

**GOVERNMENT OF JAMMU & KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER, J&K**  
**EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU**  
**Tel: 0191-2477977 & E-mail: excise.commr@jk.gov.in**

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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/536-41 Dated: 01-05-2023.

**ORDER No.:** 71 - EC OF 2023  
**DATED:** 01 - 05-2023

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/ 1120-41

Dated: 01 -05-2023

Copy to the:

1. Deputy Excise Commissioner (Accounts), Jammu.
2. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
3. Principal Training Institute Nagrota.
4. Deputy Excise Commissioner (Distilleries), Jammu.
5. Private Secretary to the Administrative Secretary, Finance Department, J&K, Civil Secretariat.
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](http://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-  
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Sr. No.	DISTILLERY / BOTTLING PLANT	BRAND	Strength of Liquor	Type of Liquor	Classification	Remarks
1	M/s Sula Vineyards Limited (Unit-II), Gat No.90, Jaulke (Wani), Taluka Dindori, District Nashik-422209, Maharashtra, India	<b>Sula Brut Sparkling White Wine</b>	<b>21.9° Proof/ 12.5% Abv.</b>	Wine	Deluxe/ Super Deluxe	For Civil Market
2	M/s Sula Vineyards Limited (Unit-II), Gat No.90, Jaulke (Wani), Taluka Dindori, District Nashik-422209, Maharashtra, India	<b>Sula Vineyards Dindori Reserve Shiraz</b>	<b>24.5° Proof/ 14.0% Abv.</b>	Wine	Deluxe/ Super Deluxe	For Civil Market
3	M/s Sula Vineyards Limited (Unit-II), Gat No.90, Jaulke (Wani), Taluka Dindori, District Nashik-422209, Maharashtra, India	<b>Sula Vineyards Chenin Blanc</b>	<b>21.0° Proof/ 12.0% Abv.</b>	Wine	Deluxe/ Super Deluxe	For Civil Market
4	M/s Sula Vineyards Limited (Unit-II), Gat No.90, Jaulke (Wani), Taluka Dindori, District Nashik-422209, Maharashtra, India	<b>Sula Vineyards Shiraz Cabernet</b>	<b>23.64° Proof/ 13.5% Abv.</b>	Wine	Deluxe/ Super Deluxe	For Civil Market
5	M/s Sula Vineyards Limited (Unit-II), Gat No.90, Jaulke (Wani), Taluka Dindori, District Nashik-422209, Maharashtra, India	<b>Madera Nashik Valley Red Wine</b>	<b>21.0° Proof/ 12.0% Abv.</b>	Wine	Deluxe/ Super Deluxe	For Civil Market

6	M/s National Industrial Corporation Pvt. Limited, Bari Brahmana, District Samba, J&K	<b>Black Bull Matured XXX Rum</b>	<b>75.0° Proof/ 42.8% Abv.</b>	Rum	Premium	For Civil Market
7	M/s National Industrial Corporation Pvt. Limited, Bari Brahmana, District Samba, J&K	<b>Black &amp; Gold Rare Premium Whisky</b>	<b>75.0° Proof/ 42.8% Abv.</b>	Whisky	Premium	For Civil Market
8	M/s National Industrial Corporation Pvt. Limited, Bari Brahmana, District Samba, J&K	<b>Black &amp; Gold French VSOP Brandy</b>	<b>75.0° Proof/ 42.8% Abv.</b>	Brandy	Premium	For Civil Market
9	M/s National Industrial Corporation Pvt. Limited, Bari Brahmana, District Samba, J&K	<b>Black Bandit Original Spiced Rum</b>	<b>75.0° Proof/ 42.8% Abv.</b>	Rum	Premium	For Civil Market