

GOVERNMENT OF JAMMU AND KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K, JAMMU

EXCISE & TAXATION COMPLEX, RAIL HEAD COMPLEX, JAMMU
Tel. 0191-2477977 & E-mail: excise.commr@jk.gov.in

Subject: Classification of IMFL Brands for sale in Civil Market in the UT of J&K for the year 2023-24

Reference: 1. Notification S.O. 172 Dated: 28-03-2023.

2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/2543-48 Dated: 24-11-2023.

ORDER No.: 355 - EC of 2023
DATE D: 25 - 11-2023

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. 172 Dated: 28-03-2023 and recommendation of the Committee constituted vide Order No. 60-EC of 2022 Dated: 30-05-2022, sanction is hereby accorded to the classification of brands meant for sale in civil Market in the Union Territory of J&K in the category/segment as per Annexure to this order.

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Excise Commissioner, J&K

No.: EC/Exc/MRP/2023-24/5900-5918

Dated: 25-11-2023

Copy to the:

1. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
2. Deputy Excise Commissioner (Distilleries), Jammu.
3. Deputy Excise Commissioner (Accounts), Jammu.
4. Private Secretary to the Principal Secretary, Finance Department, J&K, Civil Secretariat for the kind information of the Principal Secretary.
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.
6. Sr. Programmer, I/c website 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, JKEL-1W, M/s.....
9. All Manufacturers namely JKEL-6, B-1, D-2, M/s.....
10. Order file/concerned file.

ORDER NO: 355 -EC of 2023 DATED: 25-11-2023

'ANNEXURE'

Classification of IMFL brand, for sale in civil Market for the year 2023-24

Sr. No	Distillery/Bottling Plant	Brand	Strength of liquor	Type of liquor	Classification	Remarks
1	M/s Rockland/Bottling distilleries Pvt. Limited, Bari Brahmana, District Samba, J&K	Pampore Craft Gin	75.0° Proof/ 42.8% Abv.	Gin	Deluxe/ Super Deluxe	For sale in Civil Market

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