

**OFFICE OF THE EXCISE COMMISSIONER**

**JAMMU AND KASHMIR**

**EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU**

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**Subject:** Extension of validity of labels and holograms approved for the year 2021-22 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:** 1. Deputy Excise Commissioner (Executive), Jammu's letter No. 1765/label/DECEJ/Exc/11218 dated 30-03-2022.  
2. Deputy Excise Commissioner (Distilleries), Jammu's letter No. DECDJ/3522 dated 30-03-2022.

**ORDER No.:** 361 - EC OF 2022

**DATED:** 31 - 03 - 2022

Whereas, 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 Excise Policy 2022-23 vide S.O. 71 on 22-02-2022; and

Whereas, the Deputy Excise Commissioner (Executive), Jammu vide 1765/label/DECEJ/Exc/11218 dated 30-03-2022 has requested that the validity of labels approved for policy year 2021-22 for all brands of liquor alongwith holograms meant to affix on these brands during the year 2021-22 meant for Civil, CSD & Paramilitary Forces in the UT of J&K may be extended upto 30-04-2022 as the exercise of approval of labels shall take some time; and

Whereas, the Deputy Excise Commissioner (Distilleries), Jammu vide letter No. DECDJ/3522 dated 30-03-2022 has submitted that the licensees of Distilleries, Bottling Plants and Breweries have submitted a representation to his office requesting therein that the MRP for the year 2022-23 has not been notified so far and therefore the labels with new MRP cannot be submitted for approval and has requested for extension of validity of labels approved for policy year 2021-22.

Now, therefore, in view of the recommendations of Deputy Excise Commissioner (Executive), Jammu and Deputy Excise Commissioner (Distilleries), Jammu, sanction is hereby accorded to the extension of validity of labels and holograms approved for the policy year 2021-22 for all 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 subject to the condition that same is permitted by the importing State/UT, upto 30-04-2022 or till the labels for the year 2022-23 are approved whichever is earlier.

31/3/2022  
(Kishore Singh Chib), JKAS,  
Excise Commissioner,  
Jammu & Kashmir

Dated: 31 - 03 - 2022

No.: EC/Exc/Misc/F-033/II/ 9433-49  
Copy to the:

1. Financial Commissioner (Additional Chief Secretary), Finance Department, J&K Civil Secretariat, Jammu.
2. Deputy Excise Commissioner (Accounts), Jammu.
3. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
4. Deputy Excise Commissioner (Distilleries), Jammu.
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, 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.