

Modalities for Implementation of

Component 8 : Export Promotion - Providing Export Incentive

Objective : The objective of the scheme is to maximize export earnings by enhancing the market share of value added coffees and high value differentiated coffees in important high value international markets.

8.1 Eligibility

All the Registered Coffee Exporters with Coffee Board having valid registration are eligible for the benefits under the scheme.

8.2 Scale of Incentive

- i) Rs. 3/- per Kg. for export of Value Added Coffees in retail consumer packs exported as 'India Brand', calculated on the Green Coffee utilized for its manufacture/preparation at the maximum rate of 2.6 kg for Instant/Soluble coffee and 1.19 kgs for Roasted coffee seeds and R & G Coffees.
- ii) An export incentive of Rs.2/- per kg. for the export of High Value Green Coffees to far off high value markets viz., U.S.A., Canada, Japan, Australia, New Zealand, South Korea, Finland and Norway.

The selection of high value markets will be subject to review on export performance on completion of two years at Board level in consultation with stakeholders and countries would be added/ deleted based on the need.

8.3 Export of Value Added Coffee as 'India Brand' eligible for the export incentive

- i) The following are the Value Added Coffees identified for the benefit of Export Incentive exported in a retail consumer packs as 'India Brand' up to a maximum quantity mentioned against each.

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



- ii) The retail consumer pack containing Value Added Coffees should clearly depict that coffee is from India by adopting either or both of the following 'Coffees of India' logos in every consumer pack and also depict the words 'Made in India' or 'Product of India' or 'Produce of India' etc.

A. "Coffees of India" mother logo depicting a woman harvesting coffee



B. "Coffees of India" Logo with all the words in the logo viz., "Shadegrown", "Sustainable" and "Scintillating" are clearly readable on every retail consumer pack.



8.4 Export of High Value Green Coffee eligible for the export incentive

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

Sl.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

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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)

8.5 Procedure for Application

All the registered exporters of coffee with Coffee Board would furnish the claim for export incentive as per the terms and conditions specified with the following claim forms

- i) FORM A - for claim of Export Incentive for export of High Value Green Coffee to far off destinations'
- ii) FORM B - for claim of Export Incentive for export of Value Added Coffees in retail consumer packs as 'India Brand'.
- iii) The application for export incentive should be submitted to the Deputy Secretary, (Export Section), Coffee Board, #1, Dr. B. R. Ambedkar Veedhi, Bangalore - 560001.
- iv) The applications will be processed on first come first basis.

8.6 Disbursement of export incentive

The export incentives shall be released to the exporters' bank accounts through EFT in cases where the applications are complete in all respects and fulfil the eligibility criteria.

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8.7 Terms and Conditions

- i) An Exporter should be a Registered Exporter of coffee with the Coffee Board and should have exported coffee against Export Permit and ICO Certificate of Origin
- ii) The export incentive will be made only against claim.
- iii) While claiming the export incentive, the exporters are required to submit self-attested copies of the following documents for consideration of their claims. These documents have to be submitted permit wise:-
 - 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 (BL).
 - E. In the case of claim towards export of value added coffees, the exporter should provide a specimen of retail consumer packs/labels used in each of such shipments. The specimen of retail consumer packs/labels should denote the following:
 - a) If the information on specimen copy\label is other than in English language, the same should be translated into English by an Authorized translator with seal & signature of the translator and the same shall be self-certified by the concerned exporter.
 - b) The specimen retail consumer pack/label submitted should be in color& should be readable and contain Weight/Capacity of the unit
 - c) The Export Permit No (Form-C) & its date should be indicated and self-certified.
- iv) The claim should be preferred monthly/quarterly spreading throughout the year in the specified claim form addressed to the Deputy Secretary (Export), Export Section, Coffee Board, No.1 Dr. Ambedkar Veedhi, Bangalore- 560 001 by post or in person.



- v) The date mentioned by the Customs Authorities in their endorsement on Export Permit/ICO Certificate of Origin should be reckoned as the date of export.
- vi) In case of rejected Coffee lots for which export incentive has already been claimed, it is the responsibility of the exporter to refund the entire claim amount to the Board within a month of rejection.
- vii) As the incentive claim is to be made through Bank, the exporter should furnish the
 - a) Account Name
 - b) Type of Account and Number
 - c) Name of the Bank and Branch address
 - d) IFSC/RTGS/NEFT code

8.8 Amendment to the Scheme

The Coffee Board reserves the right to amend, amplify or abrogate in its discretion any of the terms and conditions of the scheme without notice as it may consider necessary for efficient execution of the scheme and fulfillment of its objectives.

- 8.9** Applications of persons who resort to making offers, rewards, gifts or any material benefit, or any coercion either directly or indirectly, to influence the sanction process shall summarily be rejected. Similarly, legal action will be initiated for recovery with applicable interest against applicants who obtain the export incentive benefit by willfully furnishing wrong/incorrect information, misrepresentation and suppression of information.



3. It is declared that the coffee exported is estate branded coffee in the name of _____(please specify).
4. It is declared that the claim preferred by me/us is/are true to the best 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

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.

2. It is declared that the claim preferred by me/us is/are true to the best 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

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