However in exigencies 'Orders for Supply' may be considered over and above the formula. The OFS will be released On-line subject to certain restrictions by way of stock inventories held at TSBCL depots.

7.0 . ISSUE PRICE (SELLING PRICE BY TSBCL):

The Corporation on behalf of the Government of Telangana calculates selling prices for each and every brand and size based on approved basic price by incorporating Government levies like rate of excise duty and rate of TS VAT. The Corporation also fixes Maximum Retail Price (MRP) for each and every bottle at notified margins to the retailers.

The details of notified Government levies and retail margin are enclosed as **Annexure-V**.

The working methodology for issue price and maximum retail price is shown in **Annexure-VI**.

8.0 WHOLESALE VENDING:

The Corporation on behalf of the Government of Telangana will undertake sale of IMFL & FL to the licensed shops, Bars, Clubs etc., strictly on cash and carry basis. These license holders will have to make payments by way of e-Challans in favour of CPE only and into the Government Treasury.

All the license holders will make their own transport arrangements and bear loading and unloading expenses. There is no investment by the Corporation / Government. The sale proceeds accumulated in the Government Treasury will be apportioned by the CPE under relevant Government heads including payments to the suppliers.

9.0 RETAIL VENDING:

The Corporation on behalf of the Government of Telangana also commenced sale of IMFL & FL in retail in certain places where notified shops are not disposed off and few other places to stabilise MRP violations as and when CPE orders.

At present the TSBCL is running "8" Retail Outlets as the notified A4 shops are not disposed. The value of sale in retail and margin realised, during the past Four financial years are as under:

YEAR	Number Retail outlets operated	Sale Value (In lakhs)	Margin realised Rs.in Lakhs
2014-15	5	1568.05	251.16
2015-16	8	290.44	60.63

During 2015-16 retail outlets did not function in the period from Oct 2015 to Mar 2016 due to commencement of new retail vending policy

10.0 WHOLESALE VENDING OF FOREIGN LIQUOR:

The Foreign Liquor sale profile is as under:

Period	Number of cases Sold	Value of sale (in cr)
June 2014 to March 2015	29000	54.26
April 2015 to March 2016	57623	98.12
April 2016 to May 2016	13000	10.34

11.0 PAYMENTS TO SUPPLIERS:

The Government will process payments to be made to the suppliers only to the extent of stock sold, normally on the 45th day from date of receipt of the stock and forward the same to the CPE for its releasing to the suppliers by NEFT / RTGS.

In case the supplier desires to receive the payment earlier than the 45th day, the Government may (but is not obliged) process the payments on weekly basis for the stocks sold during the specified week. In all such cases the suppliers offer cash discount calculated at the following rates to the Corporation.

- a. 1.5 percent for payments made within 15 days from the date of receipt of supplies.
- b. 1 percent for payments made between the 16th and 30th day from the date of receipt of supplies.
- c. ½ percent for payments made between the 31st and 44th day from the date of receipt of supplies.

For Beer & Foreign Liquor suppliers, payments are being released by taking date of Sale as criteria but not from Date of receipt w.e.f. April 2015.

12.0 COMPUTERISED OPERATIONS:

The Government computerised billing and accounts system. The Head Office and Depot operations are with a package developed under Track and Trace System. The data transfers from the depots are made online. The suppliers will draw "Orders for Supply" Online.

13.0 TURNOVER AND REMITTANCES TO GOVT. :

The amounts remitted by the licencees, as specified by Government, being the income of Government of Telangana will be apportioned and remitted by the CPE to the Government, in the manner as specified by the Government.

14.0 TURNOVER PROFILE:

The Turnover profile of the Government, during the Financial Years from 2014-15 onwards along with increase over the preceding year is as under:

(April to March)

YEAR	Liquor Sale (in lakh cases)	Beer Sale (in lakh cases)	FL Sale (in lakh cases)	Value Rs. in Crores
2014-15	201.54	312.70	0.35	10883.76
2015-16	238.62	334.89	0.57	12706.28
% INC	18.40	7.10	62.86	16.75
2015-16 (April to May)	30.79	68.28	0.06	1879.96
2016-17 (April to May)	40.52	81.06	0.13	2348.89
% INC	31.60	18.7.	116.67	24.94

The sale profile of different segments of IMFL i.e. Liquor, Wine, Ready to Drinks etc., of the state for 2015-16 financial year is as follows:

Liquor:

