


GOVERNMENT OF JAMMU & KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K
EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU
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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/488-93 Dated: 26-04-2023.

ORDER No.: 55 - EC OF 2023
DATED: 26 - 04-2023

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.


(Pankaj Kumar Sharma), JKAS
Excise Commissioner
Jammu & Kashmir

No. EC/Exc/MRP/2023-24/ 904-24

Dated: 26 -04-2023

Copy to the:

- 1 Administrative Secretary, Finance Department, J&K, Civil Secretariat
- 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, Distilleries
- 7 Sr Programmer, In charge 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, M/S
- 10 All Manufacturers namely JKEL-6, D-2, M/S
- 11 Order file/concerned file

Classification of IMFL Brands for sale in civil market in the UT of J&K for the year 2023-24

Sr. No.	DISTILLERY / BOTTLING PLANT	BRAND	Strength of Liquor	Type of Liquor	Classification	Remarks
1	M/s Glare Distilleries, Industrial Area, IID Centre, Govindsar, Kathua, Jammu & Kashmir	Under World XXX Rum glare quality	75.0° Proof/ 42.8% Abv.	Rum	Economy	For Civil Market
2	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901	Magic Moments Remix Green Apple Premium Flavoured Vodka	65.6° Proof/ 37.5% Abv.	Vodka	Premium	For Civil Market
3	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901	Magic Moments Remix Lemongrass & Ginger Premium Flavoured Vodka	65.6° Proof/ 37.5% Abv.	Vodka	Premium	For Civil Market
4	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901	Magic Moments Remix Chocolate Premium Flavoured Vodka	65.6° Proof/ 37.5% Abv.	Vodka	Premium	For Civil Market
5	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901	Jaisalmer Indian Craft Gin	75.0° Proof/ 42.8% Abv.	Gin	Deluxe/ Super Deluxe	For Civil Market

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6	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901	Royal Ranthambore Heritage Collection Royal Crafted Reserve Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Civil Market
7	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901	Rampur Double Cask Indian Single Malt Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Civil Market
8	M/s Madeira Bottlers, Lane No.06, Phase-II, SIDCO Industrial Complex, Bari Brahmana, Samba, J&K	Madeira Orange Flavoured Premix Gin	65.0° Proof/ 37.1% Abv.	Gin	Low Cost	For Civil Market