

GOVERNMENT OF JAMMU AND KASHMIR

OFFICE OF THE EXCISE COMMISSIONER

3rd Floor, Rail Head Complex, Panama Chowk, Jammu

E-mail: excise.commr@jk.gov.in

C I R C U L A R

The draft Excise Policy 2021-22 has been uploaded on official Website of the Excise Department i.e. jkexcise.nic.in The suggestions/feedback by the stakeholders/general public may be communicated on the following email Id by or before 10-03-2021 upto 11:00AM :-

excise.policy2021.2022@gmail.com

In case any stakeholder intends to submit suggestions/feedback in person, he/she may submit the same on 09-03-2021 in the office of the undersigned as per following schedule :

- | | |
|--------------------|--------------------|
| 1. Manufacturer | 2:00 PM to 2:30PM |
| 2. Wholesale Trade | 2:45 PM to 3:15 PM |
| 3. Bars | 3:30 PM to 4:00 PM |
| 4. Retail Shops/ | 4:15 PM to 5:00PM |

Prospective bidders

Sd/=

(Rahul Sharma) KAS

Excise Commissioner, J&K

Dated : 08-03-2021

No: EC/Exc/PS/69-74

Copy to the :

1. Financial Commissioner, Finance Department, J&K Government, Civil Sectt. Jammu for favour of information.
2. Dy. Excise Commissioner-All
3. Principal, Training Institute Nagrota.
4. All ETOs
5. I/c Website for uploading on official website.
6. All stakeholders for information.

DRAFT EXCISE POLICY 2021-22

The Draft Excise Policy 2021-22 enunciated as hereunder will come into force on _____ and will continue to remain in force till 31st March, 2022. However, the Government may revise the same at any point during the course of the year.

1. Policy Objectives.—

- 1.1. To bring about greater social consciousness about the harmful effects of consumption of liquor and alcoholic beverages ;
- 1.2. To encourage transition from high to low alcoholic content beverages;
- 1.3. To rationalize the number of taxes/duties and other levies to optimize revenues for common good.
- 1.4. To check bootlegging/smuggling of liquor in the Union Territory of Jammu and Kashmir from neighbouring states/union territories;
- 1.5. To provide choice of brands and places for consumption to its consumers and a level playing field to all the stake holders;

2. Types of Licenses and issuance thereof

- 2.1 The Licenses shall be issued as per the provisions of J&K Excise Act, 1958 and the rules framed thereunder.

Type	Form	Nature
Type A	JKEL-1	Wholesale vend of Foreign liquor, imported Liquor and Wine to the trade only
	JKEL-1A	Wholesale vend of Foreign liquor to the manufacturer outside the State for sale to JKEL-1
	JKEL-1B	Trade (Wholesale BIO/Imported foreign liquor)
	JKEL-1W	Trade (Wholesale wine-Indian BIO).
Type B	JKEL-3	Retail vend of foreign liquor in hotel
	JKEL-3A	Bar with hotel with Banquet
	JKEL-4	Retail vend of foreign liquor in a bar attached to a restaurant or cinema or theatre or Dak Bungalow
	JKEL-4C	Bar in a Banquet Hall
	JKEL-7	License for the retail vend of foreign liquor at a club

	JKEL-7A	License for the retail vend of beer (bottled, tinned, drought beer in bar)
	JKEL-7B	Officer's Mess
	JKEL-7D	Beer Bar with Microbrewery
Type C	JKEL-2	Retail vend of foreign liquor to the public only
Type D	JKEL-5	Wholesale and retail vend of foreign liquor in military canteen including unit run military canteen or those run regimentally by the paramilitary forces.
	JKEL-5A	Master Canteen for (PMF/Police)
	W-2	CSD Bond
Type E	JKEL-12	Wholesale denatured spirit, wholesale and /or retail/possession and use of denatured spirit
	JKEL-13	Possession and use of rectified spirit
	JKEL-14	Possession and use of rectified alcohol
	JKEL-15	Export, import, transportation, sale or possession of Molasses
Type F	JKEL-6	Bottling Plants
	D-2	Distilleries
	B-1	Breweries
In addition to these, the Department shall continue to issue permissions to serve liquor on social occasions at private places, banquet halls, party halls and restaurants etc on payment of fee prescribed in para 12		

2.1.1. A licensee holding JKEL-1A license shall be allowed to import liquor from any of its own distilleries or the distilleries located outside J&K with which it has a valid agreement to produce or bottle liquor on its behalf after paying a fee of Rs. 5.00 lac for each source.

