



कॉफीबोर्ड / COFFEE BOARD
NO.1, Dr. B.R. AMBEDKAR VEEDHI,
BENGALURU-560 001
[EXPORT SECTION]
PHONE: 91-080-22375923; FAX: 22255557
E_mail: coffeexports@gmail.com

No.MAR/EXPORTS/MTF/2018-19/ 499

13th July, 2018

NOTIFICATION

Sub: Implementation of 'Integrated Coffee Development Project' Scheme under the 'Medium Term Framework period (2017-18 to 2019-20)' – Modalities/ Guidelines for Export Promotion Scheme – Providing Transit/Freight Assistance for Coffee Exports – Reg.

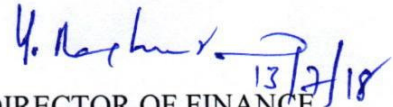
Ref: Letter No.4/2/2017-Plant B dated 15th March 2018.

The Government of India has conveyed approval for implementation of the 'Export Promotion Scheme – Providing Transit / Freight Assistance for Coffee Exports' under the Component 'Integrated Coffee Development Project' Medium Term Framework period (2017-18 to 2019-20) along with the Implementation Modalities vide letter cited under reference.

The implementation of the Scheme will be subject to the following conditions.

1. The date of implementation of the Scheme will be **effective from the date of issue of this Circular i.e., for the export permits issued on or after 13th July, 2018.**
2. The Registered Coffee Exporters may prefer the claim separately in the prescribed proforma for High Value Green Coffees (FORM-A) and Value Added Coffees (FORM-B) as annexed to the Modalities.

The modalities for providing Transit / Freight Assistance for Coffee Exports have been hosted in the Coffee Board's website <https://www.indiacoffee.org>.


13/7/18
DIRECTOR OF FINANCE

- Copy to: 1) DS to Secretary / PA to Chairman / PA to DF / PA to DR
2) The President, Coffee Exporters Association, Bengaluru
3) The Dy. Director (Accounts) / Dy. Secretary (Plan Fund Accounts)
4) The Dy. Director (MR) for uploading on Board's website.

**Integrated Coffee Development Project - Medium Term Framework period
(2017-18 to 2019-20)**

Modalities for Implementation of:

**Sub Component 3.1: Export Promotion - Providing Transit/Freight Assistance for
Coffee Exports**

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.

3.1.1 Eligibility

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

3.1.2. Scale of Transit/Freight Assistance

- i) **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 and Finland and Norway.
- ii) **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 rate of maximum of 2.6 kg for Instant/Soluble coffee and 1.19 kgs for Roasted coffee seeds and R & G Coffees.

3.1.3. Export of Value Added Coffee as 'India Brand' eligible for Transit/Freight Assistance

- i) The following are the Value Added Coffees identified for the benefit of Transit/Freight Assistance 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.

G. S. Srinivasan
13/07/18

A. **“Coffees of India” Mother Logo** depicting a woman harvesting coffee. The wordings ‘Coffees of India’ should be clearly readable. The **size of the logo should not be less than** the following measurement.

- a) For packs up to 100 grams – 1.5 cm width X 2.0 cm height
- b) For packs more than 100 grams upto 200 grams – 2 cm width X 2.5 cm height
- c) For packs more than 200 grams– 2.5 cm width X 3.00 cm height



B. **“Coffees of India” Export Logo** with all the words in the logo viz., “Shade grown”, “Sustainable” and “Scintillating” are clearly readable on every retail consumer pack.

The size of the logo should not be less than the following measurement.

- a) For packs upto 100 grams – 1.5 cm diameter
- b) For packs more than 100 grams upto 200 grams – 2.0 cm diameter
- c) For packs more than 200 grams – 3 cm diameter



- iii) The logos should be printed on the same pane, where the main company branding label is appearing.
- iv) The Assistance is **allowed only for the export of Value Added Coffees packed with pure coffees.** If value added coffees are packed and exported with mixture of Chicory or any other admixtures, such coffees are not eligible for claiming assistance.

3.1.4. Export of High Value Green Coffee eligible for the transit/freight assistance for coffee export

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

Dr. Subhash C P
13/07/18

2/5

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) / Monsooned Malabar Arabica AA (Specialty Coffee)
15	Monsooned Malabar Basanally (Specialty Coffee) / Monsooned Malabar Arabica A (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 AAA
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)
30	Monsooned Robusta AA(Specialty Coffee) / Monsooned Malabar Robusta AA (Specialty Coffee)

3.1.5. Procedure for claiming transit/freight assistance for coffee exports

All the registered exporters of coffee with Coffee Board would furnish the claim for Transit/Freight Assistance as per the terms and conditions specified with the following claim forms:

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

3.1.6. Disbursement of transit/freight assistance for coffee exports


The Transit/Freight Assistance 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.

