

**Office of the Excise Commissioner, J&K Govt.**  
**Rail Head Complex, Panama Chowk, Jammu**

No.- EC/Exc/e-Auction/2021-22/378

Date-13/04/2021

**Sub. : Transparency, Equity and Inclusiveness in the allotment of Retail**  
**Liquor vends (JKEL – 2)**

- The New Excise Policy is only an attempt to implement law of the land and Judgments of Hon'ble High Court.
- The New Policy is completely transparent and no functionary in UT can favour or disfavor any prospective bidder. It ends favouritism.
- The e-bidding for liquor licenses confined to domiciles of J&K only and it will therefore, provide employment to locals only. It ends monopoly.
- Equal opportunity to all has been provided to participate in e-auction process for allotment of liquor licenses and to stop perpetual transfers within family.
- One individual-one vend will restrict practice of monopoly.
- Solvency certificate of immovable property equivalent to bid amount provides due safeguard that only residents of J&K can participate. Further, it will also check proxy and speculative bidding.
- Online e-auction shall ensure anonymous participation without any fear from any pressure group.
- Digitization of inventory will lead to minimum human interface and cleaner system of administration.
- Auction of liquor vends only on existing locations which have been functioning for past many years ensures that public sentiments are fully taken into account.
- Minimum Guarantee Revenue (MGR) fixed to check sale of spurious liquor.
- The Minimum Guarantee Revenue is with reference to the sale of 2019-20, even though revenue during the year 2020-21 was higher than that in 2019-20. It is an attempt to ensure reasonability.
- For first time MRP formulae; profit margins have been declared.
- For the first time draft policy was put in public domain for seeking suggestions from the common people.
- Selection of licensees on fair and transparent competition without any interference / influence.
- Discovery of fair price of each location/vend will be possible through e-auction.
- Policy does not allow participation of persons with criminal antecedents.
- Constraints of Force-Majeure are also being addressed.

Sd/-  
**Rahul Sharma**  
Excise Commissioner, J&K