

(c) whether Government's attention has been drawn to paper entitled "Consumer Rights—a case study of Soft Drinks Industry" presented at a seminar "Consumer Right and Law" at the Faculty of Law, Delhi University, on the 23rd March, 1984, if so, what is Government's reaction to (i) unfair competition to juice-based drinks from soft drink manufacturers; (ii) exorbitant profit margins of SAW's; (iii) laxity in implementation of FPO-1955?

THE DEPUTY MINISTER IN THE DEPARTMENT OF ELECTRONICS AND IN THE MINISTRY OF FOOD AND CIVIL SUPPLIES (SHRI M. S. SANJEEVI RAO): (a) Yes, Sir.

(b) Show-cause notices were served on the licensees under the Fruit Products Order, 1955 for not complying with the requirements of clause 11(3) of the Order. Replies received thereto are under consideration.

(c) Government has received a paper with the same title from a consumers' organisation. The Fruit Products Order, 1955—the existing regulatory instrument—does not envisage any control on competition between various products which come under its purview, except in relation to advertisement/publicity, or on product prices/profit margins. As for implementation of the Order, the position is as indicated in reply to part (b) of the Question.

#### Ex-factory price of soft drinks

1286. SHRI KAILASH PATI MISRA: Will the Minister of FOOD AND CIVIL SUPPLIES be pleased to state:

(a) whether Government's attention has been drawn to the news report "Consumer face malpractices, adulteration" appearing in the *Patriot* of 24th March, 1984;

(b) if so, what is the quantity manufactured, exported as also sale price of the soft drinks of each category and brand of soft drinks produced by licence holders Nos. FPO 5200, 5238, 2905 and 2380 during the last three years; and

(c) the rate of taxes and excise duties included in the stated factory sale prices of these licences as well as sale prices of licence holders No. 31 and 1938?

THE DEPUTY MINISTER IN THE DEPARTMENT OF ELECTRONICS AND IN THE MINISTRY OF FOOD AND CIVIL SUPPLIES (SHRI M. S. SANJEEVI RAO): (a) Yes, Sir.

(b) A statement is attached. (See below)

(c) Form 'C' in which the licensees are required to submit the return under the Fruit Products Order, 1955 does not require them to furnish the information on rates of taxes and duties. This information is therefore not available with the Ministry.

## Statement

Sl. No.	Licence No. FPO	Brand/category of soft drink	Quantity manufactured (Kgs.)		Quantity exported		Sale Price (ex-factory per crate of 24 bottles of 200 ml. each in Rs.)					
			Quantity		Quantity		1981					
			1981	1982	1981	1982	1981	1982	1983	1981	1982	1983
1	2	3	4	5	6	7	8	9	10	11	12	
1	5200	(i) Thiril	..	..	1,573,945	..	..	..	..	..	13.80	
		(ii) Sprint	..	..	954,638	..	..	..	..	..	Do.	
		(iii) Rush	..	..	370,747	..	..	..	..	..	Do.	
2	5238	(i) Gold Spot	..	..	200,485	..	..	..	..	..	13.71	
		(ii) Limca	..	..	329,371	..	..	..	..	..	Do.	
3	2905	(iii) Thums Up	..	..	621,173	..	..	..	..	..	Do.	
		(vi) Rm Zam	..	..	45,380	..	..	..	..	..	Do.	
		(i) Gold Spot	827,533	951,115	737,534	..	..	..	12/ & 13	13 & 15/	15	
		(ii) Limca	2,762,410	3,149,472	2,059,322	..	..	..	Do.	Do.	Do.	
		(iii) Rm Zam	225,510	271,800	254,962	..	..	..	Do.	Do.	Do.	
		(iv) Thums Up 200 ml.	3,937,728	3,617,285	2,561,838	..	..	..	Do.	Do.	Do.	
		(v) Thums Up 500 ml.	420,672	266,433	239,830	..	..	..	Do.	(per crate of 12 bottles.)		

2	3	4	5	6	7	8	9	10	11	12
2380	(i) '77' (Caua)	4,289,371	3,615,926	2,580,936				8-87	10-00	11-50 & 13-75
								10-00	10-37	
								11-55	11-25	
								12-68	11-50	
	(ii) '77' (Orange)	820,392	814,220	640,968				8-87	10-00	11-50 & 13-75
								10-00	10-37	
								11-55	11-25	
								12-68	11-50	
	(iii) Tingler (Lime Lemon)	894,331	1,167,220	1,134,192				8-87	10-00	11-50 & 13-75
								10-00	10-37	
								11-55	11-25	
								12-68	11-50	
	(vi) Tingler (Chia)			43,675				8-87	10-00	11-50 & 13-75
								10-00	10-37	
								11-55	11-25	
								12-68	11-50	