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GOVERNMENT OF JAMMU AND KASHMIR
DEPARTMENT OF EXCISE
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Extension of validity of labels approved for the year 2018-19 for all brands of liquor and the holograms meant to affix on brands during the year 2018-19.

Reference: Deputy Excise Commissioner, (Executive), Jammu's letter No. 1765-Label/Exc/11333 dated 08-03-2019.

ORDER No.: 522 OF 2019
DATED: 11 - 03 - 2019

Whereas, labels/holograms mounted on the bottles are renewable every year in the month of March on payment of prescribed fee; and

Whereas, the Deputy Excise Commissioner, (Executive), Jammu vide letter No. 1765-Label/Exc/11333 dated 08-03-2019 has requested that the validity of labels approved for the year 2018-19 for all brands of liquor alongwith holograms meant to affix on these brands during the year 2018-19 may be extended upto 30-04-2019 as the import permits issued from their office get executed after at least one month, and the exercise of approval of labels is unlikely to be completed by the end of this financial year in light of Excise Policy 2019-20 issued by the Finance Department, J&K under Notification SRO 128 dated 25-02-2019; and

Whereas, the fixation of MRP of different types liquor followed by approval of labels may take some time;

Now, therefore, in the above backdrop and recommendation of Deputy Excise Commissioner, (Executive), Jammu, I, Excise Commissioner, J&K Government, hereby extend the validity of labels approved for the year 2018-19 for all brands of liquor alongwith holograms meant to affixed on these brands during the year 2018-19 upto 31-03-2019 or till the labels for the year 2019-20 are approved after finalization of MRP whichever is earlier, subject to the condition that all the provisions of current Excise Policy 2019-20, particularly Point No. 7 & 12, are strictly adhered to.


(Tatat Parvez Rohella), KAS,
Excise Commissioner,
J&K Government

No.: EC/Exc/Misc/F-033/II/ 5191-5210

Dated: 11 -03-2019

Copy to the:

1. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
2. Deputy Excise Commissioner, Toll Post Lakhampur.

3. Deputy Excise Commissioner, (Account/Distilleries), Jammu.
4. Excise and Taxation Officer, City Excise Range, (North/South), Jammu, Excise Range Udampur-Reasi, Doda-Ramban-Kishtwar, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Distilleries, Leh-Kargil, Eradication for information and necessary action.
5. Order file/concerned file (w2scs).