

STAGE - I ADDITIONAL REQUISITE

APPLICATION FEES

Fee structure applicable towards application for introduction at two stages are mentioned below. Please make the payment accordingly:

	Fees applicable for Ex-Servicemen	Fees applicable to MSME / Start-up Companies	Fees application for other companies
	(1)	(2)	(3)
Stage I	Rs. 2000/- per SKU	Rs. 3000/- per SKU	Rs. 15,000/- per SKU
Stage II	Rs. 3000/- per SKU	Rs. 5000/- per SKU	Rs. 15,000/- per SKU

*** Startup / MSM Enterprises claiming fee concession as above should furnish relevant certificate / proof of their status, failing which fees as per Col (3) will be applicable to them.**

STAGE - I (AT THE TIME OF APPLICATION)

1.	Annual first point sale of each offered products separately in Rupee value (in Lakhs) and in quantity in terms of units (cases for liquor only) along with Company Annual Turnover for preceding three years in India (excluding exports) duly certified by Chartered Accountant. This is not applicable for Four wheelers & Two Wheelers.
2.	Balance Sheet, Profit and Loss A/c and notes to accounts for the last three financial years duly audited by Chartered Accountant.
3.	Details of Distribution Network of offered products covering all regions where CSD depots are located in the country. a) Addresses of your warehouses in India. b) Addresses of your C&F Agents in India. c) Addresses of your major distributors/wholesalers in India.
4.	Market Share in percentage of each offered products at the All India Level alongwith certificate from any reputed Market Research Agency.
5.	Supporting document related to type of Business i.e. if Sole Proprietor Ship / Partnership / Private Limited Company / Public Limited Company / Any Other – please specify.
6.	Copies of labels & label registration with the excise authorities & trade invoice of offered liquor items for states in which civil trade is carried out for which Ex Distillery price are quoted in the application (for minimum 10 (ten) states) (FOR LIQUOR)
7.	IMFL/Rum/Beer/Wine items having sale in civil market for quantity sold in cases per year duly supported by Excise Duty paid and certified by respective Excise authorities (Customs authorities in case of BIO products) in respect of offered items for last two years (For LIQUOR) .
8.	If the products are BIO, specify quantity produced and sold world over in the last three years. Also provide a copy of your agreement with the brand owners permitting you to bottle and sell the branded product in India (FOR LIQUOR) .

STAGE - II ADDITIONAL REQUISITE
STAGE - II (AFTER SHORLISTING OF ITEMS)

1.	Valid Factory License under Factory Act 1948.				
2.	Latest Test Report in respect of each item from Govt. / Govt. recognised laboratory / NABL Accredited Labs.				
3.	FSSAI Certificate for food products.				
4.	Valid GS1 Certified Barcodes of the offered Products.				
5.	If outsourced, manufacturing agreement and manufacturing Trade Invoice of the applied products.				
6.	Technical Data Specification(TDS) for each products. (as per format at APPX-B)				
7.	In case of Hosiery and Textile items submit original cloth certificate in regard to reed/pick/count/weight from government recognised Laboratories/Institute. (as per format at APPX-C)				
8.	Latest Income Tax and clearance Certificate Duly attested by a recognized Chartered Accountant.				
9.	If the item(s) is imported, submit : i) Name & address of Principal Importer ii) Bill of lading iii) Bill of Entry iv) Commercial invoices with landed price in rupees. v) Warehouse address and ownership documents or certificate agreement copy of hired Warehouse				
10.	Valid Brand Registration Certificate of Trade Mark Registry . If applied for registration of Trade Mark, Submit Certificate on Rs 100/- Non-Judicial Stamp Paper. (as per format at APPX-E)				
11.	Monthly production capacity of each of the offered products (Both normal & maximum)				
12.	Production capacity of the distillery in bulk litres duly certified by Excise authorities				
13.	Product pricing (Applicable for price revision also) duly certified by Chartered Accountant in format given at APPX-A. Details of cost should match with first point trade invoice in respect of the state where the lowest trade price for the product is offered. In case of Brand owner, details of transfer price be provided showing other components of pricing. (Not Applicable for AFD-I items)				
14.	Details of quality control measure being taken at each of the manufacturing premises (Write up in max 2 pages).				
15.	If existing supplier to CSD, furnish the details in the following format :				
	Index No.	Nomenc-lature	Date of introduction in CSD	% age of initial discount given to CSD	Item wise turnover for 3 years in CSD
16.	Complete postal address and telephone numbers of five major retailers for each of the offered products in metro cities.				
17.	Details of item(s) being sold through the agencies like Apna Bazar, Co-operative Societies, Super Bazar, Govt. Agencies or through large retail chains such as Malls/ Metro including rates thereof and also attach copies of current cash memo.				
18.	GST Registration Certificate / ISI/Agmark/FPO/FSSAI Registration No.(Mandatory in respect of Electrical appliances consuming power i.e. Iron, Immersion Rod, Heater, Oven kettle etc. and Liquor/ Food products) alongwith copy of the registration certificate. Details of relevant latest ISI/BIS/any other specification & parameters thereof should be attached.				

19.	Copy of manufacturer's invoice to wholesalers / distributors i.e First Point Trade Invoice of all the states.
20.	Attach one foolscap paper write-up about your firm and each products along with product leaflets.
21.	Certificate from the Excise authorities to the effect that the Rum is matured for the number of years as mentioned in your application (for Matured Rum only).
22.	Clearance certificate from Pollution Control Board.
23.	Details of Alcoholic Litre, Proof Litre, Bulk Litre and source of supply to all CSD Area Depots.
24.	Undertaking associated with servicing and after sales services from Authorized service centers as per format at Annx-D
25.	Address of authorized dealer network covering all CSD Area Depots all Over India (for automobiles and White Goods)
26.	After sales service outlets with address, Contact Person & Phone nos. all over the country.
27.	Technical literature of the products (for automobiles and White Goods)
28.	Declaration from Chartered Accountant verifying and mentioning the lowest trade rate for each of the products anywhere in the country along with trade invoice copy of the same.

(*) THE FIRMS ARE HAVING PROVISION TO SUBMIT STAGE-I & STAGE-II DOCUMENTS TOGETHER AT THE TIME OF FILING INITIAL APPLICATION EXCEPT FOR STAGE -II FEES WHICH WILL BE ASKED FOR AFTER SHORTLISTING OF ITEMS AND RECEIPT OF ALL RELEVANT DOCUMENTS.