

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

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/1468-73 Dated: 04-07-2023.

ORDER No.: 164 - EC OF 2023
DATED: 07-07-2023

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
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PANKAJ KUMAR SHARMA
Date: 2023.07.07 16:35:23
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Excise Commissioner, J&K

No.: EC/Exc/MRP/2023-24/2706-2725

Dated: 07-07-2023

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 Principal Secretary, Finance Department, J&K, Civil Secretariat for kind information of the Principal Secretary.
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.

ORDER NO: 164 -EC OF 2023 DATED: 07-07-2023

“ANNEXURE”

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, J&K	Glares XXX Rum	75.0° Proof/ 42.8% Abv.	Rum	Low Cost	For sale in Civil Market
2	Blended & Bottled by M/s Trikuta Bottlers, Phase-1, IGC, SIDCO, District Samba, J&K, for M/s Allied Blenders and Distillers Limited, Regd. Office 394/C, Lamington Chambers, Lamington Road, Mumbai, Maharashtra-400004	Officer's Choice Elegant Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Economy	For Sale in Civil Market
3	Blended & Bottled by M/s Trikuta Bottlers, Phase-1, IGC, SIDCO, District Samba, J&K, for M/s Allied Blenders and Distillers Limited, Regd. Office 394/C, Lamington Chambers, Lamington Road, Mumbai, Maharashtra-400004	Officer's Choice Blue Original Grain Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Premium	For Sale in Civil Market
4	Blended & Bottled by M/s Trikuta Bottlers, Phase-1, IGC, SIDCO, District Samba, J&K, for M/s Allied Blenders and Distillers Limited, Regd. Office 394/C, Lamington Chambers, Lamington Road, Mumbai, Maharashtra-400004	Sterling Reserve B7 Prime Blended Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Premium	For Sale in Civil Market
5	Brand Owned by ICONIQ Brands India Pvt. Limited, Blended & Bottled by M/s Trikuta Bottlers, Phase-1, IGC, SIDCO, District Samba, J&K, for M/s Allied Blenders and Distillers Limited, Regd. Office 394/C, Lamington Chambers, Lamington Road, Mumbai, Maharashtra-400004	ICONIQ White Grand International Grain Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Premium	For Sale in Civil Market