

PRESS NOTE

Mysore Sales International Ltd. (MSIL), A premier Govt. of Karnataka Undertaking has successfully completed 56 years of its existence in the market. Presently, Company's operations include Retail Liquor, Chit Fund, 'Vidya' & 'Lekhak' Notebooks, Stationery, Solar Water Heater, Tours & Travels, Packaged Drinking Water and Generic Medicine.

Consequent to the ban of Arrack sale in the state of Karnataka, instances of sale of illicit liquor were reported in rural and remote areas endangering the lives of people. In this backdrop, in order to curb these malpractices, Govt. of Karnataka had allotted **1363** retail liquor outlets to MSIL. Presently, **1044 CL 11(C)** licenses have been received by MSIL out of which **979** liquor stores are operational across the state of Karnataka. The objective is to provide quality liquor at MRP to the consumers. Turnover of **Rs. 2399 Cr** has been achieved in the FY 2021-22 under Beverage operations.

MSIL ventured into Chit Fund business to protect the public from being exploited by unregistered and fly-by-night chit operators. Currently there are **26 Chit branches** with more than **2 lakh** subscribers availing the benefit so far from MSIL safe chits. MSIL is planning to expand its Chit operations by opening branches at all district and taluka headquarters in the coming days. Turnover of **Rs. 308 Cr** has been achieved in the FY 2021-22 under Chit Fund operations.

MSIL is also providing students with quality notebooks at affordable price under its well-known brands of "VIDYA" & "LEKHAK". Apart from the student notebooks, Paper Division has a full range of school and office stationery including School bags, computer stationery, security printed certificates etc. The notebooks are being manufactured by empaneled micro and small-scale enterprises which indirectly has resulted in employment for large number of people. Turnover of **Rs. 80 Cr** has been achieved in the FY 2021-22 under Paper & Stationery operations.

In line with Govt. policy to promote use of renewable energy, MSIL is aggressively marketing Solar products. With Governments at various levels supporting the use of solar energy, huge demand is expected for solar products and MSIL would play a major role in fulfilling market needs. MSIL has achieved a turnover of **Rs. 92 Cr** in solar business during the FY 2021-22.

Emphasizing once again its commitment to general public, MSIL provides quality generic medicines for all, particularly the poor and underprivileged under ‘Pradhan Mantri Jan Aushadhi’ scheme. As of now, **87** MSIL ‘Jan Aushadhi’ stores are operating at various hospital premises. Turnover of **Rs. 10.81 Cr** has been achieved in the FY 2021-22 under Pharma operations thereby registering a net profit of **Rs. 1.47 Cr** for the first time since inception.

Considering the steep surge in tourism and hospitality industry, MSIL is aggressively promoting tours & travels business by providing hassle-free domestic as well as international packages at most competitive rates with absolutely no hidden charges.

Overall, during the financial year 2021-22, MSIL has achieved a turnover of **Rs. 2901 Cr (provisional)** with an increase in turnover to the tune of **Rs. 138 Cr** as compared to 2020-21. We have designed further expansion plans in the current financial year which is expected to give better and sustainable results in the coming years. The achievement of MSIL was covered by **CEO global business magazine** as well in its India & Asia section. The Chit Division of MSIL received the **SKOCH-2022** award for its commitment and contribution to the people’s cause financially & socially.

As per the instructions of the Hon’ble Chief Minister, MSIL has brought **554 students** stranded in Ukraine during Ukraine-Russia war to their respective places after their arrival in India. A total of **Rs. 59,18,050/-** has been incurred towards this activity and MSIL has borne the entire expenses incurred for this noble project.

Apart from this, during Covid-19, MSIL has freely distributed masks, hand gloves, sanitizers, oxygen concentrators etc to the public. Also, in order to help rural public in Malnad region, MSIL has donated Ambulance to Govt. general hospital.

The turnover and profit of MSIL during last 3 years is as below:

| Sl. No. | Year | Turnover (Rs.) | Net Profit (Rs.) |
|----------------|-------------|-----------------------|-------------------------|
| 1 | 2019-20 | 2270.65 | 42.46 |
| 2 | 2020-21 | 2763.86 | 68.14 |
| 3 | 2021-22 | 2901.24 | 91.01 |
| 4 | 2022-23 | 3350.44 (Target) | 105.00 (Expected) |

The effort to take MSIL further to a higher pedestal will go on through a committed joint effort by MSIL’s strong administrative team, which has been built with a planned and concerted effort over a period of time. With its activities, MSIL intends to provide direct and indirect employment to the educate youth especially in rural areas.

(Vikash Kumar Vikash, IPS)
Managing Director