[Handwritten Signature]
13/09/18

3/5

3.1.7. 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 Transit/Freight Assistance will be made only against claim.
- iii) While claiming the Transit/Freight Assistance, 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.
 - a. 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.
 - b. If the validity period of the permit issued is expired, copy of the extension of validity letter obtained by the Board OR the Let Export Order (LEO) Copy should be enclosed.
 - C. ICO certificate of origin having customs endorsement
 - D. Bill of Lading (BL).
 - E. Invoice
 - F. 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 colour & should be readable and contain Weight/Capacity of the unit
- iv) The claim should be preferred monthly/quarterly spreading throughout the year in the specified claim form addressed to the Deputy Director (Market Research), Export Section, Coffee Board, No.1 Dr. Ambedkar Veedhi, Bengaluru - 560 001 by post or in person.
- v) In case of rejected Coffee lots for which Transit/Freight Assistance has already been claimed, it is the responsibility of the exporter to refund the entire claim amount within a month of rejection to the Board.
- vi) As the incentive claim is to be made through Bank, the exporter should furnish the
 - a) Account Holder Name
 - b) Type of Account
 - c) Account Number
 - d) Name of the Bank and Branch address
 - e) IFSC/RTGS\NEFT code
 - f) Aadhar Number (if applicable)
 - g) PAN number


13/07/18

4/5

3.1.8. Amendment to the Scheme

- The submission of application by the applicant or acceptance of the application by the office does not entitle the applicant for the eligible assistance from the Coffee Board. The release of eligible assistance to the applicant is subject to availability of funds during a particular year.
- 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 fulfilment of its objectives.
- 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 subsidy benefit by wilfully furnishing wrong/incorrect information, misrepresentation and suppression of information.

Dr. Subhash
13/07/18

**Claim of Transit/Freight Assistance for export of High Value Green Coffee to
far off destinations**

To
The Deputy Director (MR)
Export Section,
Coffee Board,
No. 1, Dr. Ambedkar Veedhi,
Bangalore-560 001

Sir,

Sub: Transit/Freight Assistance for export of High Value Green Coffee to
far off destinations - for the month/quarter of.....

Please find herein enclosed self-attested copies of post-shipment documents in respect of the exports of coffee mentioned in the table with a request to consider for Transit/Freight Assistance.

SI. NO.	PERMIT NO. & DATE	ICO CERTIFICATE NO. & DATE	DATE OF EXPORT	TYPE & GRADE OF COFFEE	DESTINATION COUNTRY	QTY. IN KILOS EXPORTED	AMOUNT CLAIMED @ Re. 2/- kg./
1	2	3	4	5	6	7	9
TOTAL							

Please tick whichever is applicable:

1. It is declared that the coffee exported is high value green coffee as per modalities of the export promotion scheme.
2. It is declared that the Organic Coffee and Other Certified Coffees are exported with valid Certifications.
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 & ICO Certificate of Origin having Customs endorsement with a copy of Bill of Lading and Invoice are enclosed in respect of the above shipments mentioned in the table.

**Claim of Transit/Freight Assistance for export of Value Added Coffee
in retail consumer pack as 'India Brand'**

To
The Deputy Director (MR)
Export Section,
Coffee Board,
No. 1, Dr. Ambedkar Veedhi,
Bangalore-560 001

Sir,
Sub: Transit/Freight Assistance for export of Value Added Coffee in retail consumer pack as 'India Brand'
for the month/quarter of

Please find herein enclosed self-attested copies of post-shipment documents in respect of the exports of coffee mentioned in the table with a request to consider the Transit/Freight Assistance.

SI. NO.	PERMIT NO. & DATE	ICO CERTIFICATE NO. & DATE	DATE OF EXPORT	TYPE & GRADE OF COFFEE	DESTINATION COUNTRY	QTY. IN KILOS EXPORTED	QTY. OF GBE USED FOR VALUE ADDED COFFEE	AMOUNT CLAIMED @ Re. 3/- kg./
1	2	3	4	5	6	7	8	9
TOTAL								

1. It is declared that, the export of value added coffees has been done in a retail consumer pack as 'India Brand' depicting 'Coffees of India' logo as specified by the Coffee Board. The retail consumer pack also depicts that the coffee is 'Made in India' or 'Product of India' or 'Produce of India'. A copy of the retail consumer pack label used for each of the above shipments is attached as reference and proof.
2. The Assistance is claimed only for the export of Value Added Coffees packed with pure coffees, without any mixture of Chicory or other admixtures.
3. 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 & ICO Certificate of Origin having Customs endorsement with a copy of Bill of Lading and Invoice are enclosed in respect of the above shipments mentioned in the table.