

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

Subject: Addition of source of supply of liquor in license No. 17-JKEL-1A – Radico Khaitan Limited, at Unique Liquors, Gulab Garh Road, Village Behra, Tehsil Derabassi, Distt. S.A.S. Nagar (Mohali), Punjab and classification & Fixation of MRP thereof.

- Reference:**
1. Notification S.O. 114 dated 31-03-2021
 2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/Exc/ACCTJ/41 dated 07-06-2021.
 3. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/Exc/ACCTJ/141-47 dated 12-07-2021.
 4. Deputy Excise Commissioner, (Executive), Jammu's letter No. 359/17-JKEL-1A/DECEJ/Exc/1929-30 dated 16-07-2021.

ORDER No.: 126 -EC OF 2021

DATED: 27 - 07 - 2021

Whereas, as per the recommendation of the Committee of officers and in terms of clause 3.1 of Excise Policy 2020-21 (S.O. 275 dated 31-08-2020), sanction was accorded vide Order No. 275 of 2021 dated 22-01-2021 to the inclusion of additional source of supply of liquor i.e. M/s Unique Liquors, Gulab Garh Road, Village Behra, Derabassi, SAS Nagar (Mohali), Punjab in license No. 17/JKEL-1A of M/s Radico Khaitan Ltd. Bareilly Road, Rampur, Uttar Pradesh operating in UT of J&K at Deeli Bye Pass, Near Sainik Colony, Jammu, temporarily for a period of two months only in the interest of Government revenue subject to following conditions:

1. The "Rent Agreement" should be submitted by the company from competent authority.
2. The renewal of source shall be submitted by the company.
3. Verification of certificate of Excise Department Punjab and other conditions mentioned in report of the Committee.

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/Exc/ACCTJ/41 dated 07-06-2021 furnished Minutes of Meeting of the Committee constituted in terms of Order No. 37-EC of 2020 dated 06-06-2020 held on 31-05-2021 for classification of following brand of IMFL of M/s Radico Khaitan Limited, at Unique Liquors, Gulab Garh Road, Village Behra, Derabassi, SAS Nagar (Mohali), Punjab:

S. No.	Distillery/ Bottling Plant	Brand	Type of Liquor	Classification	Remarks
1	M/s Radico Khaitan Limited, At Unique Liquors, Gulab Garh Road, Village Behra,	8 PM Premium Black Rare Whisky	Whisky	Premium	For Civil Market

	Derabassi, SAS Nagar (Mohali), Punjab				
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Whereas, the Committee and the Deputy Excise Commissioner, (Accounts), Jammu recommended for approval of classification of above brand and submitted that the label fee of Rs 50,000/- for above brand meant for Civil Market has been deposited by the concerned vide Collection Id 210426132614EZH dated 26-04-2021; and

Whereas, clause 3.1 of the Excise Policy 2020-21 (S.O. 275 dated 31-08-2020) reads as under:

"3.1 Wholesale Trade

The Licenses for wholesale trade shall be issued as per the provisions of J&K Excise Act, Svt, 1958, and rules framed thereunder.

The licensee holding JKEL-1A license shall be allowed to import liquor from any of its own distilleries or the distilleries with which it has a valid agreement to produce or bottle liquor on its behalf, located outside the State, subject to the condition that fee of Rs 5.00 Lac or as revised from time to time is paid in full for each source."

Whereas, the Excise Policy 2020-21 (S.O. 275 dated 31-08-2020) was valid upto 31-03-2021.

Whereas, clause 2.1.1 of the current Excise Policy 2021-22 (S.O. 114 dated 31-03-2021) reads as under:

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.

Whereas, it was observed that the Committee has furnished the copy of label fee remitted by the applicant, but not indicated whether the applicant has remitted the fee of Rs 5.00 Lac prescribed vide clause 2.1.1 of the current Excise Policy 2021-22 for allowing the applicant licensee to import liquor from other source during the current policy year; and

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu and Deputy Excise Commissioner, (Executive), Jammu vide this office letter No. EC/Ex/MRP/2021-22/2268 dated 14-06-2021 was requested to intimate whether the licensee has remitted the prescribed amount of Rs 5.00 Lac on account of additional source of supply of liquor for the year 2021-22; and

Whereas, the Deputy Excise Commissioner, (Executive), Jammu vide letter No. 359/17-JKEL-1A/DECEJ/Exc/1929-30 dated 16-07-2021 has furnished a verified copy of receipt of prescribed fee amounting to Rs 5.00 Lac remitted by the licensees on account additional source of supply of liquor for the year 2021-22 bearing Collection ID 210611160618JGJ dated 11-06-2021 and an application from

M/s Radico Khaitan Ltd. wherein it has been submitted that they have agreement with M/s Unique Liquors Derabassi which is valid upto 31st March 2023; and

Whereas, as per record, the agreement executed between M/s Radico Khaitan Ltd. and M/s Unique Liquors is valid upto 31st March, 2023; and

Whereas, the licensee has also submitted the "Rent Deed" executed between Shri Krishan Singh (landlord) R/o House No. 156, Extn-A, Deeli By Pass, Sainik Colony, Jammu and M/s Radico Khaitan Ltd. having registered office at Bareilly Road, Rampur, UP, through its authorized representative, power of attorney holder Mr Lalit Gupta, registered on 05-02-2021 by Sub Registrar Jammu South-II, in the office of Excise & Taxation Officer, City Excise Range (South), Jammu alongwith other documents for renewal of their license and a copy of the same is available in office; and

