

**OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT**

**EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU-180004**

(Tele/ Fax: 0191-2477977 / 0191-2477761)

Dy. Excise Commissioner  
Executive, Jammu

Dy. Excise Commissioner  
Executive, Kashmir

Dy. Excise Commissioner  
Distilleries, Jammu

No: EC/STS/2012-13/445-47

Dated : 11-7-2012

**Sub:- Affixation of Holograms/Excise Adhesive Labels on IMFL,IFL,BIO and JK  
Desi Whisky.**

**Memorandum**

It has been decided to affix Hologram/Excise Adhesive Labels with effect from 23<sup>rd</sup> July,2012 on all bottles of IMFL, IFL, BIO brand and Bottles/Pouches of JK Desi Whisky to be manufactured/bottled/imported by the Distillery/Bottling Plants/Wholesale Trades licensees in the State of J&K. State Level Committee constituted vide Government Order No. 58-F OF 2012 DATED 05-03-2012 has approved M/s Shriram Veritech Solutions Pvt. Ltd.(Lowest bidder) to supply Holograms. These Hologram/EALs will be supplied to all Distilleries/Bottling Plants and Wholesale Trades through the concerned Excise Officers on the basis of their monthly indent.

In order to ensure that the process of affixing Holograms/EALs is carried out smoothly in all the concerned licensees in the J&K State , the following procedure is prescribed :

1. For all the Distilleries/Bottling Plants from 23<sup>rd</sup> July,2012 onwards the production of IMFL and JK Desi Whisky will be done with affixing Hologram. The concerned Excise Officer will submit the compliance report



to the office of Excise Commissioner through Dy. Excise Commissioner, Distilleries, Jammu by 24<sup>th</sup> July,2012.

2. All the Distilleries/Bottling Plants will liquidate stocks of IMFL/JKD meant for civil market lying in their bonds by 31<sup>st</sup> July,2012 and submit compliance report as per Annexure A to the office of Excise Commissioner through Dy. Excise Commissioner, Distilleries, Jammu. In case some marketable stocks are left after 31<sup>st</sup> July,2012, they must submit requisition as per Annexure B to Dy. Excise Commissioner, Distilleries, Jammu and collect equal number of Holograms and get affixed on left over stocks and compliance report as per Annexure A will be submitted to the office of Excise Commissioner through Dy. Excise Commissioner, Distilleries, Jammu. The concerned Excise Officer will ensure that from 1<sup>st</sup> August,2012 onwards, no Transport Permit to JKEL-1 Licensees is issued in respect of 'without Hologram stocks'.
  
3. All the Distilleries/Bottling Plants will liquidate stocks of IMFL meant for CSD/PMF lying in their bonds by 31<sup>st</sup> August,2012. After 31<sup>st</sup> August,2012, the concerned Excise Officer will ensure that no stock for CSD/PMF is left without holograms. In case some marketable stocks are left after 31<sup>st</sup> August,2012, they must submit requisition as per Annexure B to Dy. Excise Commissioner, Distilleries, Jammu and collect equal number of Holograms and get those affixed on left over stocks in the presence of the Excise Officer and compliance report as per Annexure A will be submitted to the office of Excise Commissioner through Dy. Excise Commissioner, Distilleries, Jammu. The concerned Excise Officer will ensure that from 1<sup>st</sup> September,2012 onwards, no Transport Permit to CSD/PMF Licensees is issued in respect of 'without Hologram stocks'.



