



COFFEE BOARD: BANGALORE
[EXPORTS]
GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
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Ref: MAR/EXP/52-C/2010-11/ 820

Date: 25/08/2010

CIRCULAR

Sub: Providing incentives under the Scheme on Export Promotion of Coffee during XI Five Year Plan Period 2007-12

- Ref: 1. Circular No. MAR/EXP/51-C/2008-09/540 dated 12.08.2008
2. Circular No. MAR/EXP/51-C/2008-09/854 dated 21.10.2008
3. Circular No. MAR/EXP/2009-10/1115 dated 13.08.2009
4. Circular No. MAR/EXP/2009-10/1234 dated 23.09.2009

Please refer to this office circular cited under reference No.1, wherein approval of the Ministry of Commerce & Industry, Department of Commerce, New Delhi conveyed vide its communication No. 4/1/2007-Plant-B dated 25.04.2008, has been intimated for claiming Export Incentive for export of Value Added Coffee as India Brand @ Rs.2/- per kilogram and export of High Value Green Coffee to far off markets @ Re.1/- per kilogram during XI Five Year Plan period 2007-2012.

The Registered Exporters may prefer their claims for the year 2010-11 for export of Value Added Coffee as India Brand @ Rs.2/- per kilogram on the

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green coffee utilized for its manufacture/preparation to a maximum of 2.6 kgs. for Instant/Soluble coffee and 1.19 kgs for Roasted coffee seeds and R & G coffee and for export of High Value Green Coffee @ Re.1/- per kilogram to far off markets U.S.A., Canada, Japan, Australia & New Zealand subject to the terms and conditions indicated in this circular.

I. VALUE ADDED COFFEE:

The following are the Value Added Coffee identified for the benefit of Export Incentive exported in a retail consumer pack up to a maximum quantity mentioned against each

	Maximum Qty in Grams
a) Roasted Coffee Seeds	1000
b) Roasted and Ground Coffee	1000
c) Instant\Soluble Coffee	500

The Exporters are required to use "Coffees of India" Logo circulated vide this office circular No. MAR/EXP/65-B/2009-10/854 dated 21/10/2008 on every retail consumer pack in a manner all the words in the logo viz., "Shadegrown", "Sustainable" and "Scintillating" are clearly readable. However, the size of the logo may depend on the size of the retail consumer pack. In case, the "Coffees of India" logo could not be used on the retail consumer pack, the reason for non-adoption of the logo is to be justified and accepted by the Board.

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II. High Value Green Coffee:

The following types and grades of Green coffee including Organic and Estate Branded coffees are classified as High Value Coffees:

Si.No	Exportable Type & Grade of green coffee
1	Plantation PB Bold
2	Plantation AA
3	Plantation PB
4	Plantation A
5	Plantation B
6	Plantation Bulk
7	Mysore Nuggets EB (Specialty Coffee)
8	Arabica Cherry PB Bold
9	Arabica Cherry AA
10	Arabica Cherry A
11	Arabica Cherry PB
12	Arabica Cherry AB
13	Arabica Cherry Bulk
14	Monsooned Malabar AA(Specialty Coffee)
15	Monsooned Malabar Basanally(Specialty Coffee)
16	Robusta Parchment PB Bold
17	Robusta Parchment PB
18	Robusta Parchment A
19	Robusta Parchment AB
20	Robusta Parchment Bulk
21	Robusta Kaapi Royale(Specialty Coffee)
22	Robusta Cherry PB Bold
23	Robusta Cherry AA
24	Robusta Cherry A
25	Robusta Cherry AB
26	Robusta Cherry PB
27	Robusta Cherry Bulk
28	Robusta Cherry Clean Bulk
29	Monsooned Robusta AA(Specialty Coffee)

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III. TERMS AND CONDITIONS :

1. The Exporter should be a Registered Exporter of Coffee with Coffee Board and should have exported the Coffees, listed above against Export Permit and ICO Certificate of Origin.
2. The scheme is operational with effect from 1st April 2008. The payment of export incentive will be made only against claim and settlement will be on FIFO method (First in First Out).
3. The exporters are submitting the post shipments documents against the export Permits obtained, for confirmation. While claiming the export incentive, the exporters are required to submit self attested copies of the following documents for consideration of their claims:-
 - a) Claim Form in duplicate
 - b) Export permit returned to the exporter by the Customs with their endorsement
 - c) ICO certificate of origin having customs endorsement
 - d) Bill of Lading containing the Permit No. and Permit Date along ICO identification Mark No.
 - e) The specimen of retail consumer pack used for export of Value Added Coffee.
4. The claim should be preferred monthly/quarterly spreading throughout the year in a specified claim form addressed to the Dy. Director (P&C), Export Section, Coffee Board, No.1 Dr. Ambedkar Veedhi, Bangalore- 560 001 by post or in person.
5. The date of export is the date mentioned by the Customs Authorities in their endorsement on Export Permit/ICO Certificate of Origin.

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6. In case of rejected Coffee for which export incentive has already been received should be refunded within a month to the Board of such re-imports.
7. Except the Coffee Growing States viz Karnataka, Tamilnadu & Kerala, all other Coffee Growing States are considered as Non-Traditional Areas for the purpose of this scheme.
8. The Chairman, Coffee Board, Bangalore is the authority for taking final decision in admitting or rejecting or relaxation of above terms & conditions on any claim and the legal area of the jurisdiction is Bangalore, in case of any dispute that may arise in this regard.

Yours faithfully,



DIRECTOR OF FINANCE

Encl: Claim Format

To

1. All Registered Exporters of Coffee
2. The President, Exporters Association, Bangalore
3. The President, Specialty Coffee Association of India, Bangalore
4. PS to Chairman
5. PA to Secretary/DR \ DF\DD(P&C)\
6. SLO(Hqs)\SLO(P)/TO/HD(QC)\DD(A/cs)
7. AG (Economist) with a request to make necessary action to get the circular uploaded in the Board's Website.

1. It is declared that the Organic Coffee Exported has been produced as per the guidelines of NPOP.
2. It is declared that, the coffee exported as Estate Branded Coffee has established its name in International Market and readily recognized based on its estate name & place of growth and commanded premium.
3. It is declared that, the value added coffees exported in retail consumer pack depicting "Coffee of India" logo as specified by Coffee Board
4. It is declared that the claim preferred by me/us is/are true to the best of my/our knowledge and belief. In case, the claim is found to be false at a later date, the incentive received will be refunded to the Board.

Yours faithfully,

Place:

Date:

AUTHORIZED SIGNATORY
OF THE REGD. EXPORTER
WITH SEAL

Note: Please strike out whichever is not applicable in the above declaration.

Encl: Self attested copies of Export Permit & IC0 Certificate of Origin having Customs endorsement with a copy of Bill of Lading are enclosed in respect of the above shipments mentioned in the table.