Whereas, the Committee of officers has recommended that the licensee M/s Radico Khaitan Ltd. will produce renewal of source duty issued by Punjab Government; and

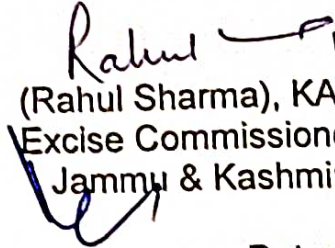
Whereas, the license of additional source namely M/s Unique Liquors, Village Behra, Derabassi (SAS Nagar) Mohali, stands renewed from the years 2019-20, 2020-21 & 2021-22, which is evident from the certificate issued by the office of Excise Commissioner, Punjab bearing N.A. 3:2021/4200 dated 27-05-2021, in Punjabi Language and translated in English; and

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/Exc/ACCTJ/141-47 dated 12-07-2021 furnished a report note of meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 alongwith MRP in respect of brands of M/s Radico Khaitan Limited, at M/s Unique Liquors, Derabassi, S.A.S. Nagar (Mohali), Punjab as per Annexure -"A-13" & "A-14" finalized by the Committee for the year 2021-22; and

Now, therefore, in view of the recommendation of Committee and fulfillment of necessary formalities including remittance of prescribed fee of Rs 5.00 Lac in terms of clause 2.1.1 of the current Excise Policy 2021-22 (S.O. 114 dated 31-03-2021), sanction is hereby accorded to the;

- (i). inclusion of additional source of supply of liquor i.e. M/s Unique Liquors, Gulab Garh Road, Village Behra, Derabassi, SAS Nagar (Mohali), Punjab in license No. 17/JKEL-1A of M/s Radico Khaitan Ltd. Bareilly Road, Rampur, Uttar Pradesh operating in UT of J&K at Deeli Bye Pass, Near Sainik Colony, Jammu;
- (ii). classification of aforementioned brand "8 PM Premium Black Rare Whisky" in "Premium" category/ segment for Sale in Civil Market in light of 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 Deputy Excise Commissioner, (Accounts), Jammu and the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020; and

- (iii). fixation of the ex-JKEL-1A price, ex-JKEL-1 price and Maximum Retail Price of imported Premium Brands & imported Deluxe/Super Deluxe Brand, as per Annexure-"A-13" and "A-14" respectively to this order for the year 2021-22 in light of 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 Deputy Excise Commissioner, (Accounts), Jammu and the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020. The brand shall not be sold above the fixed rate.


(Rahul Sharma), KAS,
Excise Commissioner,
Jammu & Kashmir.

Encl: Annexure-"A-13" & "A-14".
No.: EC/Exc/MRP/2021-22/ 4320-36

Dated 27-07-2021

Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Accounts), Jammu.
3. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
4. Principal Training Institute Nagrota.
5. Deputy Excise Commissioner, (Distilleries), Jammu.
6. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam.
7. Programmer, Excise Department, I/c website www.jkexcise.nic.in.
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B.
9. All wholesalers namely JKEL-1, JKEL-1A.
10. Shri Lalit Gupta, Attorney Holder, M/s Radico Khaitan Ltd., Deeli Bye Pass, Near Sainik Colony, Jammu (License No. 17/JKEL-1A).
11. Order file/ concerned file.

ORDER NO. 126 EC OF 2021 DATED: 27-07-2021

ANNEXURE - "A-3"

REVISED MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 04

Ex-JKEL-1A Price Per Case In Rupees

Ex-JKEL-1 Price Per Case In Rupees

Maximum Retail Price Per Unit for 2021-22 (Inclusive of all Taxes)

Differential Amount, on account of rounding-off/Fixation of MRP, Recoverable as rounding Fee

Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2021-22 (Inclusive of all Taxes)			Differential Amount, on account of rounding-off/Fixation of MRP, Recoverable as rounding Fee		
				750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Radico Khaitan Limited, at M/s Unique Liquors, Derabassi, S.A.S. Nagar (Mohali), Punjab.	Magic Moments Grain Vodka Triple Distilled	75	4083	4143	3998	4426	4489	4331	645	330	160	0.00	3.45	2.57
		Magic Moments Remix Green Apple Flavoured Vodka	65	4338	4398	4252	4692	4754	4595	680	345	170	0.86	1.45	4.10
		Magic Moments Remix Chocolate Flavoured Vodka	65	4338	4398	4252	4692	4754	4595	680	345	170	0.86	1.45	4.10
		Magic Moments Remix Lemon Grass & Ginger Flavoured Vodka	65	4338	4398	4252	4692	4754	4595	680	345	170	0.86	1.45	4.10

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ANNEXURE - A-14

REVISED MRP OF IMPORTED DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2021-22 (Inclusive of all Taxes)			Differential Amount, on account of rounding-off/Fixation of MRP, Recoverable as rounding Fee		
Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Radico Khaitan Limited, at Unique Liquors, Derabassi, S.A.S.Nagar (Mohali), Punjab.	Morpheus XO Blended Premium Brandy	75	5861	5861	5760	6275	6275	6163	885	445	220	2.71	3.86	3.78

[Handwritten signatures and initials in blue ink]