4. The Dy. Excise Commissioner, Executive, Jammu will ensure that imports against the Transport Permit issued to JKEL-1/JKEL-1A for import of IMFL/IFL/BIO, from 23<sup>rd</sup> July,2012 onwards will have hologram affixed on it. The concerned Excise Officer will ensure that dispatches against the Transport Permit issued by the Dy. Excise Commissioner, Executive, Jammu must have Holograms affixed on it.
5. The Dy. Excise Commissioner, Executive, Jammu/Kashmir will inform the Distilleries/Bottling Plants supplying IMFL to CSD/PMF that Holograms have been introduced in J&K and have one representative of their Distillery deputed to collect the Holograms after paying the requisite charges of Hologram. The Excise Officer posted in CSD shall ensure that dispatches against the Transport Permit issued on or after 23<sup>rd</sup> July,2012 by the Dy. Excise Commissioner, Executive, Jammu/Kashmir with Holograms/EALs must have Holograms affixed on it.
6. All the JKEL-1/1A licencees will liquidate all the 'without hologram stocks' of IMFL/JKD by 31<sup>st</sup> August,2012. In case some marketable stocks are left after 31<sup>st</sup> August,2012, they must submit requisition as per Annexure B to Dy. Excise Commissioner, Distilleries, Jammu and collect equal number of Holograms and get those affixed on left over stocks in the presence of the Excise Officer and compliance report as per Annexure A will be submitted to the office of Excise Commissioner through Dy. Excise Commissioner, Executive, Jammu. The charges of Holograms will be borne by JKEL-1/IA Licencees.
7. After 15<sup>th</sup> September,2012, if any liquor stock of Distilleries/Bottling Plants/Wholesale Trades is found without Hologram/EALs in their bond it



shall be assumed to be non-duty paid and would be liable for confiscation apart from other penal action under the law.

8. The Holograms will be issued only to the person Authorized by the Licensee whose signature must be attested by the Licensee as well as by the concerned Excise Officer.
9. In case of loss of hologram, the licensee shall immediately report the same to the Excise Commissioner through their Dy. Excise Commissioner. The DEC's shall take appropriate action under J&K Excise Act Smvt.1984 and Rules made thereunder and shall also keep proper record of the same.
10. The Hologram shall be affixed in such a way that half of the hologram should be pasted on crown and half on a glass bottle so that it breaks with the opening of crown. In respect of pouches of JK Desi Whisky it shall be affixed on edge of the pouches in such a way that half is on the front side and half on the back side.The licensee shall be responsible for loss on account of improper affixing of holograms.
11. A utilization account of the Holograms will be submitted at the time of submission of indent for issue of holograms. Relevant records pertaining to utilization of holograms will be maintained at the Distillery/Bottling plants premises as well as at the JKEL1/JKEL-1A Trade( as per Annexure-C) duly authenticated by the Excise Officer.
12. The record with regard to the dispatch of IMFL, JK Desi Whisky by Distilleries/Bottling Plants to JKEL-1 , JKEL-1A to JKEL1 Licensee and JKEL-1 to Retail outlets will also be maintained i.e endorsement of holograms serial numbers on the TPs shall be done alongwith batch number as per format enclosed in Annexure D

13. The licensee will be bound to keep the holograms in his safe custody. The concerned Excise officer of Trade/Distillery/Bottling Plant must ensure that affixing of hologram is done in a sequential manner with proper record.
14. The Excise Officer of Distillery/Bottling Plant shall obtain indent of monthly requirement from the concerned Distillery/Bottling Plant and forward the same to Dy. Excise Commissioner, Distilleries, Jammu . In case of imports by JKEL-1/1A they shall furnish indent of monthly requirement to Dy. Excise Commissioner , Executive, Jammu through their concerned Excise Officer(Annexure C(I)) . The concerned licensees have to furnish demand draft of amount @ **22.05 paisa x no of holograms required** favouring M/s Shriram Veritech Solutions Pvt. Ltd, payable at New Delhi for Hologram charges. The Excise Officer of each JKEL-1/JKEL-1A Trade/Distilleries/Bottling Plants shall verify the indent and forward it to Dy. Excise Commissioner, Executive/Distilleries, Jammu who shall in turn forward the same alongwith photocopy of the indent and demand draft to the office of the Excise Commissioner, J&K Government subscribing the cover envelop as "URGENT and SECRET" for placing the supply order to the firm.
15. All the indenting unit must furnish indent well before 30 days from the commencement of next month.
16. The Distilleries/Bottling Plants shall affix holograms at the time of Production from 23<sup>rd</sup> July,2012 onwards.
17. The Wholesale Trades (JKEL-1A) shall affix holograms at source.