Basic Range in Rs. per case	Liquor Category	Number of lakh cases sold in the year	% of sale on total Liquor Sales	MRP in Rs. per bottle
Rs.350/-	Ordinary	5.82	2.51	275.00 (1000ml)
>Rs.350/- <= Rs.400/-	Ordinary	22.47	9.67	60.00 (180ml)
>Rs.400/- <= Rs.450/-	Ordinary	0.00032	0.01	75.00 (180ml)
>Rs.450/- <= Rs.500/-	Medium	25.79	11.10	75.00 (180ml)
>Rs.500/- <= Rs.600/-	Medium	67.17	28.91	85.00 (180ml)
>Rs.600/- <= Rs.700/-	Medium	12.13	5.22	45.00 (90ml) 510.00 (1000ml)
>Rs.700/- <= Rs.850/-	Premium	73.98	31.84	110.00 (180ml)
>Rs.850/- <= Rs.2000/-	Premium	17.95	7.73	145.00 (180ml)
>Rs.2000/- <= Rs.2500/-	Premium	3.33	1.43	225.00 (180ml)
>Rs.2500/- <= Rs.3500/-	Premium	1.67	0.72	240.00 (180ml)
> Rs.3500/-	Premium	1.98	0.85	1480.00 2265.00 1560.00 (750ml)
Total:		232.29	100.00	

Wine:

Basic Range in Rs. per case	Liquor Category	Number of lakh cases sold in the year	% of sale on total Liquor Sales	MRP in Rs. per bottle
Rs.450/-	Ordinary	No sale	No sale	No sales
>Rs.450/- <= Rs.700/-	Medium	No sale	No sale	No sales
>Rs.700/-	Premium	1.079	100.00	80.00 (180ml) >Rs.560/- (750ml)
	Total	1.079	100.00	

Ready to Drinks:

Basic Range in Rs. per case	Liquor Category	Number of lakh cases sold in the year	% of sale on total Liquor Sales	MRP in Rs. per bottle
Rs.450/-	Ordinary	No Sales	No Sales	No Sales
>Rs.450/- <=500/-	Medium	4.87	99.73	70.00 (275ml)
>Rs.700/-	Premium	0.013	0.27	125.00 (750 ml)
	Total	4.883	100.00	

Beer:

Alcoholic Strength Range	Beer Category	Number of lakh cases sold in the year	% of sale on total Beer Sales	MRP in Rs. per bottle
Below 5% v/v	Lager	125.78	37.62	90.00 to 120.00 (650ml)
5% v/v & upto 7.5 v/v	Strong	208.57	62.38	105.00 to 135.00 (650ml)
Total:		334.35	100.00	

Foreign Liquor:

Foreign Spirits	Number of lakh cases sold in the year	MRP in Rs. per bottle
Liquor	0.28	Above Rs.1000/- & upto Rs.22000/- (750ml)
Wine	0.06	Above Rs.1000/- (750ml)
Beer	0.23	Above Rs.200/- to Rs.275/- (330ml)

Note: MRPs are indicated for major / popular selling brands are enclosed in **Annexure-IX**.

The Government realises revenue in the form of VAT, Special Privilege Fee for sports promotion, "Chief Minister Relief Fund" and Privilege Fee from the sale proceeds. The Revenue receipts by the Government from CPE is Rs.8774.20 crores, under the above revenue heads during the financial year 2015-16 through sale. A comparative statement showing break up on the revenues realised by the government from the financial year 2014-15 to 2015-16 is enclosed as **Annexure-VII**.

The profile on revenue realisations by the Government and Supplier from sale of IMFL & FL for the year 2015-16 is as under.

Category of IMFL	Government Revenue (TS VAT+Prv. Fee+Spl.Prv.Fee+CMRF) Rs. in Crores	Suppliers Revenue (Basic price) in Rs. in Crores	*Govt. Revenue (Excise Duty / CVD) in Rs. in Crores	Total in Rs. in Crores
IML	6140.00 (Government Share 65.94%)	1857.00 (Supplier Share 19.94%)	1314.39 (Government Share 14.12%)	9311.39
Beer	2135.00 (Government Share 64.75%)	894.00 (Supplier Share 27.11%)	268.00 (Government Share 8.14%)	3297.00
FL	50.86 (Government Share 51.83%)	29.53 (Supplier Share 30.09%)	Custom Duty 17.73 (Government Share 19.61%)	98.12
Total	8325.86 (Government Share 65.52%)	2780.53 (Supplier Share 21.88%)	1600.12 (Government Share 12.60%)	12706.51

***Note:- The supplier remits Excise Duty / CVD to the State Government in advance i.e., before sale which will be paid back to the supplier along with basic price.**

***Note:- The supplier remits Custom Duty to the Central Government in advance i.e., before sale which will be paid back to the supplier along with basic price.**

