

**GOVERNMENT OF JAMMU AND KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER, J&K**  
EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU  
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**Subject:** Extension of validity of labels and holograms approved for the year 2022- 23 for brands of liquor meant for Sale in Civil Market, Sale in CSD & PMF in Union Territory of Jammu & Kashmir/Meant for Export.


**Reference:** 1. Deputy Excise Commissioner (Executive), Jammu's letter No. 1765/label/DECEJ/Exc/461 dated 15-04-2022.  
2. Deputy Excise Commissioner (Distilleries), Jammu's letter No. DECDJ/202 dated 15-04-2023.

ORDER No.: 34 - EC of 2023  
DATED: 15 - 04 -2023

Whereas, extension of validity of labels and holograms approved for the year 2022-2023 for all brands of liquor meant for sale in Civil market, sale in CSD and PMF in the Union Territory of Jammu and Kashmir & meant for export was granted vide Order no. 387-EC of 2023 Dated 29.03.2023 upto 15.04.2023; and

Whereas, now the Deputy Excise Commissioner (Executive), Jammu and Deputy Excise Commissioner (Distilleries) vide 1765/label/DECEJ/Exc/461 dated 15-04-2023 and DECDJ/202 dated 15/04/2023 respectively, have again requested that the validity of brand labels approved for policy year 2022-23 along with holograms meant to affix on these brands during the year 2022-23 meant for Civil, CSD & Paramilitary Forces in the UT of J&K may be extended so as to ensure uninterrupted supply of liquor as per new approved Labels/MRP's; and

Now, therefore, in view of the recommendations of Deputy Excise Commissioner (Executive), Jammu and Deputy Excise Commissioner (Distilleries), Jammu, sanction is hereby accorded in terms of 16-A of J&K Excise Act 1958 to the extension of validity of labels and holograms approved for the policy year 2022-23 for all the brands of liquor meant for Sale in Civil Market, Sale in CSD & PMF in Union Territory of Jammu & Kashmir/Meant for Export to the destination (if permitted) upto 25-04-2023.

  
15.04.23  
(Pankaj Kumar Sharma)  
Excise Commissioner, J&K

No.: EC/Exc/Misc/F-033/II/ 636-56

Dated: 15-04-2022

Copy to the:

1. Administrative Secretary, Finance Department, J&K Civil Secretariat, Jammu.

2. Deputy Excise Commissioner (Executive), Jammu with the strict instruction that no more extension shall be granted in future.
3. Deputy Excise Commissioner (Distilleries), Jammu/Kashmir with the same instruction.
4. Deputy Excise Commissioner (Accounts), Jammu.
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, Distilleries,
6. Eradication Wing Jammu, Accounts Kashmir, Anantnag-Pulwama-Kulgam-Shopian, Baramulla-Kupwara-Bandipora, Distilleries.
7. Sr. Programmer I/c website [www.jkexcise.nic.in](http://www.jkexcise.nic.in).
8. All concerned licensees.
9. Order file/concerned file.