18. All the JKEL-1/JKEL-1A Trade /Distilleries/Bottling Plants/ Licensees shall submit closing stock position of 21<sup>st</sup> July,2012 to Dy. Excise Commissioner, Executive,Jammu/Kashmir, Distilleries duly authenticated by the Excise officer of the concerned Trade/Distillery/Bottling Plant by 23<sup>rd</sup> July,2012. The closing stock position shall clearly mention saleable as well as un-saleable stocks. \*
19. On receipt of every consignment of Holograms from the manufacturer the Dy. Excise Commissioner, Distilleries, Jammu shall intimate the office of Excise Commissioner, J&K.
20. The Dy. Excise Commissioner, Executive Jammu in consultation with Dy. Excise Commissioner ,Distilleries, Jammu shall nominate one official to be Incharge Strong Room.
21. Proper receipt of the Hologram received will be issued by the Incharge Strong Room of the Hologram duly verified by the Dy. Excise Commissioner, Distilleries, Jammu.
22. Incharge Strong room of Hologram shall always keep Distilleries/Bottling Plant /Wholesale Trade wise stock register of Holograms up-to-date as per Annexure F. Each page of the stock register will be serially numbered and it shall be got authenticated by Dy. Excise Commissioner, Distilleries, Jammu. The Dy. Excise Commissioner, Distilleries will be the officer incharge of the Strong Room for Hologram.
23. No overwriting is allowed in the stock register. However, error due to oversight should be authenticated by the Dy. Excise Commissioner, Distilleries, Jammu. Discrepancy, if any, found in the stock position will be



viewed seriously and losses occurred to the department will be recovered from the Incharge Holograms as well as Officer incharge.

24. No person other than the Excise Commissioner, Dy. Excise Commissioner, Executive, Jammu, Dy. Excise Commissioner, Distilleries, Incharge Strong Room shall be allowed to enter the Strong Room. The Officer Incharge/ Incharge Strong room shall be responsible for violation, if any made by anyone in this regard.
25. The Distillery/Bottling Plant licensee will submit indent for issuance of holograms to the concerned Excise Officer on day to day basis alongwith daily consumption/damaged holograms report with serial no as per prescribed format as in Annexure D(I). The Excise Officer will keep the record as well as stocks of damaged or defaced holograms in his custody.
26. The concerned Excise Officer will submit defaced or damaged holograms on monthly basis to Dy. Excise Commissioner, Distilleries, Jammu who shall furnish quarterly report of the same to the office of the Excise Commissioner.
27. A committee comprising of Dy. Excise Commissioner Executive, Jammu , Dy. Excise Commissioner, Distilleries , Jammu, E.T.O City Excise Range South/North and E.T.O Distilleries shall be constituted to analyze/destroy the damaged/defaced holograms. The wastage of damaged/defaced holograms will be allowed on actual no. of damaged/defaced holograms. The Dy. Excise Commissioner, Executive, Jammu will be the Chairman/Chairperson of the committee. The quorum for the committee will be Dy. Excise Commissioner, Distilleries and minimum 2 E.T.Os .

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28. Daily consumption register of Holograms(as per Annexure E) shall be maintained at all the Distilleries/Bottling Plant/Trade under the supervision of the concerned Excise officer. The daily consumption register would be serially numbered and authenticated by the concerned Excise Officer. The Excise Officer shall authenticate the daily consumption register at the close of the working hours.
29. All the Hologram wasted or damaged during the affixation shall be kept in safe custody with proper record by the concerned Excise Officer.
30. The non local Distilleries supplying liquor to CSD/PMF depending upon their quarterly assessment shall make advance payment of Hologram by A/c Payee demand draft favouring M/s Veritech Solutions Pvt. Ltd., payable at New Delhi to Dy. Excise Commissioner, Executive, Jammu/Kashmir who shall further forwarded it to Dy. Excise Commissioner Distilleries, Jammu.
31. In case of violation, if any, made by the licensee in the use of Holograms or deliberate attempt to damage the Holograms/EALs, penalties as applicable in J&K Excise Act, Smvt. 1984 and Rules made thereunder shall be imposed which is also notified in the notification SRO 107 dated 28-3-2012.
32. The Licensee shall place the indent to the concerned Excise Officer one month advance according to its production/imports. Shortage of hologram, if any, projected by the licensee will be his sole responsibility and liable for penalty. The production/imports will not be allowed in that case till the supplies of Holograms are received and the losses occurred to the department will be borne by the Licensee. Therefore, the licensee as






well as the concerned Excise Officer shall calculate the demand one month in advance.

