

KARNATAKA STATE BEVERAGES CORPORATION LIMITED

Circular No.180

22.01.2010

Sub : Liquor Sales Policy 2009-10

Ref : Circular No.154 dated 07.12.2007

In partial modification to the above referred circular, the following sub-clause is included under clause 2.04 of the Liquor Sales Policy for issue of loose bottles of premium brands in the price range of Rs. 2500 and above per carton box.

(iv) Loose sale of 180 ml premium brands costing Rs.2500/- and above per carton box.

Size	Inner carton to be provided
180 ml bottles	For every 12 bottles, i.e., 4 inner cartons for a carton box containing 48 bottles. For every 24 bottles, i.e., 2 inner cartons for a carton box containing 48 bottles.

Each inner carton shall be superscribed with the relevant EAL nos., from and to pertaining to 12 or 24 bottles in each inner carton. The outer carton shall contain the entire details of EALs pertaining to 48 bottles

EAL number in respect of inner and outer cartons shall be superscribed in the existing format as given below:

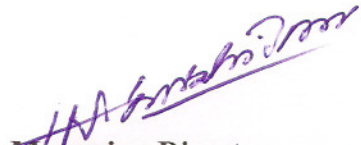
Supplies to KSBCL
Manufacturer / Supplier Name and Address
Excise Adhesive Label Nos: From To.....

Those manufacturers / suppliers who comply with the above requirements and products packed accordingly will be offered for sale.

Manufacturers / Suppliers who propose to introduce inner cartons shall obtain prior approval from the Corporation before supply.

The existing norms for purchase of loose bottles under clause 2.04 (i), (ii) and (iii) shall remain unaltered.

This will come into force with immediate effect.


Managing Director

To:

- i) All Manufacturers / Suppliers
- ii) MD / ED(O) / ED(F)
- iii) GM(O) / GM(F) / CS
- iv) DGM(S) / DGM(L) / JMs
- v) All IML Depot Managers
- vi) Circular – Master File