

MRP2009-10

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

**SUB:- Classification of new brands of IMFL**

**EXCISE ORDER NO:-135 OF 2009**

**DATED: 29-06-2009**

As recommended by the Committee constituted vide Excise Order No. 248 of 2006 dated 25-05-2006, conveyed by the DEC (Executive), Jammu under No. DECJ/ Exc/ Min/1989 dated.15-06-2009, following new brands of IMFL to be sold in Civil Market as well as CSD/PMF is hereby classified as Premium/Medium/Cheap brands in pursuance of SRO 186 dated 07.07.2005 issued under Finance Department's endorsement No. ET/E/5/2004 dated 07.07.2005:-

S. No	Distillery/B. Plant	Brand	Type of Liquor	Classification
1	Patiala Distilleries & Manufacturer Ltd.	Senate Royale Whisky	Whisky	Premium
2	Alcobrew Distilleries India Pvt. Ltd.	White House Premium Whisky	Whisky	Premium
3	Patiala Distilleries & Manufacturer Ltd.	Manson House French Brandy	Brandy	Premium
4	Gemini Distilleries (Patiala) Pvt. Ltd.	Blue Star Dry Gin	Gin	Medium
5	Simbhaoli Sugars Limited	Seven Knight XXX Rum	Rum	Cheap
6	Simbhaoli Sugars Limited	Seven Knight Whisky	Whisky	Cheap
7	Patiala Distilleries & Manufacturer Ltd.	Royale Choice XXX Rum	Rum	Medium
8	Napolian Blenders and Bottlers	Napolian's Party Lemon Duet	Duet	Medium
9	Napolian Blenders and Bottlers	Napolian's W Bravo XXX Rum	Rum	Medium
10	Napolian Blenders and Bottlers	Napolian's Caribbeans XXX Dark Rum	Rum	Medium

*[Handwritten signature]*

MRP2009-10

11	Napolian Blenders and Bottlers	Napolian's INOV Russian Vodka	Vodka	Medium
12	Ashoka Distilleries & Chemicals Pvt. Ltd.	Stud Whisky	Whisky	Medium
13	Ashoka Distilleries & Chemicals Pvt. Ltd.	Red Cavalier Premium Whisky	Whisky	Medium
14	Basantar Bottlers	Black Berry Prestige Whisky	Whisky	Medium
15	Oakland Bottlers Pvt. Ltd.	Samba Rum	Rum	Cheap
16	New India Distilleries	HM Black Malted Whisky	Whisky	Medium

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

No: EC / STS / 2009.10 / 333 / 298-320

Dated: 29-06-2009

**Copy to the:**

1. Commissioner/Secretary to Government, Finance Department, J&K Civil Secretariat, Srinagar for information.
2. Commissioner, Commercial Taxes, J&K Government, Srinagar.
3. Additional Commissioner Commercial Taxes, Jammu/Kashmir.
4. Deputy Excise Commissioner, (Executive), Jammu/Kashmir, Distilleries/Accounts, Jammu for information and necessary action.
5. Excise & Taxation Officer, Excise Range Jammu City North/South/Jammu-Kathua/ Doda-Udhampur Rajouri-Poonch/ Leh for further circulation amongst the IMFL licensees of their respective Excise Ranges and to ensure strict compliance.
6. Excise & Taxation Officer, Eradication Wing, Jammu for information.
7. Assessing Authority, Commercial Taxes, Circle 'H', Jammu.
8. Technical P. A. to the Excise Commissioner, Srinagar/Jammu for information.
9. President Wine Association, Jammu/ .....
10. All retailers namely JKEL-2, JKEL-3, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7, M/s .....
11. All wholesalers namely JKEL-1 M/s .....
12. All Manufacturers namely JKEL-6 and D-2 M/s .....
13. Order file (w.2.s.c)