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OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT
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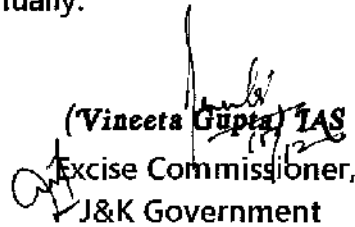
ORDER NO : 401 Of 2012
D A T E D : 10 - 12 - 2012

- Ref : i) Memorandum regarding affixation of Holograms/Excise Adhesive Labels on IMFL, IFL, BIO and JK Desi Whisky issued vide this office No. EC/STS/2012-13/445-47 Dated : 11-7-2012
ii) DEC, Distilleries's letter No. DECDJ/34462 dated:04-12-2012

In partial modification to point no. 10 of Hologram Memorandum permission is hereby granted in favour of M/s Devans Modern Breweries, Talab Tillo, Jammu, M/s Dogra Distilleries, Gangyal, Jammu, M/s Trikuta Bottlers, Samba to use Hologram Applicator to affix holograms on the face(body) of the Liquor Pouches of JK Desi Whisky.

Permission to affix hologram on body of the pouches of JK Desi Whisky is granted only when they are using applicator to affix Hologram.

No distillery other than these will affix hologram on body of the JK Desi Whisky till they are affixing manually.


(Vineeta Gupta) IAS
Excise Commissioner,
J&K Government

No:- EC/STS/2012/1120-1124

Dated: 10-12-2012

Copy to the:-

1. Dy. Excise Commissioner, Executive, Jammu for information
2. Dy. Excise Commissioner, Distilleries, Jammu for information.
3. M/s Devan Modern Breweries/ M/s Dogra Distilleries/ M/s Trikuta Bottlers for information and compliance.