15.0 SALE VOLUMES AND INTERSTATE COMPARISION:

The Corporation on behalf of the Government of Telangana regularly compares the sale and revenue realisations by the state with that of neighbouring states as per the data provided by respective corporations / states. The interstate comparison statement for the financial year 2015-2016 of the states of Andhra Pradesh, Telangana, Tamilnadu, Karnataka and Kerala states is compiled and enclosed as **Annexure- VIII.**

The per capita consumption comparison statement is as under:

IML					
S.NO	STATE	POPULATION AS PER 2011 CENSUS in lakhs	2015-16 in Lakh cases	Consumption in lakhs Bulk liters 2015-16	PER CAPITA LIQUOR CONSUMPTION 2015-16
1	ANDHRA PRADESH	493.77	304.37	2702.80	5.47
2	TELANGANA	352.89	238.62	2118.95	6.00
3	TAMILNADU ■	721.39	553.78	4917.96	6.82
4	KARNATAKA	611.31	566.79	5033.10	8.23
5	KERALA ■	333.88	201.75	1791.54	5.37

Note:- One liquor case is taken as 8.88 litres

BEER					
S.NO	STATE		2015-16 in lakh cases	Consumption in Liters bulk liters 2015-16	PER CAPITA BEER CONSUMPTION 2015-16
1	ANDHRA PRADESH	493.77	169.64	1338.46	2.71
2	TELANGANA	352.89	334.56	2639.68	7.48
3	TAMILNADU ■	721.39	231.88	1829.53	2.54
4	KARNATAKA	611.31	270.57	2134.80	3.49
5	KERALA ■	333.88	154.20	1216.64	3.64

- In Tamilnadu & Kerala the IMFL Retail sale is through Corporation.

Note:- One liquor case is taken as 7.86 litres

16.0 SLOW MOVING STOCK – PENALTY:

The Corporation on behalf of the Government of Telangana collects Rs.5/- per case per month from the suppliers for the stocks which remain unsold for (90) days. In addition to this Corporation also collects Rs.25/- and Rs.50/- per case per month at the end every six and ten months respectively if the sale is less than 25% of closing balance in the corresponding period.

17.0 INSURANCE:

The stocks held by Corporation on behalf of the Government of Telangana in its all IMFL depots including retail outlets are insured against various risks and Standard Fire & Special Perils Policy on floater declaration basis. The Corporation on behalf of the Government of Telangana has insured the stock for a value of Rs.315 cr, including Burglary Flater Policy – First Loss Basis @ 10% of insured value and Rs.15 cr towards Officer Buildings and Godowns with M/s United India Insurance Corporation Ltd., for a premium value of Rs.21,91,713/- for the coverage period from 24.02.2016 to 23.02.2017.

18.0 MAIN SOURCE OF INCOME TO THE CORPORATION :

The Corporation on behalf of the Government of Telangana was collecting margins and paying back to the Government under various relevant heads as specified after meeting its expenditure. However, as part of Taxes rationalisation, the Corporation Margin was made Zero (Nil) with effect from 11.01.2013 duly enhancing VAT rates. The Corporation on behalf of the Government of Telangana receives Grants in Aid' from the Government to meet the Administrative expenses not exceeding the amounts collected under the following heads.

S.No.	Name of the Head	Average Income Per Month April to March 2016 Rs. in Crores
1.	Claim process fee, Cash discount & GRN process etc.,	4.14
2.	Penalties	0.37
3.	Margins on Retail Vending	0.39
4.	Commission on IMFL Export / Import	0.52
5.	Miscellaneous	0.03
	Total per Month	5.46

The Corporation on behalf of the Government of Telangana on average requires Rs.3.25 Crores per month towards its Administrative Expenses including Salaries / Wages, Godown rents etc.

19.0 STATUS ON FINALISATION OF ACCOUNTS :

The TSBCL came into existence and incorporated under companies Act on 30-05-2014. The CAG of India has appointed M/s.SPAD Associates as the statutory Auditors for the financial year 2014-15 (June to March 2015 & 2015-16). The finalisation of Accounts 2014-15 is under process.

20.0 STATUS ON THE CASES AGAINST INCOME TAX DEMAND:

The Income tax department has attached stocks held by TSBCL depots and issued notices prohibiting sale in 11 out of 17 depots in the month of February 2015 and the same were challenged by TSBCL in the Hon'ble High Court, showing the demand for the assessment year 2012-13 and 2013-14 as due. The Hon'ble High Court issued orders on 04-03-2015 permitting the TSBCL to conduct IMFL & FL sales as usual and to deposit balance sale proceeds after deducting expenditure.