2.2. Retail trade except JKEL-2

2.2.1. The licenses for operating liquor vends shall be granted strictly in accordance with the provisions of the 'J&K Excise Act, Svt.1958 and rules framed thereunder.

2.2.2. The Excise Commissioner shall grant new licenses for retail sale of liquor on the premises viz. Type B as per the provisions of 'J&K Excise Act, Svt. 1958', and 'J&K Liquor License and Sale Rules, 1984' at the locations as he/she may deem fit keeping in view the revenue potential on account of tourism activity or in general to provide a legitimate place to the consumers to

curb the illegitimate consumption of liquor at unauthorized premises in the area.

- 2.2.3. A non-refundable processing fee of Rs fifty thousand shall be charged for processing requests for grant of Type A and B licenses.
- 2.2.4. The department shall continue to issue Type D and Type E licenses as per the existing procedure.

2.3. Micro-brewery (JKEL-7D)

To encourage transition from high to low alcohol content beverages, the department shall issue Micro-brewery Licenses at the locations permitted by the Excise Commissioner.

2.4. Type-C licenses (JKEL-2).

- 2.4.1. Retail Vends shall be allotted in the form of individual units for the year 2021-22 on locations at Annexure “” to this Policy. The Excise Department shall grant licenses for off-premises retail sale of liquor (JKEL-2), through e-auction. The department shall initially allot the number of vends as already allotted /operated in the said areas to domiciles of the UT of J&K. The list of all locations is annexed to this policy

2.4.2. MODE OF ALLOTMENT:

The allotment of vends shall be made t by e-auction portal i.e. https://_____ in a completely secure and transparent manner. The detailed procedure for e-Auction/bidding instructions to the bidders shall be available on the e-auction portal and the official website of the Department i.e. www._____.

2.4.3. ELIGIBILITY CRITERIA:

The Bidder should not be below the age of 21 years and be a domicile of UT of Jammu & Kashmir. He/she should be solvent up to 100 percent of the bid value and should not have been convicted/charge sheeted for any offence under the J&K

Excise Act or facing a trial in any Criminal Court for any non-bailable offence or has criminal antecedents.. He should not be defaulter of the Excise Department. The bidder must also satisfy the eligibility criteria specified in the J&K Liquor license and Sale rules 1984.

2.4.4. NUMBER OF LOCATIONS THAT CAN BE BID FOR:

A bidder shall have to pay EMD/Bid Fee separately for each bid. However, to obviate the possibility of cartelization and monopolistic practices, only one location shall be allotted to a bidder for which bid is the highest.

2.4.5. PARTICIPATION/ REGISTRATION FEE:

Non-refundable/non-adjustable Participation/Registration Fee of Rs. Twenty-five thousand to be paid online through portal as per the link provided. In case of non-participation, the registration fee shall stand forfeited.

2.4.6. EARNEST MONEY DEPOSIT:

Earnest Money shall be Rs. 5.00 Lac for each vend.

2.4.7. RESERVE PRICE FOR EACH VEND:

The minimum reserve price to bid for each vend shall be Rs 5lacs.

2.4.8. SUITABILITY OF LOCATION for vend TO BE ENSURED BY THE BIDDER:

The bidder shall make his own arrangement for a shop/premises in the specified area (owned/leased/rented). The bidder shall ensure that the premises selected/identified by him meet the requirements of the Excise Act and rules made there under, including directions, if any, issued by the court of competent jurisdiction in this regard, if any.

2.4.9. Payment of bid amount

The successful bidder will be required to deposit an amount equal to 50% of total bid amount under major head 0039 through GRAS/e-collect portal within two days from the date of finalization of bid for a vend and 100% of bid value within seven days of finalization of bid.

If the successful bidder fails to comply with the aforesaid condition of payment of bid money in the prescribed period, the earnest money shall stand forfeited. In such a case, the liability of the highest bidder will not be limited only to the extent of earnest money tendered by him in the auction process for a particular location, but any other allotment in which he is a stake holder shall also be cancelled and the respective deposits made in the form of earnest money or security for such other bids also shall be forfeited and he will not be allowed to participate as a stake holder in any of future allotments.

