

OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT,
Excise and Taxation Complex, Rail Head Jammu 180012

EXCISE ORDER NO. 453 OF 2003

DATED: - 03-03-2004

In pursuance of the new excise policy for the year 2004-05 which envisages restructuring the regulation of sale of liquor in the state and abolition of country liquor, the manufacturers / traders / retailers (Licensees) located in the state shall act as under: -

1. The country liquor shall be replaced with "JK-Desi Whisky" 40 degree under proof brand of IMFL with same flavour of country liquor w.e.f 01-04-2004 which shall be solely for local consumption and shall not be imported or exported.
2. The Indian Made Foreign Liquor branded as "JK-Desi Whisky" 40 degree under proof shall not be manufactured/ marketed / traded / sold in bottles and / or pouches except of following sizes: -
 - (a) Bottles or pouches of 750 ML.
 - (b) Bottles or pouches of 375 ML.
 - (c) Bottles or pouches of 250 ML.
 - (d) Bottles or pouches of 180 ML.
3. The ex-distillery / bottling plant price of different volumes of "JK-Desi Whisky" 40 degree under proof brand of IMFL in bottles or pouches shall be fixed by the Excise Department which shall be applicable for whole year 2004-05.
4. The wholesale and retail sale rates of different volumes of "JK-Desi Whisky" 40 degree under proof brand of IMFL in bottles or pouches shall also be fixed by the Excise Department.
5. The manufacturers may use logo of their choice on the pouches and labels to be mounted on the glass bottles.
6. The labels for accord of approval should reach the office of Excise Commissioner duly recommended by the Deputy Excise Commissioner, Distilleries, Jammu latest by 10th of March 2004.
7. The production of "JK-Desi Whisky" 40 degree under proof brand of IMFL shall be commenced latest by 25th March 2004 so that sufficient stock is available for lifting and sale on 1st April 2004.

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8. The supply of the "JK-Desi Whisky" 40 degree under proof brand of IMFL shall be routed to the retailers through wholesale trade viz JKEL-1 licenses as in case of other brands of IMFL.

Masaud Samoon

(Masaud Samoon)
Excise Commissioner,
J&K Govt, Jammu.

NO:-EC/STS/108/2004-05/2001-60

Dated: -03-03-2004

Copy to the: -

1. Financial Commissioner, Finance Department, J&K Government, Civil secretariat, Jammu for information.
2. Deputy Excise Commissioner, Executive, Jammu / Kashmir for information and necessary action.
3. Deputy Excise Commissioner, Distilleries, Jammu for information and necessary action.
4. Deputy Excise Commissioner, Accounts, Jammu for information and necessary action.
5. Excise and Taxation Officer, Excise Range Jammu-City South / North /Jammu-Kathua / Rajouri-Poonch / Doda-Udhampur / Kashmir / Leh / Accounts Kashmir for information and necessary action.
6. Technical P.A to Excise Commissioner / Excise Section.
7. Inspector incharge M/S D.M.B / G.M.B/ N.I.D / Dogra Distillery / Ranson Industries / Kashmir Distilleries/ Trishul Bottlers/ Khoday Industries / N.I.C / Tawi Bottlers / Rockland Distilleries and Oakland Bottlers for information and necessary action.
8. M/S D.M.B / G.M.B/ N.I.D / Dogra Distillery / Ranson Industries / Kashmir Distilleries/ Trishul Bottlers/ Khoday Industries / N.I.C / Tawi Bottlers / Rockland Distilleries and Oakland Bottlers for information and necessary action.
9. President Wine Association Jammu.
10. All wholesalers holding licenses namely JKEL-1
11. Order file w.3.s.c.

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