The Hon'ble High Court vide its Judgement Dtd.01.05.2015 ordered "that the action taken by the Income Tax Department against the Corporation is without jurisdiction and wholly illegal".

ANNEXURE – I

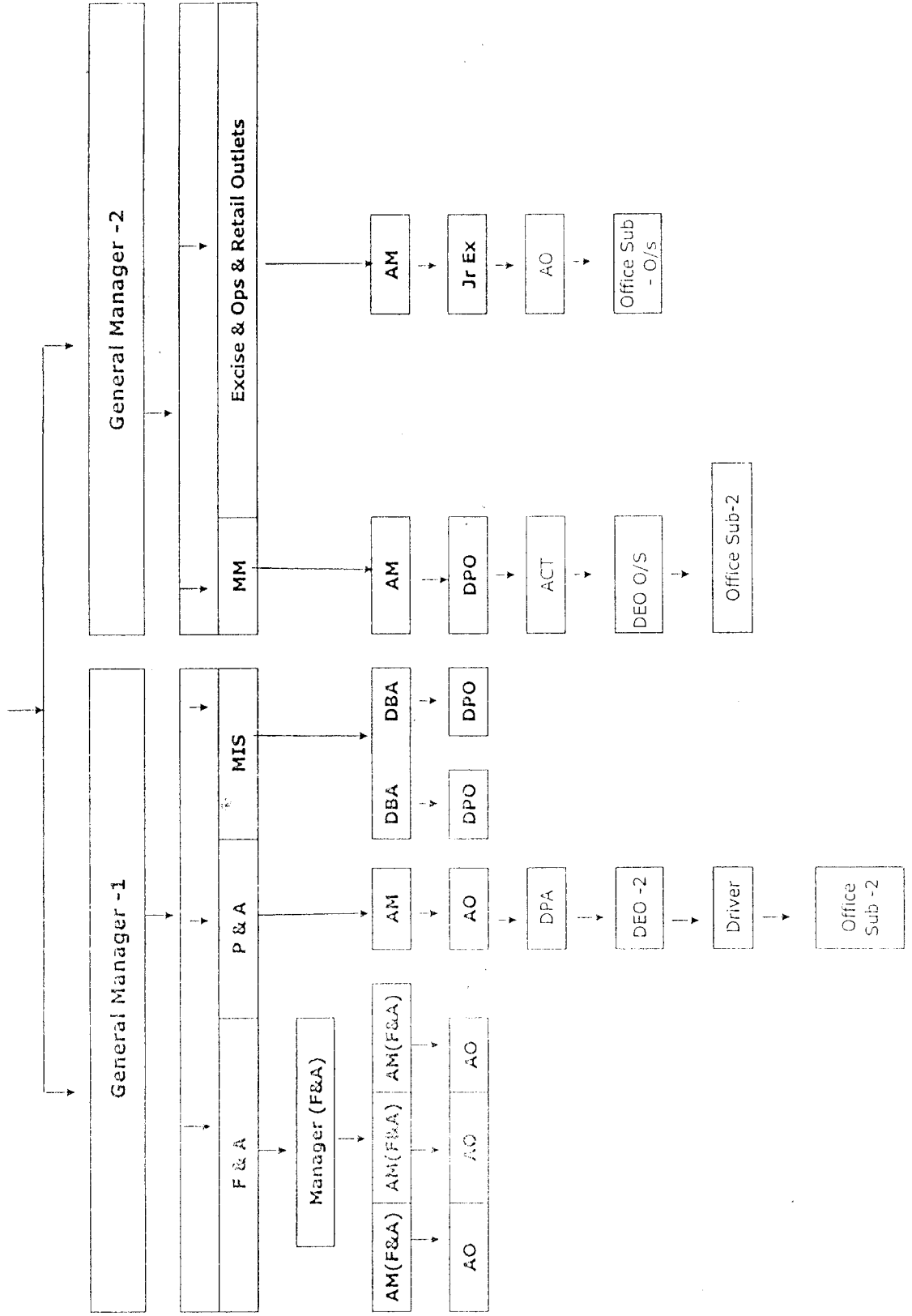
TELENAGANA BEVERAGES CORPORATION LIMITED
LIST OF DEPOTS AND ADRESSES

S.No	DEP. CODE	NAME OF THE DEPOT	PHONE NO.	S.No	DEP. CODE	NAME OF THE DEPOT	PHONE NO.
1	1	CHIEF MANAGER IMFL DEPOT,TSBCL HYDERABAD –I H.No.12-165, Peerzadiguda(V), Ghatkesar (M) RANGAREDDY DT.	27206176	2	9	CHIEF MANAGER IMFL DEPOT,TSBCL GundlaSingaram Village,WARANGAL – 506 009	95 870 2439324
3	2	CHIEF MANAGER IMFL DEPOT, TSBCL HYDERABAD-II, Godowns of Sri. D.Lakshma Reddy, Sy.No. 726, Devarayamjal (v), Shameerpet (M), Rangareddy District	95 8418- 232277	4	10	CHIEF MANAGER IMFL DEPOT, TSBCL P.BOX NO. 11 KARIMNAGAR – 505 001	95 8782 276218
5	3	CHIEF MANAGER IMFL DEPOT, TSBCL RANGAREDDY-I M/s. Bommidala Bros., Sy.No.589 & 590 H.No.584 Pedda Amberpet (v), Hayatnagar (m), Rangareddy Dist- 501505	24204510	6	11	MANAGER, IMFL DEPOT,TSBCL N S P Complex , Wyra, KHAMMAM – 507 165	95 8749 251242
7	4	MANAGER IMFL DEPOT, TSBCL NagapoorVillage, Uttoor (M) ADILABAD–504 311	95 8731 278648	8	34	MANAGER IMFL DEPOT, TSBCL Gudipeta Village, Survey No.347 Near 13 th APSP Battalion MaNchiryal ADILABAD Dt.	95 8736 232557
9	5	CHIEF MANAGER IMFL DEPOT, TSBCL Madhapoor(V), Makloor (M) NIZAMABAD-503 213	95 8462 280037	10	36	CHIEF MANAGER IMFL DEPOT, TSBCL, Bogaram V Keesara M	96522 24909
11	6	CHIEF MANAGER IMFL DEPOT, TSBCL Kolcharam(M), Chinnaghapur(V) MEDAK – 502307	95 8452 227349	12	37	CHIEF MANAGER IMFL DEPOT, TSBCL.H.No.2-234, Sy.No. 171, Jalpally (v), G.P.Saroonagar(m), Rangareddy District.	96188 80810
