

OFFICE OF THE ADDITIONAL  
DIRECTOR GENERAL OF FOREIGN TRADE  
4<sup>TH</sup> AND 5<sup>TH</sup> FLOOR, MINISTRY OF COMMERCE  
SHASTRI BHAWAN ANNEXE,  
NO.26,HADDOWS ROAD, CHENNAI 600 006.

F.No.04/21/021/086/AM05

Tel: 044-28283402

Dt.10.05.2013.

ORDER – IN – ORIGINAL

PASSED BY: S.SASIKUMAR,  
JOINT DIRECTOR GENERAL OF FOREIGN TRADE,CHENNAI.

7. Any person /party aggrieved by this order may , under Section 15 of the Foreign Trade (Development and Regulation) Act ,1992 file and appeal against the same to the appropriate authority viz., The Additional Director General of Foreign Trade within a period of forty five days from the date of service of this adjudication order together with a copy of this order and a complete set of evidence in the form of Annexures to the appeal relied upon in support of the appeal.
8. Any person / party desirous of filing an appeal against this order shall deposit the penalty amount and produce proof of payment of penalty amount along with the appeal to the Appellate Authority failing which the appeal is liable to be rejected for non-compliance of the provisions of Section 15 of the Foreign Trade (Development and Regulation ) Act, 1992.
9. The penalty amount is to be deposited under the Head of Account “1453 Foreign Trade & Export Promotion Minor Head 102 other receipts fines, penalties etc”. The bank receipt must show the name of dept. Viz .Directorate General of Foreign Trade. The bank receipt drawn in favour of Pay & Accounts Officer (Foreign Trade), Chennai.
10. Evidence of payment of penalty is required to be furnished to the Adjudicating Authority within forty five days (45 days) from the date of service of this Adjudication Order , failing which the Importer-Exporter Code Number of the persons/ companies /other entities concerned is liable to be suspended under the provisions of Section 11(4) of the foreign Trade (Development & Regulation) Act, 1992 without making any further reference to them.

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11. Whereas you had obtained EPCG Licence No. 0430001769. DT. 29.06.2004 at 5% Customs duty under EPCG scheme for a Duty Saved value of Rs.3,77,430/- for import of capital goods as specified in the licence from the Office of Additional Director General of Foreign Trade, Chennai with an obligation of export of **food products (non-basmati rice) to be fulfilled within a period of 8 years** from the date of issue of the licence.

12. And whereas you had failed to produce all the relevant export documents as proof of exports towards specific E.O. fixed against the licence.

A Show Cause Notice of even no.dated 01.03.2013 was issued to you. The cause of the notice arose due to the allegation that the noticee firm had not fulfilled the export obligation against the said EPCG licence . The SCN had been returned to this Office undelivered by the postal authorities.

In the circumstances , the undersigned is now fully convinced that the Licensee firm/ company and its Directors are guilty of violating the conditions of the Licence in question thereby liable to penalty under section 11(2) of Chapter IV of Foreign Trade(Development & Regulation) Act , 1992 . In exercise of powers vested in me vide Notification dated 17<sup>th</sup> April 2009 issued by DGFT, New Delhi in F.No.18/27/HQ/06-07/ECA III, I hereby impose a penalty of **Rs.377430/- (Rupees Three lakhs seventy seven thousand four hundred and thirty only) being one time Duty saved value** on the firm and on the Partners as no reply to the SCN and also no appearance of Personal Hearing granted to him.

I further order that no further licence shall be issued to the firm/company or to any other firm / Company in which the Proprietor /Partners/Directors of this firm/ Company in which the Proprietor/ Partner/Directors is / are directly or indirectly involved in the day – to –day activities of that firm as per Provisions of Handbook read with Rule 7(1) of the Foreign Trade (Regulation) Rules , 1993.

This order is issued without prejudice to any other action that may be taken under any other Act, Rules or Regulations in force.



(S.SASIKUMAR)

JOINT DIRECTOR GENERAL OF FOREIGN TRADE.



To

M/s. Peninsula Food Products Ltd., (IE Code No:0499019628)  
No:33, Palanjur Road,  
Chembarambakkam Post.  
**Chennai – 602103.**

DIRECTORS :

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| 1. S.CHELLIAH<br>SELLAYA<br>NO.33, PALANJUR ROAD,CHEMBARAMBA<br>KKAMPOST, MEVALURKUPPAM VILLAGE,<br>CHENNAI<br>PIN-602103<br>Phone/Email:8231917      |
| 2. S.MAHESWARAN<br>S.CHENNIAH<br>NO.33, PALANJUR ROAD,CHEMBARAMBA<br>KKAMPOST, MEVALURKUPPAM VILLAGE,<br>CHENNAI<br>PIN-602103<br>Phone/Email:8231917 |

Copy to;

- 1.DGFT, New Delhi (ECA Section) for information.
2. All licensing Authorities.
3. Commissioner of Customs Air Customs, Chennai.

o/c  
Dorabhai  
S. K. S.  
9/6/13