2.4.10. REGARDING MINIMUM GRARANTEED REVENUE.

Every Licensee will have to deposit the Minimum Guaranteed Revenue (MGR) on account of applicable Excise Duty/ Fee; as shown against each area; as per procedure prescribed. MGRs shall be divided into twelve equal installments to be deposited on 1st of every month compulsorily by the licensee. The MGR deposited at the beginning of month shall be adjusted against the actual amount of duties accruing on the stock of liquor lifted by the retailer. Any Duty/Fee over and above MGR shall also be remitted in Advance before lifting the liquor from wholesaler MGR shall be divided equally among the number of successful bidders for an area. Failure to deposit the 1st installment of MGR on due date shall automatically lead to cancellation of successful bidder. In that case, the department reserves the right to distribute the MGR proportionally among other successful vends in the area. However every licensee shall have to lift Minimum Guaranteed Quota (MGQ) of JK Special Desi Whisky as shown against each Vend. The revenue deposited against the MGQ of JK Special Desi Whisky will be considered part of the MGR.

In case of failure to deposit the subsequent installments of MGR of the month on due date, the ETO concerned shall close the vend without any

notice under an intimation to the DEC (Executive) and the Excise Commissioner and the same shall be opened only after payment of installment provided it is deposited within seven days. In case the installment is not deposited within seven days, the license shall be deemed to have been cancelled, his EMD shall be forfeited, and the Department reserves the right to distribute MGR of the vend among other operational vends in the area.

For any other exigency related to non operation of an allotted vend, the Excise Commissioner shall take appropriate steps as he may deem fit in the interest of Government revenue and regulation of trade.

2.4.11. CLOSURE OF VEND ON ACCOUNT OF OBJECTIONS FROM LOCAL PEOPLE, COURT ORDERS etc:

In case the vend is not allowed to operate on account of court orders, objections by local people, public institutions or any other reason beyond the control of the licensee, he shall be allowed to arrange an alternate premises in the same area by the Excise Commissioner within a period of 30 days subject to condition that complete duties/fee on account of Minimum Guaranteed quota are paid for the time granted, within 03 days of such closure. In case he fails to do so, the license shall be deemed to be cancelled from the date of closure of the business, and no compensation, refund or any claim whatsoever including that of the EMD/ MGR of the month/License fee/duties/fee etc., shall lie against the Government on account of such closure. In that case, the Department reserves the right to increase the MGR of the operational vends in the area .

In case any location could not be auctioned/allotted, same shall be put to auction again.

2.4.12. PROVISION FOR OPENING LIQUOR VENDS AT TOURIST PLACES:

The Department shall offer/facilitate setting up of liquor vends having high revenue potential in tourist locations in the Government owned/maintained Tourist facilities of JKTDC/Tourism Department/Tourism Development authorities wherever possible

2.4.13. VERIFICATION BEFORE OPENING OF VENDS:

Verification of particulars/documents furnished by the successful bidder shall be made by the Committee/Officer authorized by the Excise Commissioner. The successful bidder shall be obliged to extend full cooperation in the verification process.

2.4.14. Committee to supervise the allotment process:

The process of allotment and operationalization of vends shall be supervised by a high level Committee constituted by the Government.

3. Grant of license to Manufacturing/Bottling plant.—

- 3.1. The existing Policy for issuance of licenses for Distilleries, Breweries and Bottling Plants in the State as laid down vide Government Order No. 99-F of 2003 dated 07.04.2003, read with Government Order No. 156-F of 2003 dated 22.07.2003, shall continue.
- 3.2. A non-refundable processing fee of Rs. 1.00 lac shall be charged for processing applications for setting up Distilleries, Breweries and Bottling Plants.
- 3.3. At the time of grant of LoI, a sum of Rs. 25 lacs shall be charged. Validity period of LoI shall be three years which shall be extendable for another period of three years subject to further payment of Rs 3 lacs.