13	7	CHIEF MANAGER IMFL DEPOT, TSBCL Keshavrajpalli NALGONDA–508 001	95 8682 244715	14	32	CHIEF MANAGER IMFL DEPOT,TSBCL Rangareddy- II Sy.No. 468, Bowrampet (v), Qutbullapur (m), Rangareddy Dist.500043.	99493 51061

15	8	CHIEF MANAGER IMFL DEPOT, TSBCL Thimmajipet village MAHABOONAGAR -509 406	95 8540 233555	16	40	MANAGER IMFL DEPOT, TSBCL WARANGAL-II H.No. 2-42 Near APSEB sub- station, Madikonda, Hanmakonda, Warangal-506142	97019 99869
17	39	MANAGER IMFL DEPOT, TSBCL Rangareddy-IV, Sy.No 279 & 735 / A Devar Yamjal Village, Near P.V. Rajender Rao Gardens, Shameerpet (M) Rangareddy -500014	08418- 261236				

ORGANISATION CHART (CORPORATE OFFICE)

MANAGING DIRECTOR



TELANGANA STATE BEVERAGES CORPORATION LIMITED
LIST OF BOARD OF DIRECTORS

ANNEXURE-III

<u>BOARD OF DIRECTORS</u>	<u>DESIGNATION</u>
Chairman	Principal Secretary to Govt., (CT & Excise) Revenue Dept.
Director	Commissioner of Prohibition & Excise.
Director	Secretary Government (FP)
Director	Director, Enforcement, Proh. & Excise
Director	Dy. Secretary, Revenue (Excise-II)
Director	Managing Director, TSBCL

TELANGANA STATE BEVERAGES CORPORATION LIMITED

2ND FLOOR, "D" Block, PROH. & EXCISE COMPLEX, NAMPALLY, HYDERABAD

STATEMENT SHOWING THE DETAILS OF SANCTIONED POSTS, ALLOTTED FOR CORPORATE OFFICES OF TELANGANA

Sl. No.	Designation	Total Sanctioned as per G.O.Ms.No.117 Rev. dt.5-2-2010
1	Managing Director	Cadre Post
2	Chief General Manager	1
3	General Managers	2
4	Managers	1
5	Asst.Managers (Ops)	1
6	Asst.Managers (F&A)	4
7	Data Base Administrator	2
8	Accounts Officers	3
9	Asst.Accounts Officer (GR-I)	2
10	Data Processing Officers	2
11	Data Processing Assitant (GR-I)	1
12	Asst. -cum-Typist	1
13	PS to MD	0
14	Receptionist	1
15	Jamedar/Office Subordinates	4
16	Stenographer	1
17	Sr.Drivers/Drivers	3
18	Redeployed (Allwyn employees)	1
	TOTAL	30

