

**GOVERNMENT OF JAMMU AND KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER**  
3<sup>rd</sup> Floor, Rail Head Complex, Panama Chowk, Jammu  
E-mail: [excise.commr@jk.gov.in](mailto:excise.commr@jk.gov.in)

**NOTICE**

**FOR E-AUCTION OF RETAIL LIQUOR VENDS (JKEL-2)**

1. This notice is for e-Auction for allotment of 228 vends for off-premises retail sale of liquor (JKEL-2 licenses) for the year 2021-22 in the Union Territory of Jammu and Kashmir. The detail of the locations and the number of vends at each location is given in Annexure to the Excise Policy for the year 2021-22 issued vide SO 114 dated 31-3-2021, which is to be read with the corrigendum given in **Annexure-I** to this notice issued vide Order No.EC/EXC/e-auction/363 Dated:11-04-2021
2. The licenses shall be allotted for the period from 1-5-2021 to 31-3-2022 subject to fulfillment of requisite conditions. These vends shall sell in retail to the consuming public under one roof JK-Special Whiskey and Indian made foreign liquor including imported foreign liquor/beer /wine / cider / RTD which are permitted to be sold by the Excise Department, J&K.
3. E-auction for allotment of vends shall be done through J&K Bank on e-auction portal i.e. <https://jkexcisedept.auctiontiger.net> in a completely secure and transparent manner. The detailed procedure for e-auction/ instructions to the bidders is available on the e-auction portal and on the official website of the department i.e. [www.jkexcise.nic.in](http://www.jkexcise.nic.in). The schedule of starting and closing of online bids for each location is in the **Annexure-II** to this notice.
4. The Reserve price of each shop is Rs 5 lakh as given in the Excise Policy. The bidders can bid in increments of Rs 25,000/- (Max 1 lac) beyond the Reserve Price. In case a fresh Highest H-1 bid is received within 5 minutes before the scheduled closing time of bidding, the time for e-auction shall be automatically extended by another 5 minutes beyond the scheduled closing of that particular bid. A maximum of three such extensions shall be allowed, during which the bid increment shall be Rs 50,000/-(Max 2 lac) instead of Rs 25,000/-.
5. To ascertain the location and the number of vends permitted there at, bidders are advised to read the Annexure of locations in the Excise Policy with the corrections thereto as given in Annexure-I to this notice, and ascertain the time of start and close of bidding of that location from the **Annexure-II** to this notice.
6. Where there are more than one vends permitted at one location, these are designated as A, B, C and so on. For example, 9 vends are permitted in Ward 19 in JMC. These are designated as JMC Ward 19 A,19 B,19 C, 19 D,19 E, 19 F 19 G, 19 H and 19 I.
7. Prospective participants may visit the website/e-auction Portal i.e. <https://jkexcisedept.auctiontiger.net> for information and detailed/step-up-step procedure

for e-auction and online submission of participation fee, earnest money deposit(EMD), and uploading of required documents in accordance with the Excise Policy 2021-22.

8. In order to submit e-bids, every prospective bidder is required to get himself/herself registered at <https://jkexcisedept.auctiontiger.net> Registration of prospective bidders is live on the portal. The bidders are advised in their own interest to complete their registration well in time.
9. For detailed terms and conditions including the conditions of eligibility, the conditions to be fulfilled before participation in the bid and those to be fulfilled by the successful bidder before issuance of license, the time allowed for completion of these formalities, the detailed list mentioning localities in which the vends are to be opened and the number of vends in each such location, the conditions governing bidding for more than one vend, the minimum guaranteed revenue (MGR) per vend, minimum guaranteed quota (MGQ) of JK-Special whiskey per vend, are given in the Excise Policy 2021-22 issued under SO 114 dated 31-03-2021 and its annexures which include the bid document. These can be downloaded from the official website of the Excise Department i.e. [www.jkexcise.nic.in](http://www.jkexcise.nic.in) and also from <https://jkexcisedept.auctiontiger.net>. However, these are to be read with corrections in case of some locations which are given in **Annexure-I**.
10. The retail sale vends shall be allotted to the highest eligible bidder (H-1). A bidder shall have to pay online EMD of Rs 5 lakhs and participation fee of Rs 25000/- separately for each bid. However, only one location/vend shall be allotted to a person or entity, which will be the first such vend/ location for which he is declared as the highest bidder (H-1) through e-auction mode. Any further participation in bidding by a person or entity already declared as H-1 for a location for which e-auction has already concluded, shall lead to forfeiture and liabilities as defined in the Excise Policy ibid and the bid document annexed therewith.
11. Prospective bidders are advised, in their own interest, to familiarize themselves thoroughly with the provisions of the J&K Excise Act and the rules made thereunder, the provisions of the Excise Policy for the year 2021-22 issued under notification SO 114 dated 31-3-2021, and with the area/ location for which they intend to bid. This would enable them to bid effectively and with full knowledge of their business prospects as also their obligations/ responsibilities. They may visit the official website of the department i.e. [www.jkexcise.nic.in](http://www.jkexcise.nic.in) for information related to Excise Act & Rules.
12. **A telephonic help line number 0191-2475686 and 9796081001 has been setup for providing assistance to the participants regarding e-auction. For any doubts/ clarifications, prospective bidders may contact this number between 10:00 AM to 7:00 PM. In view of necessary precautions for COVID-19, it is advised to seek help through telephonic mode instead of visiting the office.**

Sd/-

Excise Commissioner, J&K.