



कयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार)
Ministry of MS&ME, Govt. of India)

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CIRCULAR

**Sub: Rationalization of the Showrooms-Modified Circular No.E
8118/I-14012(42)/2/2020-DM dated 27.07.2020.**

1. The Board Commission on sales is fixed at 25%.
2. The discount slabs shall, hereafter, be applicable as below:

	Slab for sales	Discount rate	Board's Commission
1	Upto Rs.4,99,999/-	10%	15%
2	Rs.5,00,000/- to Rs.9,99,999/-	15%	10%
3	Rs.10,00,000/- to Rs.99,99,999/-	20%	5%
4	Above Rs.1,00,00,000/-	22%	3%

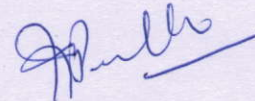
3. Review for rationalization shall be undertaken in every three years.
4. Display-cum-sales counters shall be set up in all Sub offices of the Board, by incurring one-time expenditure for modification.
5. The maximum discount allowed from Board's side in respect of sales through GeM, tender participation, COVID sales is fixed at 20%, if it is less than 1 Crore.
6. For any single sales of Rs.1.00 Crore and above, the maximum Board's discount shall be 22%.
7. In all circumstances the Board's Commission to be charged on the sale of stock available at the Showrooms should be as per the latest

instructions from Head Office in this regard from time to time. At present, the Board Commission fixed is 25% vide circular no.E 8118/I-14012(42)/2/2020-DM dated 27.07.2022. The discount allowed as per the slab fixed above should be out of the Board Commission.

8. The discount allowed from the Board side out of the Board Commission should be reflected in the sales invoice irrespective of the nature of sales. Permission from the Competent Authority must be obtained in such cases where the discount allowed are not reflecting in the sales invoice.
9. Tax Deducted at Source (TDS) on IT is not applicable to Coir Board on realization of sales proceeds as all income accrued/received by Coir Board are exempted from income tax under section 10(29A) of Income Tax Act, 1961 and Tax Deducted at Source (TDS) on GST are not applicable in the case of sales effected by Showrooms with Government. Any deductions from the Sales Proceeds towards TDS/TDS on GST are the responsibility of the concerned Manager i/c of Showroom.
10. Implementation of festival season discount of 15% for 90 days in 6 spells will be as decided by the Manager, in consultation with the Zonal Director under intimation to HO, out of which two spells shall be for important exhibitions. The 6 spells should be evenly distributed in four quarters. The festival discount sales and discounts allowed shall be properly reported to the Showroom Accounts Section without fail.
11. The discount for bulk sales or any other purposes and festival season discount cannot be combined together and any one of the two shall be applied on a particular sale.
12. Board Commission/Board discount should be clearly mentioned in the Consignors Bill. Uniformity should be maintained with all the invoices.

13. While counting discount spell period, Showroom off days may be excluded other than the exhibition days.
14. Discount is applicable to credit sales to Govt. Institutional Sales as well as private parties. The responsibility for realization of the credit sales within a period of 30 days is with the concerned Manager.
15. All Zonal Directors/ Managers/ In Charges shall plan their sales activities in a vigorous manner invoking the above provisions into action so that there should not be a NIL sales report in a particular month from any showroom.
16. All the concerned Managers/ In charges are advised to follow the above instructions for strict compliance, any sort of laxity in this regard will be viewed seriously.
17. This Circular supersedes all other Circular issued in this regard.

This issue with the approval of Chairman, Coir Board.



Deputy Director (Mktg)