4. Fixation of Maximum Retail Price:-

- 4.1. The Maximum Retail Price (MRP) of all types of Liquor including JK Special whisky and Beer shall continue to be notified by the Excise Commissioner for the year 2021-22 on the recommendations of the Price fixation Committee after factoring in all the applicable duties/fees on the EDP/EBP. An affidavit shall be submitted by the manufacturer declaring that the EDP/EBP offered is not higher than that of the neighboring states/UTs. Any increase in EDP/EBP over the previous year should be fully justified. However no increase in EDP/EBP shall be allowed for Imported Liquor/Beer/wine/RTD etc. No separate administrative/handling/freight cost shall be considered for fixation of MRP.
- 4.2. The following formats shall be used for calculation of MRP.

A. For brands manufactured outside J&K:-

EDP/EBP including duties/expenses of Exporting states/UTs (i.e FOR Type-A)	Excise Duty	Import Duty	Assessment duty + Additional License fee	Ex-JKEL-1A price (landing cost of JKEL-1)	Profit margin to JKE L-1 on landing cost	Additional License fee + Assessment duty of JKEL 1	Ex whole sale price JKEL -1	Profit margin to JKE L-2 on Ex-JKE L-1 price	Additional License fee + Assessment duty of JKEL-2	MRP (retailer)	Additional Assessment Duty on MRP (retailer)	MRP On bottle	Rounding fee (if any)
1	2	3	4	5 (=1+2+3+4)	6	7	8 (5+6+7)	9	10	11 (8+9+10)	12	13 (11+12)	14

B. For Brands manufactured in J&K:

EDP/EBP	Bottling Fee and Franchise Fee	Excise Duty	Landing Cost to JKEL-1	Profit margin to JKEL-1 on landing cost	Additional License fee + Assessment duty of JKEL 1	Ex wholesale price JKEL-1	Profit margin to JKEL-2 on Ex-JKEL-1 price	Additional License fee + Assessment duty of JKEL-2	MRP (retailer)	Additional Assessment Duty on MRP (retailer)	MRP on bottle	Rounding fee (if any)
1	2	3	4(=1+2+3)	5	6	7(4+5+6)	8	9	10(7+8+9)	11	12(10+1)	13

Differential amount if any, on account of rounding-off/fixation of MRP shall be recoverable as rounding fee.

4.3 Profit margins of wholesale and retail Licensees shall be as detailed below on their purchase price (landing cost):

Type	IFL/IMFL	JKSW	Beer/ Wine/RTD
Type A (JKEL- 1)	4% of landing Cost	4% of landing Cost	4% of landing Cost
Type C (JKEL-2)	10% on Ex-JKEL-1 price	10% on Ex- JKEL-1 price	10% on Ex-JKEL-1 price

4.4 All the duties applicable to Type-A licensees shall be remitted before dispatch of material from the premises. All the duties applicable to Type B Licenses shall be remitted in advance before lifting material from JKEL-1. In case any manufacturer

/wholesaler fails/ refuses to provide/supply the Liquor to the Type-B and Type-C Licensees without any reasonable grounds within three working days of receipt of requisition and payment, he shall be liable to pay fine of Rs. 0.15 Lac for each requisition for everyday of delay. In case Liquor is not provided/supplied beyond a period of next three days, the license of the defaulting licensee shall be liable to suspension/cancellation.

4.5 For purpose of classification, the brands shall be classified on the following parameters:-

S.No	EDP/Case (750 MI) in Rs	Segment
1	Upto 600	Low cost
2	601upto 800	Economy
3	801upto 1100	Medium
4	1101 upto 2500	Premium
5	>2500	Deluxe/Super Deluxe

5. All liquors to be ENA based.

IMFL manufactured locally or imported from outside the State (other than Foreign Liquor Bottled-in-Origin (BIO), Bottled in India or Malt Whisky) shall be Extra Neutral Alcohol (ENA) based only. The use of rectified spirit as a base in manufacture/ sale of Liquor for consumption in civil market and CSD/PMF shall remain banned.

6. Restriction on import of brands to protect the local industry:

To protect the Local Industry, there shall be a ban on import of IMFL brands having MRP upto Rs. 600/- per bottle into the union territory of J&K.

