

OFFICE OF THE EXCISE COMMISSIONER
JAMMU AND KASHMIR
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Classification of brands meant for Sale to Paramilitary Forces and Sale in Civil Market in UT of Jammu & Kashmir.

Reference: 1. Notification S.O. 114 dated 31-03-2021.
2. Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 issued vide No. DECAJ/Exc/Accts/457-62 dated 21-10-2021.

ORDER No.: 221 - EC OF 2021

DATED: 03 - 11 - 2021

Whereas, the committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 forwarded the Minutes of Meeting bearing No. DECAJ/Exc/Accts/457-62 dated 21-10-2021 held on 11th October, 2021; and

Whereas, the committee has deliberated upon the classification of brands, adopting the following parameters as per clause 4.5 of the current Excise Policy 2021-22 (S.O. 114 dated 31-03-2021):

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

Whereas, in light of above parameters, the Committee has recommended classification of following brands meant for Sale to Paramilitary Forces and Sale in Civil Market in UT of Jammu & Kashmir:

S. No.	Distillery/ Bottling Plant	Brand	Strengt h of Liquor	Type of Liquor	Classifi- cation	Remarks
1	M/s Pernod Ricard India Pvt. Limited, 25 th Milestone, NH-22, Village Ghollu Majra, Tehsil Derabassi, District SAS Nagar (Mohali) Punjab-140506	Seagram's Royal Stag Deluxe Whisky	75° Proof/ 42.8% Abv.	Whisky	Premium	For Paramilitary Forces

2	M/s Pernod Ricard India Pvt. Limited, 25 th Milestone, NH-22, Village Gholu Majra, Tehsil Derabassi, District SAS Nagar (Mohali) Punjab-140506	Seagram's Blenders Pride Rare Premium Whisky	75° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Paramilitary Forces
3	M/s Chivas Brothers Limited, Distillers, Keith, AB55, Scotland Imported & Bottled in India by M/s Pernod Ricard India Pvt. Limited, 25 th Milestone, NH-22, Village Gholu Majra, Tehsil Derabassi, District SAS Nagar (Mohali) Punjab-140506	Seagram's 100 Pipers Deluxe Blended Scotch Whisky	75° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Paramilitary Forces
4	Blended & Bottled by M/s Trikuta Bottlers, I.G.C., SIDCO, Samba (J&K)-184121 for M/s Rock and Storm Distilleries Pvt. Ltd., Village Chajjali, Tehsil Sunam, District Sangrur Punjab-148030	Revolution Luxury Extra Dry Gin	75° Proof/ 42.8% Abv.	Gin	Premium	For Civil Market
5	Blended & Bottled by M/s Trikuta Bottlers, I.G.C., SIDCO, Samba (J&K)-184121 for M/s Rock and Storm Distilleries Pvt. Ltd., Village Chajjali, Tehsil Sunam, District Sangrur Punjab-148030	Revolution Premium XXX Rum	75° Proof/ 42.8% Abv.	Rum	Premium	For Civil Market
6	Blended & Bottled	Garrison	75°	Whisky	Premium	For Civil

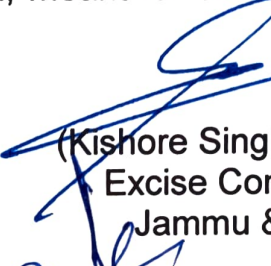
	by M/s Trikuta Bottlers, I.G.C., SIDCO, Samba (J&K)-184121 for M/s Rock and Storm Distilleries Pvt. Ltd., Village Chajjali, Tehsil Sunam, District Sangrur Punjab-148030	Reserve Ultra Premium Whisky	Proof/ 42.8% Abv.			Market
7	Blended & Bottled by M/s Trikuta Bottlers, I.G.C., SIDCO, Samba (J&K)-184121 for M/s Rock and Storm Distilleries Pvt. Ltd., Village Chajjali, Tehsil Sunam, District Sangrur Punjab-148030	Garrison Ultra Premium Brandy	75° Proof/ 42.8% Abv.	Brandy	Premium	For Civil Market
8	M/s United Spirits Limited, at Khasa Distillery Company (Unit of Digvijay Chemicals Limited), # P.O. Khasa, District Amritsar, Punjab-143107	Black & White Blended Scotch Whisky	75° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Paramilitary Forces

Whereas, as per the Minutes of Meeting, the brands (from S. No. 1 to 3) have earlier been classified for sale in CSD vide Order No. 284-EC of 2021 dated 28-01-2021. Now, the company has applied for classification of these brands for sale in Paramilitary Forces. The brand at S. No. 8 has earlier been classified for sale in CSD vide Order No. 277-EC of 2021 dated 25-01-2021. Now, the company has applied for classification of the brand for sale in Paramilitary Forces; and

Whereas, the label fee @ Rs 50,000/- per brand for classification of brands (from S. No. 1 to 3) has been deposited vide Collection IDs 210907174418JJJ, 210907180430PVT & 210907181221CEN all dated 07-09-2021. The label fee of Rs 2,00,000/- of brands (from S. No. 4 to 7) of M/s Trikuta Bottlers, IGC, SIDCO Samba having agreement with M/s Rock and Storm Distilleries Pvt. Ltd. has been deposited vide Collection ID 210714105834HDS dated 14-07-2021 amounting to Rs 50,000/- and Collection ID 210708124704RLA dated 08-07-2021 amounting to Rs 2,50,000/- against which Rs 1,00,000/- stands already adjusted and Rs 1,50,000/- is remaining

unadjusted which is adjusted in the instant brands). The label fee of brand of M/s United Spirits Limited (indicated at S. No. 8) is adjusted in Collection ID 210914170213QWW dated 14-09-2021 amounting to Rs 4,00,000/- against which Rs 3,50,000/- stands already adjusted and Rs 50,000/- is remaining unadjusted which is adjusted in the instant brand.

Now, therefore, in exercise of the powers conferred under Rule 38, sub rule 31 clause (b) sub clause (iv) of the J&K Liquor License and Sale Rules, 1984, read with S.O. 114 dated 31-03-2021 and recommendation of the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020, sanction is hereby accorded to the classification of aforementioned brands in "Premium" & "Deluxe/Super Deluxe" segment/ category, indicated against each, meant for sale to Paramilitary Forces and sale in Civil Market in J&K only.


(Kishore Singh Chib), JKAS,
Excise Commissioner,
Jammu & Kashmir

No.: EC/Exc/MRP/2021-22/III/ 6766-84

Dated: 03-11-2021

Copy to the:

1. Financial Commissioner (Additional Chief Secretary), Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Accounts), Jammu
3. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
4. Deputy Excise Commissioner, (Distilleries), Jammu.
5. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam, Distilleries, Eradication, Accounts Kashmir.
6. Programmer, I/c web site www.jkexcise.nic.in.
7. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s
8. All wholesalers namely JKEL-1, JKEL-1A, JKEL-1B M/s
9. All manufacturers namely JEL-6, D-2, M/s
10. Order file/concerned file.