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TELANGANA STATE BEVERAGES CORPORATION LIMITED

(An Undertaking of Government of Telangana)

'D' Block, 2nd Floor, Prohibition & Excise Complex, 9 & 10-Eastern, M. J. Road, Hyd-500 001.

TSBCL/I/2015-2016/ 1052

Dt. 06-04-2015

CIRCULAR No. 25

Sub: Revision in Basic prices for Beer brands - Remittance of "Additional Special Privilege Fee" in respect of stock inventories and stock in transit by retail licensees consequent to revision in basic prices - Revised issue prices, Additional Special Privilege Fee and MRP - Intimated - Reg.

- Ref: 1. Govt.Memo.No.204/Ex.II(1)/2014, dt.02-04-2015
2. Govt.Memo.No.9706/Ex.II(1)/2014, dt.06-04-2015
3. CPE Cr.No.1731/2015/CPE/G1, Dt.06-04-2015

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The Government vide reference 1st cited permitted the Managing Director, Telangana Beverages Corporation Limited (TSBCL) to enter into new Rate Contract Agreements with Beer suppliers for the year 2014-15 (i.e. from 1st July 2014) as per the Tender committee report dated 31-12-2013 and as per the condition 2.7 (B) of offer notification 18-07-2011 and dated 26-10-2013 issued by the Corporation with immediate effect.

Further the government vide reference 2nd cited, also ordered to levy and collect from the retail licensees an "Additional Special Privilege Fee" which along with applicable VAT thereon will be equal to the difference between the revised issue price and pre-revised issued price of the stock inventories held at TSBCL IMFL depots (opening balance) including stock in transit i.e. dispatched by the manufactories prior to intimation of revised basic prices to the breweries, to avoid dual pricing of beer during the transition period.

Further, the government directed the Commissioner Prohibition and Excise and Managing Director, TSBCL to take necessary further action in the matter.

With the revision in Basic Prices for Beer brands, the selling rates i.e, issue prices, MRP's and Additional Special Privilege Fee of all existing Beer brands procured earlier and held by TSBCL IMFL depots as on 03-04-2015 (opening balance) including the stock in transit i.e. dispatched by the manufacturing units prior to intimation of revised basic prices to the breweries, will be revised accordingly. All the Chief Managers / Managers of IMFL depots vide this office email instructions dated 03-04-2015 were already directed not to bill beer brands from 04-04-2015 (03-04-2015 being public holiday) to till further orders.

Further, such of the Beer stocks held by all the depots as on 03-04-2015 (opening balance) and the stocks in transit with old MRP rates are to be sold at revised prices and they need not have a sticker/stamping indicating revised MRPs since the revision in rates is on account of change in government levy as stipulated under sub-rule 4 of Rule 23 of Standards of Weights and Measures (Packaged Commodities) Rules, 1977.

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Hence, all the suppliers are also hereby directed to circulate notices to all the licensees showing the revised MRPs of each beer brand and keep sufficient numbers of copies of such notices in each IMFL Depot, for its distribution to the licensees as required under the provisions of Standards of Weights and Measures (Packaged Commodities) Rules, 1977.

Henceforth, the billing of all such beer brands shall be done at revised rates with effect from date of this circular. The Revised Rates i.e. Issue Prices (including Additional Special Privilege Fee), MRPs, Additional Privilege Fee for all existing Beer brands stocks including stock in transit are worked out and enclosed herewith as Annexure-I. The soft copy of which shall be downloaded through file it **TI060406.csv**.

All the Chief Managers / Managers are directed to download the above revised Item master into the computer and update the depot Item Master and effect sale at revised prices with effect from the date of this circular and verify the ICDCs raised at random before the delivery of the stocks to the licensees. The Batch No. with manufacturing date of the purchased brands shall be invariably recorded on the Transport Permit for identification of the brands billed with effect from the date of this circular. Further, it is clarified that the stock of Beer brands including stock in transit will have existing brand codes only.

However, the brands for which new Rate contracts are entered for the year 2014-15 will bear new brand codes which will be intimated from time to time as and when approved trade labels are submitted by the suppliers. Therefore, the "Orders for Supply" released against newly entered Rate Contract will bear new brand codes and have revised rates, i.e., Landed Cost, Issue Price, Additional Privilege Fee and MRPs. Hence, all the Chief Managers/Managers are directed to make arrangements for storing these stocks i.e. brands having new codes and new MRP rates in separate lots and not to mix them up with existing lots under any circumstances. **The stock of a particular brand received with new brand code shall be billed only after exhausting the stock of that particular brand having old brand codes.**

Further, the Commissioner of Prohibition and Excise vide reference 3rd cited, (copy enclosed) issued following instructions to the field Prohibition & Excise officials as the beer stocks purchased by the licensees on or before 02-04-2015 shall have to be sold at old MRP rates only.

1. The retail licensees shall place indents, only for the **beer & FL brands** which are already exhausted.
2. The Retail Licensees shall submit such indents to the SHO concerned, specifying the brands to be purchased.
3. The SHOs concerned on receipt of such indents shall certify the same.
4. The Retail licensee shall have to submit such certified indents to the Chief Managers / Managers of the IMFL depots for billing the required brands at revised rates.

Therefore, to operationalize the above instructions of the CPE the following action is to be taken by the Chief Managers/ Managers concerned.

1. While accepting such certified indents i.e. in respect of beer brands the

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Certification from the concerned SHO shall be insisted invariably. For all such subsequent purchases by such retailers, normal procedure be followed in honoring the indents.

2. While generating the ICDCs, a letter shall be handed over to the Retailer specifying the name of the brand, size and the **NEW MRP**. A format which is to be issued to the retailers by the Chief Managers/Managers is enclosed as Annexure-II to the Circular.
3. The above letter shall be confined only to such of those brands billed against certified indents.
4. The letter addressed to the retailer shall be in quadruplicate. One copy shall be pasted on the Notice Board of the Liquor Shop, Second copy shall be retained with the Retailer, Third copy shall be given to the SHO concerned and the Fourth copy shall be retained in the Depot for record.
5. The above letter should be signed personally by the Chief Managers/Managers in pre printed forms and to avoid computer printing.

In view of the above all the Chief Managers/ Managers of the IMFL depots are directed to exercise personnel supervision in implementing the above instructions without deviation of any sort and report compliance.

**Sd/-
Managing Director,**

Encl:a/a

To

1. All the Chief Managers / Managers of TSBCL in the state.
2. All the Registered Beer Suppliers - with directions to circulate notices to the licensees showing the revised MRPs of each brand/size in respect of stock inventories lying in the TSBCL depots as on 03-04-2015 (opening balance), as required under sub-rule 4 of Rule 23 of Standards of Weights and Measures (Packaged Commodities) Rules, 1977.

CC: The GM (F & A), CO, Hyderabad.

CC: To the Commissioner of Prohibition & Excise, Telangana, Hyderabad.

CC: The Director, Prohibition & Excise (Enforcement), Telangana, Hyderabad.

CC: To All the Dy.Commissioner (s), Prohibition & Excise Superintendents & Asst.Commissioner of Prohibition & Excise (Enforcement).

Copy submitted to the Principal Secretary to Govt. Rev.Dept. Telangana, Sect. Hyd. for kind information.

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General Manager (MM)