Franchisee fee of Rs. 18 per LPL shall be levied on Franchise Brands(IMFL) upto Economy segment, manufactured in J&K, which shall be payable at the time of issuance of permit. However, same shall not be applicable for exports outside J&K and for CSD/PMF supplies.

7. Affixation of security hologram on IMFL, JK Special Whisky, Beer and Ready-to-Drink (RTD) Beverages.

In order to check Excise duty evasion, the manufacturers of IMFL, JK Special Whisky, Beer & RTD as well as Importers of IMFL/Wine/Beer etc. shall continue to affix Security Hologram as approved by the Excise Department till online tracking system is adopted by the Department.

8. Revalidation of permits:

The permit issuing authority after charging revalidation/cancellation fee of Rs. 10,000/-, may revalidate/cancel a permit which remains unexecuted or becomes time barred provided that the revalidation shall be permissible only once within a period of three months from the date of issue.

9. *Renewal of licenses: The renewal of Licenses shall be as per the J&K Excise Act and Rules made thereunder and if permissible in law, the conditions applicable for grant of a new license shall also be applicable in line with normative practices.*

10. Approval of Labels:

10.1. As provided under section 16-A of the J&K Excise Act, Samvat 1958, labels for different brands of liquor for civil/CSD/PMF for the financial year 2021-22 shall be approved by the Excise Commissioner subject to payment of Label fee at the rate of Rs. 50,000/- per label, to be charged at the time of applying for brand classification/submission of EDP/EBP.

10.2. Labels in respect of brands which are not sold in the Union Territory of J&K and meant for export only shall be approved after charging Label fee of Rs 50,000/- without mentioning MRP.

10.3. For BIO liquor and for all type of wine/Cider/RTD, label approval fee shall be Rs.10000/-for each brand.

10.4 The Department shall also explore and look into possibility of introducing other variants of liquor like Rum, Gin, Brandy etc. under JK Special Brands.

11. Packing material:

Liquor shall not be sold in plastic bottles being against the environment protection laws. All kinds of liquor will be sold in glass bottles/PET bottles and tin cans only. To ensure quality of PET bottles manufacturer shall comply with FSSAI standards. In addition to the packing sizes/ liquor strength presently in vogue, the Excise Commissioner may

allow Excise Bottle of any packing size & liquor of any strength as he/she may deem fit.

12. License fee (per annum).

Form of License	Amount
Type A	<p>1. For JKEL 1A: Rs. 3.00 Lac</p> <p>2. For 1B/1W : Rs.1.50 Lac</p> <p>3. For JKEL1:Rs.2.00 Lac Upto 35,000 cases (Cumulative) of IMFL/JK Special Whisky/wine/RTD/Cider/Beer.</p> <p>In addition to above, a license fee of Rs12/- per case of IMFL/ JK Special Whisky/ wine and Rs.3 /case in case of Beer/RTD/Cider shall be charged for sale exceeding 35,000 no. of cases.</p> <p>Case means:- 9BL in case of IMFL/IFL/JK Special/Wine And 7.8 BL in case of Beer/RTD/Cider</p>
Type B	<p>JKEL-3 : Rs 2.5 lacs,</p> <p>JKEL-3A: Rs 4.0 lacs</p> <p>JKEL-7A/ 7D: For Beer Bar/Microbrewery - Rs. 1.0 lacs</p> <p>JKEL-4: Rs 1.5 lacs.</p> <p>Others: Rs. 0.5 Lacs.</p> <p>-However, a onetime upfront fee of Rs 7.00 lac for new JKEL-3/ JKEL-3A and Rs. 5 lac for JKEL-4 over and above the annual fee shall be levied.</p> <p>For new start-ups, established by availing Loan under any of the Self employment schemes of the Government, upfront fee shall be Rs. 3.0 lacs.</p> <p>-For new beer bars (JKEL-7A/7D) and JKEL-4C (Bar with Banquet hall) upfront fee shall be Rs. 2.0 Lacs over and above annual fee.</p> <p>To promote tourism, new Bars to be opened at Tourist places and areas falling under various Tourism Development Authorities shall pay Rs two lakh as onetime upfront fee and annual fixed license fee shall be charged @50% only.</p>
Type C (JKEL-2)	As per bid received in e-Auction.

