

**OFFICE OF EXCISE COMMISSIONER, J&K GOVERNMENT,**  
**JAMMU.**

Sub: **Fixation of maximum retail price of liquor.**

**EXCISE ORDER No: 141 of 2009**  
**D A T E D : 30-06-2009.**

Whereas, Sub-Rule 31 (iv) of Rule 38 of Jammu & Kashmir Liquor License and Sale Rules, 1984 amended vide SRO No.98 dated 05.04.2005 provides that the licensee shall not sell Indian Made Foreign Liquor or Foreign Liquor at a rate more than the maximum price fixed by the Excise Commissioner from time to time for different brands of such liquor; and

Whereas, it becomes imperative to fix the maximum retail price of different brands of liquor for printing on the labels mounted on the bottles to be sold in J&K State every year.

Now, therefore, in supersession of all previous orders, a standing committee comprising of the following officers is hereby constituted to recommend the maximum retail price of different brands of liquor to be sold in J&K State:-

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|--|-------|-----------|
| 1. Deputy Excise Commissioner,<br>(Executive), Jammu.    | ..... | Convenor. |
| 2. Deputy Excise Commissioner,<br>(Accounts), Jammu.     | ..... | Member.   |
| 3. Deputy Excise Commissioner,<br>(Distilleries), Jammu. | ..... | Member.   |

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4. Deputy Excise Commissioner,  
(Executive), Kashmir. .... Member.
5. Departmental Chemist. .... Member.

The above committee shall also recommend classification of new brands of IMFL into Deluxe, Premium, Medium and Economy/Cheap brands as envisaged under SRO 186 dated 7.7.2005.

The committee may co-opt one Excise and Taxation Officer as a member, if and when required.

*tc,*

*Pradeep Gupta*  
(Pradeep Gupta), IAS, 29.6.09  
Excise Commissioner,  
J&K Government. 29.6.09

No: EC/Exc/ 1785<sup>09</sup>/MRP.

Dated: 30-06-2009.

**Copy to the:-**

1. Deputy Excise Commissioner, (Executive), Jammu.
2. Deputy Excise Commissioner, (Accounts), Jammu.
3. Deputy Excise Commissioner, (Distilleries), Jammu.
4. Deputy Excise Commissioner, (Executive), Kashmir.
5. Departmental Chemist.
6. Order file (w.2.s.c.)