33. The Dy. Excise Commissioner, Executive, Jammu/Kashmir and Dy. Excise Commissioner, Distilleries shall take proper caution to ensure availability of Holograms as per stocks/production of all the Trade/Distilleries/Bottling Plants.
34. In order to check the genuineness of Hologram affixed on the bottles ,a special task force headed by Dy. Excise Commissioner, Executive, Jammu assisted by Excise & Taxation Officer, City South/North is constituted in Jammu Division . The Dy. Excise Commissioner, Executive, Jammu may include Range Inspectors in the task force. This task force shall periodically check the stocks of JKEL-1/JKEL-1A/JKEL-2/L3/L4 etc. The Dy. Excise Commissioner, Executive, Jammu may also include E.T.O, Distilleries to check the Holograms in Distilleries/Bottling Plants.
35. Similarly, a special task force headed by Dy. Excise Commissioner, Executive, Kashmir assisted by Excise & Taxation Officer, Excise Range Kashmir is constituted in Kashmir Division. The Dy. Excise Commissioner, Executive, Kashmir may include Range Inspectors in the task force under. This task force shall periodically check the Holograms at Trade/Retail Point.
36. The Excise & Taxation Officers posted in Excise Ranges shall submit vend wise stocks of liquor with and without Holograms on monthly basis by 7<sup>th</sup> of every month to the Dy. Excise Commissioner Executive Jammu/Kashmir.

During the course of implementation, modifications/improvements, if any, found necessary will be issued subsequently.



The Dy. Excise Commissioner, Executive, Jammu/Kashmir, Distilleries will personally ensure that Holograms/EALs are duly affixed on each bottle/pouches of liquor as per the procedure prescribed above, and there is no lapse in this regard and the liquor is also supplied to the licensees smoothly and uninterruptedly. Any lapse and laxity detected on part of the officer/officials shall be viewed seriously.

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

**ANNEXURE-A**

**Certificate regarding affixation of Security Holograms on  
old stock of IMFL(CSD/CIVIL) / JKD  
{ To be furnished by Licensee}**

Certified that security Holograms have been affixed on all the available marketable stock of IMFL(CSD/CIVIL) / JKD in the presence of the Excise Officer and there is no marketable stock of any kind available at Bond without hologram as on.....

I am personally responsible, if any stock is found in Bond without hologram and liable for penalty under the J&K Excise Act Smvt. 1984 and Sale Rule made thereunder.

Dated :

Signature of Licencee

Name of the Licencee

Verified by :

Signature of the Excise Officer

Name of the Excise Officer



## ANNEXURE-B

**Details of stock available (in Units) at**

M/s \_\_\_\_\_ as on \_\_\_\_\_

{ To be furnished by Licensee }

S.No.	Name of the Brand	Type of Brand (Whisky /Rum /GIN /JKD etc)	JM/FL				JKD													
			Qtz.	Pints	Nips	Total	Qtz.	Pints	Nips	Total										

Certified that a total of \_\_\_\_\_ (No. of Units) marketable Units are available without holograms.

It is requested that \_\_\_\_\_ Holograms of \_\_\_\_\_ (category) may be issued which will be affixed on bottles inside the Trade.

After 31<sup>st</sup> August, 2012, if any stock is found in Bond without hologram the same liable for penalty under the J&K Liquor Licence and Sale Rule Smvt. 1984.

Dated :

Signature of Licensee

Name of the Licensee

Verified by :

Signature of the Excise Officer

Name of the Excise Officer



**ANNEXURE -C**

**MONTHLY INDENT BY THE LICENCEE**

NAME OF THE UNIT.....

MONTH .....

**(USE SEPARATE SHEET FOR CIVIL/CSD/JKD)**

S.No.	Date	Received		Total No's of receipt	Issue for Bottling		Total No. of Issue	Loss/Wastage if any	Closing Balance in No's
		From S.No.	To S.No		From S.No.	To S.No			

1	Certified that _____ number Holograms from Serial No. _____ to Serial No. _____ have been used and at present balance stock of _____ number holograms bearing Serial NO _____ to _____ is available.
2	_____ number Hologram bearing Serial No. _____ which have been damaged are being returned herewith.
3	Kindly issue _____ no of (CIVIL/CSD/JKD) _____ Hologram

Sig of the Management Incharge of the Unit

Verified By:

Name of the Management Incharge of the Unit

Sig. of the Excise Officer

Name of the Excise Officer

*of*

**ANNEXURE -C(I)**

**MONTHLY INDENT BY THE LICENCEE**

NAME OF THE UNIT.....