Type D	Rs 0.20 lac per annum Rs 1.50 lac per annum in case of Master Canteen Rs4.00 lac per annum in case of CSD Bond
Type E	Rs. 0.12 Lac per annum.
Type F	Rs. 8,00,000 upto bottling of 5,00,000 BL &Rs. 12,00,000 for bottling more than 1,00,000 BL
Miscellaneous/Events/ Occasions	Rs 0.10 lac per occasion at banquets. Rs. 0.05 lac per occasion for restaurants. Rs. 0.02 per occasion at private places. Rs.0.10 for new year eve party. Rs. 1.00 Lac for annual permit for commercial property meant for Tourist accommodation located in water bodies in Tourist areas for serving Liquor, subject to storage of maximum of 24 Bottles of IMFL and 24 Bottles of Beer.

13. Additional License fee:

Form of License	Amount
Type A/B/C	Rs 10/bottle for IMFL (750 ml), Rs 6/bottle (750 ml) of JK Special Whisky and Rs 5/BL for Beer/wine/RTD/Cider.

14. Excise Duty: -CIVIL

Kind	Brand	Amount
IMFL	Super Deluxe/Deluxe	Rs. 260.00/LPL
IMFL	Premium/Medium	Rs 260.00/LPL
IMFL	Economy	Rs 230.00/LPL
IMFL	Low Cost	Rs 210.00/LPL
IMFL	JK Special Whisky	Rs 225.00/LPL
Wine	All Brands	Rs 110.00/BL

Beer/Cider/RTD beverages	All Brands	Rs 30.00/BL
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Note: LPL stands for London Proof Litre & BL stands for Bulk Litre

15. Excise duty on Molasses/Rectified spirit

Type	Rate
Molasses	Rs. 20 per quintal
Rectified spirit/absolute alcohol/Extra neutral alcohol (excluding Denatured Alcohol/Spirit) for use other than in manufacturing of Liquor.	Rs. 10/liter

16. Import Duty: - CIVIL

Kind	Amount
IMFL including foreign liquor	Rs 45/750 ml
Beer	Rs 40/BL
Wine, Cider, RTD Beverages	Rs 20/BL
ENA/Malt Spirits for manufacture of Liquor	Rs 03/BL

17. Bottling Fee

Kind	Amount
IMFL	For all brands meant for local sales including UT of Ladakh 1. Own brands Rs 10.00/750 ml. 2. Franchisee brands upto Economy segment Rs. 10.00/750 ml. 3. Franchisee brands above Economy segment Rs 12.00/750 ml.
JKSW	Rs 08.00/750 ml meant for all local sales including UT of Ladakh.
Beer	Rs 10.00/BL for own brands and Rs 12.00/BL for franchisee

	brands meant for all local sales including UT of Ladakh.
Wine/Cider/RTD Beverages	Rs 10.00/BL

Debonding Fee @ Rs. 3/BL shall be levied on spirits where bottling fee is not levied.

Bottling/Debonding Fee shall be payable on the last day of the month.

There shall be no bottling fee on the liquor/Beer meant for export purpose.

18. Export Duty:

Kind	Amount
IMFL	Rs. 2.00 per 750 ml.
Beer	Rs. 2.00 per 650 ml.

The sales to UT of Ladakh from the manufacturing units and wholesalers located in the UT of J&K shall be considered as Local sales for the purposes of Export duty.

- 19. Tax and Duties on CSD/PMF etc:** Excise Duty and Import Duty on CSD/PMF shall be 25% less than that on Civil for all types of liquor.

Formula:-

$$\text{CSD Duty} = (\text{Duty for Civil}) * (100 - 75) / 100$$

20. Assessment Duty (civil):

A. Type “B” & Type “C” licensees

Kind	Amount
IMFL	Rs 45 per 750 ml
JK Special Whisky	Rs. 20 per 750 ml
Beer/ Wine/ Cider/ RTD Beverages.	Rs. 20 per BL

B. TYPE “A” Licensee

Type of Liquor	Assessment Duty
IMFL/IFL/JK Special	Rs 5.00 per bottle of 750 ml
Beer/Wine/RTD/Cider etc	Rs.5.00 per bottle of 650 ml

21. Additional Assessment Duty (AAD)

A. License Type B, C (JKEL-2) and Type 'D'.

Kind	Amount
IMFL including foreign liquor/ JK Special Whisky/ Beer (all types including imported beer)	40% of MRP. For purpose of duty remittance the formula is given below. $(AAD \times MRP) / (100 + AAD)$

Provided that for BIO liquor and for all Wine/Cider/RTD, additional assessment duty shall continue to be charged @ 20%.

