

# Govt corpn procuring only select liquor brands, claim manufacturers

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**New Delhi:** Fearing that they may lose out on sale during the festival season, Confederation of Indian Alcoholic Beverage Companies (CIABC) has written to the Delhi government that one of its corporations has stopped placing orders of certain brands claiming that they were not very popular with customers.

In a letter to Delhi Tourism and Transportation Development Corporation (DTTDC), one of the four government companies in retail business of liquor in the capital, CIABC director general Vinod Giri has claimed that inexplicably, only a select few brands, categorised as 'popular', were being procured. "This has disrupted the business of supplier companies particularly in the ongoing peak festive season," Giri said in his letter.

When asked, a senior DTTDC official said the matter was being examined. "We will soon find a solution to the issue."

CIABC represents major Indian companies such as Radico Khaitan, Allied Blender and Distillers, Jagatjit Industries, Mohan Meakin, AlcoBrew Distilleries, Modi Illva, Amrut Distilleries and Sula Vineyards among others.

According to Giri, the liquor manufacturers paid the fee for the full year to the excise department, even when they could sell alcoholic beverages for a truncated period of just seven months since September 1 under the old excise regime. Shutting them out in this manner erodes whatever chances they had to recover the fees with sales, he said.

"Many companies have informed us that they are not receiving orders for their products from DTTDC. It appears that the corporation is placing orders for just about twenty brands," said Giri. "We have requested DTTDC to restore the market-based ordering pattern where orders are placed on the basis of sales in retail shops," he added.

A senior Delhi government official, however, said no brands were being stopped from selling in Delhi. "There were complaints that some suppliers were trying to push their brands, which was affecting the business of others. An analysis of the sale of various liquor brands was conducted at all corporations and this pattern was found at shops of one of them. To stop such activities, a course correction has been done," the official said.