

**GOVERNMENT OF JAMMU & KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER, J&K**  
EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU  
E-mail: [excise.commr@jk.gov.in](mailto:excise.commr@jk.gov.in)  
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**Subject:** Extension of validity of labels and holograms approved for the year 2022-23 for all brands of liquor meant for Sale in Civil Market, Sale in CSD & PMF in Union Territory of Jammu & Kashmir/Meant for Export.

**Reference:** Deputy Excise Commissioner (Distilleries), Jammu's letter No. DECDJ/3704 dated 29-03-2023.

ORDER No.: 307-EC OF 2023

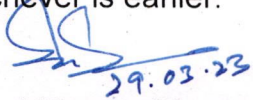
DATED: 29 - 03 - 2023

**WHEREAS**, the labels/holograms mounted on the bottles are being approved every year on payment of fee prescribed as per the applicable Excise Policy;

**AND WHEREAS**, the Finance Department has issued the J&K Excise Policy 2023-24 vide S.O. 172 Dated 28-03-2023 under endorsement No.FD-ET/122/2021-03-Dated 28.03.2023;

**AND WHEREAS**, the Deputy Excise Commissioner (Distilleries), Jammu vide above referent letter has recommended for extension of labels approved for the year 2022-23 based on the fact that labels with new MRP cannot be submitted at this short notice as printing and proofreading of labels takes time for approval and has requested for extension of validity of labels approved for policy year 2022-23.

Now, therefore, in view of the recommendation of Deputy Excise Commissioner (Distilleries), Jammu, sanction is hereby accorded in terms of Section 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 brands of liquor meant for Sale in Civil Market, Sale in CSD & PMF in Union Territory of Jammu & Kashmir and Meant for Export to the destination subject to the condition that same is permitted by the importing State/UT, upto 15-04-2023 or till the labels for the year 2023-24 are approved whichever is earlier.

  
29.03.23  
(Pankaj Kumar Sharma), JKAS  
Excise Commissioner, J&K

No.: EC/Exc/Misc/F-033/II/ 8362-69

Dated: 29 -03-2023

**Copy to the:**

1. Administrative Secretary, Finance Department, J&K Civil Secretariat, Jammu.
2. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner (Distilleries), Jammu.

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, Eradication Wing Jammu, Accounts Kashmir, Anantnag-Pulwama-Kulgam-Shopian, Baramulla-Kupwara-Bandipora, Distilleries.
6. Sr. Programmer I/c website [www.jkexcise.nic.in](http://www.jkexcise.nic.in).
7. All concerned licensees.
8. Order file/concerned file.