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OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Extension of validity of labels and holograms approved for the year 2020-21 for all brands of liquor meant for Civil, CSD & Paramilitary Forces.

ORDER No.: 27 -EC OF 2021

DATED: 29 - 04 - 2021

Whereas, in terms of Order No. 346 of 2021 dated 31-03-2021 read with Order No. 347 of 2021 dated 31-03-2021 issued by this office, the validity of labels and holograms approved for the policy year 2020-21 for all brands of liquor meant for CSD & Paramilitary Forces in Civil Market in the Union Territory of Jammu & Kashmir and Sale in Civil Market in the Union Territory of Jammu & Kashmir/ meant for export to the destination, subject to condition that same is permitted by the importing State/UT was extended upto 30-04-2021 or till the labels for the year 2021-22 are approved whichever is earlier; and

Whereas, clause 10 of the current Excise Policy 2021-22 (S.O. 114 dated 31-03-2021) reads as under:

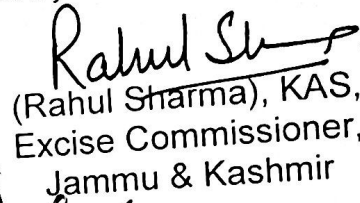
"10. Approval of Labels:

- 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.

Whereas, the labels are being approved manually and require a lot of manual process from calculation/ fixation of MRP, affixing of labels manually to physically signing of all the labels; and

Whereas, due to the surge in the Covid-19 cases in UT of Jammu & Kashmir, it has become very difficult to complete the process of approval of labels for the year 2021-22.

Now, therefore, in view of the prevailing situation arising out of Covid-19 pandemic, sanction is hereby accorded to the extension of validity of labels and holograms approved for the policy year 2020-21 for all brands of liquor meant for CSD & Paramilitary Forces in Civil Market in the Union Territory of Jammu & Kashmir and Sale in Civil Market in the Union Territory of Jammu & Kashmir/ meant for export to the destination, subject to condition that same is permitted by the importing State/UT upto 31-05-2021 or till the labels for the year 2021-22 are approved whichever is earlier and MRP of brands is notified by the Department.


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

Dated: 29 -04-2021

No.: EC/Exc/Misc/F-033/II/ 1194-1210

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. Deputy Excise Commissioner, (Distilleries), Jammu.
5. Excise and Taxation Officer, City Excise Range, (North/South), Jammu, Excise Range Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Distilleries, Eradication Wing Jammu, Accounts Kashmir, Anantnag-Pulwama-Kulgam-Shopian, Baramulla-Kupwara-Bandipora.
6. Programmer, I/c website www.jkexcise.nic.in.
7. Area Manager, Canteen Stores Dept. Area Depot, B D Bari, Jammu
8. Area Manager, CSD, Udampur,
9. Area Manager, CSD, BB Cantt, Batwara, Srinagar.
10. Order file/concerned file.