

KARNATAKA STATE BEVERAGES CORPORATION LIMITED, BANGALORE

Circular No.209

21.12.2012

Sub: KSBCL Liquor Trade Data amendment to Circular No. 162
dated : 19-02-2008

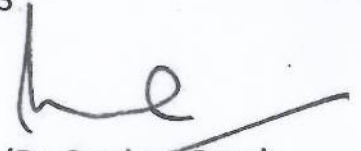
KSBCL maintains database of manufacturers supply and sale of liquor – supplier-wise, brand-wise, size-wise, range-wise, taluka-wise etc., and generates various MIS Reports based on data. Since the data is real, accurate and dynamic, it has immense value to various stake holders in the trade, specially the Manufacturers, based on this data they can analyse the trends and forecast and plan their future production and sales strategies.

In the Circular cited above, Manufacturers/ Suppliers/ Distilleries were provided with web access to obtain KSBCL Liquor Trade Data by means of Annual subscription and monthly subscription payable weekly at 0.02 % of the weekly turnover (purchase value).

In the meeting held on 11th and 12th of December 2012, Manufacturers/ Suppliers/ Distilleries Association have requested for providing database information at a nominal charge through web and in CD form every month.

In view of the above, KSBCL liquor trade data would be made available to all the present and future suppliers in CD form every month at a nominal fee of 0.01% of the weekly turn over (The turnover for this purpose shall be the purchase value). The collection of Annual Subscription fee is discontinued.

This comes into effect retrospectively with effect from 01-01-2013


(Dr. Sandeep Dave)
Managing Director

To,

All the Manufacturers / suppliers / distilleries/Association

Copy to:

1. Executive Directors
2. CGM(O)/GM's
3. DGM's/Managers
4. All the IML/Spirit Depot Managers
5. Circular – Master File & Spare copies.