Provided further that:

- In case of CSD, the additional assessment duty shall be charged at the time of sale to URCs at ex-depot price duly certified by Regional Manager, CSD, and it shall not be charged at the level of URCs.
- The additional assessment duty paid by CSD from September 2017 to August 2020 shall also be at the ex-depot price.
- In case of PMFs, the additional assessment duty shall be charged @ 40% of listed rates duly certified by the Inspector General or equivalent rank Officer.
- The AAD of CSD/PMF shall be calculated as per Formulae mentioned at Para 21-A.

22. Draught Beer: Assessment Duty on Draught Beer supplied directly from the Brewery to the bars in kegs shall be levied at Breweries @ Rs.10.00 per BL. In case of import, assessment duty shall be levied at JKEL-1A/JKEL-1B as the case may be. Draught Beer in Kegs shall also be allowed to be served in parties/ gatherings/social

occasions for which a permit shall be issued by the competent Authority on payment of all the duties applicable to Type B license, in advance at the time of applying for permit.

- 23. Import of Liquor:** Upto two bottles of imported 'Duty Free' liquor accompanied with proper invoice shall be allowed to be carried into J&K by any bonafide person.

24. Online services and inventory management system:

In order to promote Ease of Doing Business, each Licensee shall be required to procure and install and make necessary provision for IT and non IT infrastructure at his licensed premises as may be required for successful implementation of online services for registration, permits, payment of taxes and duties and inventory management system for production, import, trade/sale of liquor.

- 25. Failure to deposit the dues:** Non-payment of duties on the due date shall lead to suspension of sale by the concerned Range ETO. Besides, the licensee shall also be liable to pay 2% penalties/month as provided in the J&K Excise Act, from the date next following the day on which any payment recoverable from him becomes due to the Government until the date on which such payment is actually made or recovered whatever may be the reason of lapse of time.

26. Social Responsibility Corpus Fund

The long Term objective of the Government is to discourage the consumption of Liquor primarily through educating the masses regarding harmful effects of consumption of Liquor.

Towards this end, the department shall spend money on educating people through activities like awareness campaigns, engagement with local youth and communities through sports/cultural & other co-curricular activities and drug de-addiction programs. Accordingly, the Department will exhort its stakeholders, in particular liquor license holders in Type A,B ,C and F Licenses to contribute a minimum amount as detailed below towards the Corpus Fund established by the Department to be collected on quarterly basis:-

Type A	Rs 1500 per month
Type B	Rs 1000 per month
Type C (JKEL-2)	Rs 2500 per month
Type F	Rs 3000 per month

The amount shall be deposited on monthly basis and the Department itself will contribute a matching amount and the Corpus so created shall be utilized for the following philanthropic activities:

- a) Imparting awareness to the public about the ill-effects and hazards of drug addiction/liquor abuse and drunken driving through organizing various events/programmers and using various modes of publicity.
- b) Providing Ambulance service, equipment, amenities and other healthcare facilities to Hospitals.
- c) Organizing youth outreach programmers including sports/cultural/adventure and other activities.
- d) Rehabilitation of families involved in illicit liquor trade by enabling them to take up alternate means of livelihood and their skill development.
- e) Creation of sports infrastructure/Gymnasiums/multipurpose halls/ community halls/ Libraries/open air gymnasiums in Parks and other public places/providing support to sports clubs/teams to encourage sports/rural sports for encouraging the community in general & youth in particular towards positive activities.

27. Typographical error(s) and inconsistencies in this document, if any shall be clarified by Excise Department/Excise Commissioner in consonance with the Act & Rules. Further, in case of any difficulty arising in giving effect to the provisions of this Policy, the Department with the approval of competent Authority may by order make such provisions including any adaptations/modifications of provisions of this Policy.

The procedural provisions of this notification shall come into force with immediate effect. However, the rates of taxes, duties and fees in this notification shall be effective from 1-4-2021.