

KARNATAKA STATE BEVERAGES CORPORATION LIMITED

Circular No.144

Date : 14.09.2007

Sub: Annual Subscription for KSBCL's Liquor Trade Data

KSBCL maintains databases on manufacture, supply and sale of liquor – supplier-wise, brand-wise, size-wise, range-wise, taluka-wise etc., and generates various MIS Reports based on its data-pool. 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.

Till July end 2007, such data was made available free of cost to the users. However, since this data has immense value and the Company has incurred costs on establishing systems to generate this data and incurs recurring costs too, to process and generate industry-specific reports, it has been decided to share such data with other users for a consideration.

In view of the above, from September 2007 onwards (i.e. data for the month of August 2007 onwards to be made available in September 2007 and thereafter), the following procedure shall be followed :

- i. The data shall be made available online with weekly updation.
- ii. At any point of time, data for a minimum period of two months (current month and previous month) shall be made available online.
- iii. The information online called “KSBCL LIQUOR TRADE DATA” shall be made available on payment as follows :

(i) Annual subscription at the following rate ;

- (a) Rs.10,000 for monthly turnover up to Rs.1 crore
- (b) Rs.50,000 for monthly turnover exceeding Rs.1 crore and up to Rs.5 crore
- (c) Rs.1,00,000 for monthly turnover above Rs.5 crore
(turnover for this purpose shall be the turnover for the month of July 2007 or the highest turnover in any month up to June-2008 whichever is higher.

AND

(ii) Monthly subscription at the following rates payable weekly :

0.05% of the weekly turnover. (The turnover for this purpose shall be the purchase value as calculated for weekly payment)

iv. Payment referred to in (iii) above shall be made / recovered as follows :

- (i) Annual subscription may be paid by cheque duly enclosed to the Subscription Form with signature (Annexure-A). The First Annual subscription shall be for the Excise year 2007-08 i.e. 1st July 2007 to 30th June 2008. Additional Annual Subscription shall be deductible based on increased turnover, if applicable in the month following the change of slab for Annual Subscription to which the supplier may have graduated.
- (ii) On signing the Subscription Form, 0.05% payable for every turnover shall be deducted in the weekly payment payable to the subscriber towards monthly subscription.

Note : Service Tax as applicable shall be recovered extra.

- v. The Company will endeavour to take all ordinary precautions to ensure that the data provided is accurate. However, the subscribers may note that there may be occasions for inaccuracies on account of technological and communication problems/limitations such as erroneous or non-synchronisation of data. Therefore, the data made available may be checked by the user for its accuracy through any other means, if need be, and KSBCL or its officials shall not be responsible for any consequential loss or damage suffered by the users, any other parties on account of decisions, if any, taken by the users on the basis of data made available.
- vi. If there are any discrepancies in the data, the same may be brought to the notice of KSBCL, for appropriate correction. KSBCL will not entertain any queries after 30 days from the date of the report.
- vii. Data made available to the subscriber shall not be shared / sold / made available to any other user who can put it to commercial use, without the prior approval of KSBCL.


Managing Director

To,

All the Manufacturers/suppliers/Distilleries

Copy to:

- i) OSDF/Executive Directors
- ii) GM(O)/ C.S.
- iii) DGM(O)/ AGM(O)/AGM(F)/C(A)/A.A.O./Managers
- iv) All the IML/Spirit Depot Managers
- v) Circular – Master File & Spare copies

Annexure-A

**KSBCL LIQUOR TRADE DATA
(Subscription Form)**

We hereby subscribe to “KSBCL LIQUOR TRADE DATA “ for the Excise Year 2007-08 and agree to pay the following :

1. Annual subscription :

(i) We enclose DD No..... datedfor Rs.....
(In words)
in favour of KSBCL, drawn on Bank,
payable at Bangalore, towards Annual Subscription.

(ii) We agree to pay additional Annual Subscription, if applicable and
authorize KSBCL to deduct the same out of payment due to us.

2. We authorize KSBCL to deduct 0.05% of the weekly turnover towards
Monthly Subscription. The turnover for this purpose shall be the purchase
value as calculated by KSBCL for weekly payment.

We have read and understood Circular No..... dated
stipulating terms and conditions of this subscription and we accept the same.

(Signature) :
Licensee Name :
Name of the Entity:
Code No.

For Office Use only

- 1) The Subscription is accepted.
- 2) Subscription Number is

Manager (HR)