MONTH .....

**(USE SEPARATE SHEET FOR CIVIL/CSD/JKD)**

1	Certified that _____ number Holograms from Serial No. _____ to Serial No. _____ have been used and at present balance stock of _____ number holograms bearing Serial NO _____ to _____ is available.
2	_____ number Hologram bearing Serial No. _____ which have been damaged are being returned herewith.
3	Kindly issue _____ no of (Civil/CSD/JKD) Hologram

Sig of the Management Incharge of the Unit  
Name of the Management Incharge of the Unit



Verified By: \_\_\_\_\_ Sig. of the Excise Officer  
Name of the Excise Officer

**ANNEXURE - D**

**PROFORMA FOR REGISTER TO BE MAINTAINED AT TRADE/BOND**

NAME OF THE UNIT .....

MONTH .....

**(USE SEPARATE SHEET FOR CIVILCS/D/JKD)**

S.no.	Date	INBONDED PERMIT / BATCH NO AND DATE	Received		Total No's of receipt	TRANSPORT PERMIT NO	QUANTITY OUTBONDED		Total No. of issue	Closing Balance in No's	VEHICLE No.	NAME AND ADDRESS OF JKEL 1/JKEL-2 LICENCEE
			From S.No.	To S.No			From S.No.	To S.No				

Verified By:

Sig. of the Excise Officer

Name of the Excise Officer

*gph*

**ANNEXURE -D(I)**

**PROFORMA FOR REGISTER TO BE MAINTAINED AT TRADE/BOND**

NAME OF THE UNIT .....

MONTH .....

**(USE SEPARATE SHEET FOR CIVIL/CSD/JKD)**

S.no.	Date	INBONDED PERMIT / BATCH NO AND DATE	Received From S.No.	To S.No	Total No's of receipt	TRANSPORT PERMIT NO	QUANTITY OUTBONDED From S.No.	To S.No	Total No. of issue	Closing Balance in No's	VEHICLE No.	NAME AND ADDRESS OF JKEL1/JKEL-2 LICENCEE
1	Certified that _____ number Holograms from Serial No. _____ to Serial No. _____ have been used and at present balance stock of _____ number holograms bearing Serial NO _____ to _____ is available.											
2	_____ number Hologram bearing Serial No. _____ which have been damaged are being returned herewith.											
3	Kindly issue _____ no of (Civil/CSD/JKD) Hologram _____											

Verified By: \_\_\_\_\_

Sig. of the Excise Officer

Name of the Excise Officer



**ANNEXURE - E**

H-D/BP II

**HOLOGRAM STOCK REGISTER**

**TO BE MAINTAINED BY THE MANAGEMENT INCHARGE OF THE UNIT**

NAME OF THE UNIT.....

MONTH .....

YEAR .....

Date	O.B	Received		Total No's of receipt	Issue for Bottling		Total No. of issue	Loss/Wastage if any				Closing Balance In No's	
		From S.No.	To S.No		From S.No.	To S.No		Transit S.No I	Bottling S.No II	Storage S.No III	Total Pcs In No's IV		

Sig of the Management Incharge of the Unit  
Name of the Management Incharge of the Unit

Verified By: \_\_\_\_\_  
Sig. of the Excise Officer  
Name of the Excise Officer

**ANNEXURE-F**

**NAME OF THE DISTILLERY/BOTTLING PLANT/TRADE:**

**CATEGORY : MF-L-(CIVIL/CSD) /JKD ( SEPARATE REGISTER FOR CIVIL/CSD/JKD ) :**

S.NO.	DATE /INVOICE NO	SR. NO OF HOLOGRAMS RECEIVED			SR. NO OF HOLOGRAMS ISSUED			BALANCE	SIG. OF THE DEALING ASSTT.	SIGN OF A.R OF LICENCEE	REMARKS
		FROM	TO	TOTAL	FROM	TO	TOTAL				

*[Handwritten mark]*