TELANGANA STATE BEVERAGES CORPORATION LIMITED

2ND FLOOR, "D" Block, PROH. & EXCISE COMPLEX, NAMPALLY, HYDERABAD

STATEMENT SHOWING THE DETAILS OF SANCTIONED POSTS AT IMFL DEPOTS

Sl. No.	POST/CADRE	Total Sanctioned as per G.O.Ms.No.117 Rev. dt.5-2-2010
1	Chief Manager	13
2	Managers	4
3	Asst. Managers (Ops)	23
4	Stores Officer	37
5	Asst. Stores Officer Gr-I	36 } 95
6	Asst. Stores Officer Gr-II	59 }
7	Accounts Officers	17
8	Asst. Accounts Officer (GR-II)	13
9	Data Processing Officers	6
10	Data Processing Assistant (GR-II)	11
11	Jamedar/Sweeper	
	TOTAL	228

TELANGANA STATE BEVERAGES CORPORATION LIMITED

ANNEXURE-V

CATEGORISATION OF IMFL - DIFFERENT STATE LEVIES W.E.F. 11-01-2013

I. LIQUOR:

S.No	Basic Price in Rs. / Case	Slab	Excise Duty per Proof Ltrs.	Sales Tax
1.	Upto300/-	G	Rs.47/- PPL or 85% of basic price whichever is higher	190%
	>300<=350/-	J		
2.	> 350 <= 400	F	Rs.54/- PPL or 90% of basic price whichever is higher	190%
3	> 400 <= 450	I	Rs. 75/- PPL	190%
4.	> 450 <= 500	R	Rs.83/- PPL	190%
5.	> 500 <= 600	H	Rs.83/- PPL	190%
6.	> 600 <= 700	T	Rs.91/- PPL	190%
7.	> 700 <= 850	Q	Rs.95/- PPL	190%
8.	> 850 <= 1000	U	Rs.100/- PPL	190%
9.	>1000 <= 2000	K	Rs.100/- PPL	190%
10.	>2000 <= 2500	E	Rs.100/- PPL	190%
11	>2500 <= 3500	L	Rs.100/- PPL	160%
12	>3500 <= 5000	S	Rs.100/- PPL	140%
13	>5000	V	Rs.100/- PPL	130%

II. BEER:

S.No	Alcoholic Strength	SLAB	Excise Duty per Bulk Ltrs.	Sales Tax
1.	Below 5% v/v	Y	Rs.9/-	175%
2.	5 % to 7.5% v/v	Z	Rs.11/-	175%
3.	Above 7.5% v/v	W	Rs.11/-	175%

TELANGANA STATE BEVERAGES CORPORATION LIMITED

ANNEXURE-V

III. WINE :

S.No	Basic Price in Rs. / Case	Excise Duty per Proof Ltrs.	Sales Tax
1.	Upto 2000/-	28 % of basic price	150%
2.	Above 2000/-	15% of basic price OR Rs.560/- which ever is higher	150%

IV. READY TO DRINKS (LOW ALCOHOLICS) :

S.No	Basic Price in Rs. / Case	Excise Duty	Sales Tax
1.	All Ranges	9 % of basic price	150%

V. FOREIGN LIQUOR

S.No	Assessable value in Rs. / Case	Assessment fee on assessable value	VAT rate
1.	Spirits : upto Rs.600/- per BL	61 %	70%
	> Rs.600/- upto Rs.1000/-per BL	50 % OR Rs.3294/- which ever is higher	70%
	> Rs.1000/- upto Rs.1400/-per BL	43 % OR Rs.4500/- which ever is higher	70%
	> Rs.1400/-per BL	40 % OR Rs.5418/- which ever is higher	70%
2.	Beer: Lager (below 5 % V/v strength) of all values	57 %	70%
	Strong (5 % V/v or more strength) of all values	65 %	70 %
3.	Wine: upto Rs.225/- per BL	56 %	70 %
	Above Rs.225/. per BL	33 %	70 %

VI. RETAILER MARGIN:

LIQUOR			BEER	
S.No	Basic Price in Rs. / Case	Retailer Margin	Basic Price in Rs. / Case	Retailer Margin
1.	Upto 450/-	27 %	ALL RANGES	25%
2.	Above 450/-	20%		

