

Kerala drowns in liquor, ushers in New Year

Kerala bid goodbye to 2006 by consuming a whopping Rs.213 million worth of liquor in the days leading up to the New Year.

The Kerala State Beverages Corporation, the sole wholesalers of liquor and beer in the state, had made elaborate arrangements to ensure that adequate supplies reached sales outlets.

According to official figures, liquor worth Rs.67 million was sold Dec 30 and on Dec 31, the sale reached a record Rs.145 million.

The last days of 2005 had registered liquor sales worth Rs.179 million

Corporation figures indicate that their outlet in Chalakudy in Trissur district recorded the highest turnover with Rs.1.8 million in the two days. And surprisingly Tirur in Muslim-dominated Malappuram district came second with Rs.1.5 million.

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