

**GOVERNMENT OF JAMMU AND KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER, J&K**  
E-Mail: excise.commr@jk.gov.in

**Subject: Overcharging by JKEL-2 Licensee in J&K.**

**ORDER NO: - 263 EC of 2022**  
**DATED: 21 -11-2022**

**WHEREAS**, Sub-Rule 31 (iv) of Rule 38 of J&K Liquor License and Sales Rules 1984 amended vide SRO No.98 dated 05.04.2005 provides for selling of Indian Made Foreign Liquor (IMFL) or Foreign Liquor at maximum price fixed by the Excise Commissioner from time to time for different brands of such liquor;

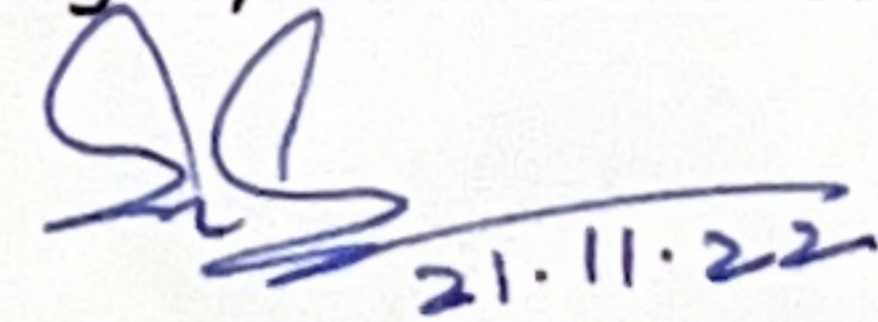
**AND WHEREAS**, undertaking furnished by the licensees, while granting of license, clearly declares to abide by all law of land/Excise Act/ Rules/Policy/Bid and instructions issued by the Excise Commissioner/ GoJK;

**AND WHEREAS**, Infringement of any of the conditions of this license either by the licensee or by any person or his employ or working on his behalf shall render the license liable to suspension or cancellation or termination at the discretion of the Excise Commissioner;

**AND WHEREAS**, the licensee shall exhibit at a conspicuous place at the licensed premises the price list of different brands of IMFL/Beer for public convenience;

**AND WHEREAS**, complaints/grievances are pouring in this office against overcharging by some salesmen of JKEL-2 licenses in violation of approved rates/MRP;

**NOW THEREFORE**, all the Excise & Taxation Officers and Excise Range Inspectors of concerned Ranges are hereby directed to take strict action against the violators in respect of overcharging or any misbehavior against the customers. The Range Officers shall be responsible for failure to ensure against such violations in their respective ranges, and derelictions, if any, in this regard, shall be dealt under rules.

  
21.11.22

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

No: EC/Exc/e-auction/2022-23/ 5794-97

Dated: 21 -11-2022

Copy for necessary action to the:

1. Deputy Excise Commissioner (Executive) Jammu/Kashmir.
2. Excise & Taxation Officer, \_\_\_\_\_ with a direction to paste their phone numbers at prominent place in the shop premises for the convenience/reporting of complaints/grievances by the customers and shall make log of all such complaints to share with concerned DECs on daily basis.
3. Incharge Excise & Taxation Officer Enforcement to carryout surprise inspections and if anyone found violating the MRP be booked under rules in co-ordination with Excise Range Officer.