TELANGANA STATE BEVERAGES CORPORATION LIMITED

ANNEXURE-VI

ISSUE PRICE AND MRP WORKING METHODOLOGY

(in Rs. Per case)

A	Approved Basic price
B	Notified rate of Excise duty
C	Landed cost (A + B)
D	Sales Tax (Notified % on C)
E	Worked out Issue Price (C + D)
F	Actual Issue Price (Rounding off E to next higher Rs.1/-)
G	Worked out MRP per Bottle (Notified % on F + F / No. btl per case)
H	Actual MRP per Bottle (Rounding of G to next higher Rs.5/-)

Annexure-VII**TELANGANA STATE BEVERAGES CORPORATION LIMITED
DETAILS OF YEAR WISE COMPARISION OF SALES TAX, PRIVILEGE
FEE, SPECIAL PRIVILEGE FEE AND SPECIAL PRIVILEGE FEE FOR
SPORTS PROMOTION**

FINANCIAL YEAR	SALES TAX	PRI-VILEGE FEE	SPL. PRIVILEGE FEE FOR SPORTS PROMOTION	SPL. PRIVILEGE FEE	CMRF	TOTAL	% of Increase Over Previous Year
2014-2015 (June to March)	5709.03	161.12	7.74	0.00	168.71	6046.60	--
2015-16 (June to March)	699.51	267.50	8.60	0.00	185.21	7460.82	23.38
2015-2016	8169.00	372.07	10.42	0.00	222.71	8774.20	18.67
2015-2016 (April to May)	1169.49	104.57	1.82	0.00	37.50	1313.38	--
2016-2017 (April to May)	1540.00	75.74	1.82	0.00	37.50	1655.06	26.01

ANNEXURE-VIII

Telangana State Beverages Corporation Limited								
IMFL Sales & Revenue - Interstate Comparison for the Year 2015-16 & 2016-17 (April to May)								
IML VOLUME SOLD (IN LAKH CASES)								
A	STATE	2013-14	2014-2015	2015-2016	% of Inc/Dec in 2015-16 over 2014-15	2015-2016 (April to May)	2016-2017 (April to May)	% of Inc/Dec in 2016-17 over 2015-16
1	ANDHRA PRADESH	284.2	288.82	304.37	5.38	44.74	56.21	25.64
2	TELANGANA	190.23	201.81	238.62	18.24	30.79	40.52	31.60
3	TAMILNADU ■	563.12	551.61	553.78	0.39	91.99	96.29	4.67
4	KARNATAKA	526.25	559.90	566.79	1.23	86.94	85.06	-2.16
5	KERALA ■	240.67	220.58	201.75	-8.54	33.75	35.67	5.69
BEER VOLUME SOLD (IN LAKH CASES)								
B	STATE	2013-14	2014-2015	2015-2016	% of Inc/Dec in 2015-16 over 2014-15	2015-2016 (April to May)	2016-2017 (April to May)	% of Inc/Dec in 2016-17 over 2015-16
1	ANDHRA PRADESH	165.37	174.59	169.64	-2.84	36.51	48.21	32.05
2	TELANGANA	275.02	312.72	334.56	6.98	68.28	81.06	18.72
3	TAMILNADU ■	271.14	251.67	231.88	-7.86	44.50	53.84	20.99
4	KARNATAKA	243.85	253.46	270.57	6.75	52.68	55.59	5.52
5	KERALA ■	107.96	95.59	154.20	61.31	29.65	34.87	17.61
SALE VALUE (IN CRORES)								
C	STATE	2013-14	2014-2015	2015-2016	% of Inc/Dec in 2015-16 over 2014-15	2015-2016 (April to May)	2016-2017 (April to May)	% of Inc/Dec in 2016-17 over 2015-16
1	ANDHRA PRADESH	10971.96	11569.63	12628.47	9.15	1936.32	2519.83	30.13
2	TELANGANA	9901.25	10888.13	12705.36	16.69	1879.96	2348.89	24.94
3	TAMILNADU ■	25411.37	27823.46	30284.13	8.84	5103.39	5472.75	7.24
4	KARNATAKA	16158.55	18081.69	19502.62	7.86	3041.57	3261.52	7.23
5	KERALA ■	9353.74	10012.84	11550.70	15.36	2011.73	2133.82	6.07
TOTAL REVENUE (IN CRORES) ON ALL HEADS like ST, Licence Fee, Excise Duty etc.,								

