

**GOVERNMENT OF JAMMU AND KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER, J&K, JAMMU**  
EXCISE & TAXATION COMPLEX, RAIL HEAD COMPLEX, 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/2744-49 Dated: 18-12-2023.

**ORDER NO.: 394 -EC- OF 2023**  
**DATED: 19-12-2023**

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.

  
19.12.23

**(Pankaj Kumar Sharma), JKAS**  
**Excise Commissioner, J&K**

No.: EC/Exc/MRP/2023-24/6286-6305

Dated: 19-12-2023

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 Udampur-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](http://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.

## '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 Tawi Bottlers, Sujwan, District Samba, J&K. For M/s Mohan Meakin Limited, Registered Office Solan Brewery, Himanchal Pradesh.	<b>Old Monk Coffee Extra Ordinary XO Coffee Flavoured Premium Rum</b>	70.0° Proof/ 40.0% Abv.	Rum	Deluxe/ Super Deluxe	For sale in Civil Market
2.	M/s Tawi Bottlers, Sujwan, District Samba, J&K. For M/s Mohan Meakin Limited, Registered Office Solan Brewery, Himanchal Pradesh.	<b>Old Monk White Rum</b>	75.0° Proof/ 42.8% Abv	Rum	Premium	For sale in Civil Market
3.	M/S Oakland Bottlers Pvt. Limited, Plot No. 19, IGC, Phase-1, SIDCO, Samba, J&K. For M/S Those Good Distilleries Pvt. Limited, N-126, Panchsheel Park, New Delhi-110017	<b>Himalayan Sipping Rum Idaaya</b>	75.0° Proof/ 42.8% Abv	Rum	Deluxe/ Super Deluxe	For sale in Civil Market
4.	Manufactured & Marketed by M/s Indospirit Beverages Pvt. Ltd., L-22, Cuncolim IDC, Goa-403703	<b>BRO CODE EL CLASSICO</b>	26.27° Proof/ 15.0% Abv.	Wine	Premium	For sale in Civil Market

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