D	STATE	2013-14	2014-2015	2015-2016	% of Inc/Dec in 2015-16 over 2014-15	2015-2016 (April)	2016-2017 (April)	% of Inc/Dec in 2016-17 over 2015-16
1	ANDHRA PRADESH *	10332.75	11229.27	12741.00	13.46	1517.77	1880.40	23.89
2	TELANGANA *	9309.95	10238.78	12200.78	19.16	1574.02	2391.17	51.91
3	TAMILNADU ■	21674.89	24164.96	25800.08	6.77	3075.48	3338.78	8.56
4	KARNATAKA	12828.32	13801.19	15255.68	10.54	2384.96	2095.95	-12.12
5	KERALA ■	7575.77	8276.78	9774.23	18.09	1688.24	1793.76	6.25
■	In Tamilnadu & Kerela the IMFL Retail sale is through Government Corporation							
	The Government of Kerala in its policy 2014-15 had decided to close all Bars except Bars in the Five Star Hotels from 01.10.2014 and to issue Beer and Wine Parlour Licenses to the closed Bars, but based on various Court Orders, some Bars continued to function till 31.03.2015.							

TELANGANA STATE BEVERAGES CORPORATION LIMITED
POPULAR SELLING BRANDS – 2015-16

S.No	BRAND DESCRIPTION	Average Monthly Sale in Lakh Cases	% of Market Share	Purchase Rate per Btl	TSBCL Selling Price per BTL	Retailer Selling Price in Rs. per 650 ML BTL
BEER						
LAGER						
1	BUDWEISER KING OF BEERS	1.37	4.91	28.54	96.35	120
2	KING FISHER PREMIUM LAGE R BEER	7.53	27.01	20.2	72.08	90
STRONG						
3	KING FISHER STRONG PREMI UM BEER	7.67	27.51	22.59	84.54	105
4	HAYWARDS 5000 SUPER STRONG BEER	2.74	9.83	22.59	84.54	105
5	KNOCKOUT HIGH PUNCH STRONG BEER	6.09	21.84	22.59	84.54	105
		25.40	91.1			
	Total Beer Average Monthly Sale	27.88				
S.No	BRAND DESCRIPTION	Average Monthly Sale in Lakh Cases	% of Market Share	Purchase Rate per Btl	TSBCL Selling Price per BTL	Retailer Selling Price in Rs. per 180 ml btl
ORDINARY						
1	Low priced Liquor	2.36	11.87	8.33	47.6	60
2	Breezer Gold-Cranberry	0.35	1.76	20.62	58.76	70
3	Bagpiper Elite Whisky	0	0	10.31	62.52	75
4	Director Special Fine Whisky	0.67	3.37	10.31	62.52	75
5	OLD ADMIRAL SPECIAL VSOP BRANDY	0.66	3.32	10.29	64.62	75
6	OLD TAVERN FINE WHISKY	0.2	1.01	10.31	62.52	75
7	ORIGINAL CHOICE SELECT M ALT WHISKY	0.27	1.36	10.29	62.53	75
8	Haywards Select Whisky	0	0	10.31	62.52	75
MEDIUM						
9	Officer Choice Reserve Whisky	5.97	30.03	12.18	71.44	85
10	TI MANSION HOUSE XO BRANDY	0.32	1.61	17.38	92.48	110
11	Mc Dowells No.1 Diet Mate Supreme Whisky	1.16	5.84	17.46	92.43	110
12	Segrans Imperial Blue	1.88	9.46	17.48	92.43	110
13	Aristroct Premium Reserve Whisky	0.66	3.32	17.46	92.43	110
PREMIUM						
14	Segrans Royal Stag	0.84	4.23	27.07	121.48	145
15	ROYAL CHALLENGE CLASSIC MALT WHISKY	0.3	1.51	38.28	154.97	185
16	SMIRNOFF NO.21 TRIPLE DISTILLED VODKA	0.03	0.15	38.3	154.96	185
17	Segrans Blender Spride	0.26	1.31	50.66	187.79	225
18	ANTIQUITY BLUE ULTRA PREMIUM WHISKY	0.05	0.25	61.98	200.75	240
19	SIGNATURE ULTRA PREMIER GRAIN WHISKY	0.08	0.4	55.02	179.37	215
20	BLACK DOG CEN BLACK RES. AGED&RARE BLD SCT WHISKY (750 ML)	0.04	0.2	508.08	1300.4	1,560.00
21	SEAGRAM'S 100 PIPERS DX. BLENDED SCOTCH WHISKY (750 ML)	0.04	0.2	478.77	1233.88	1,480.00
22	TEACHERS HIGHLAND CREAM SCOTCH WHISKY (750 ML)	0.03	0.15	496.13	1270.9	1,525.00
		16.17	81.35			
	Total Liquor Average Monthly Sale	19.88				