

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

Sub: **Display of liquor.**

Excise order no. 02 of 2011

Dated: 05/04/2011

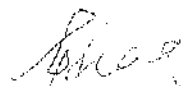
Whereas, the Jammu Wine Trade Association, Jammu, has represented to waive off the restriction imposed on the licenses in form JKEL-2 to display liquor in their vends;

Whereas, Rule 38(7) of the J&K Liquor License and Sale Rules, 1984, lays down that, "***Licensee shall not display liquor in glass window at the licensed premises***";

Whereas, JKEL-2 licensees have been directed by the controlling range officers to use black/tinted glasses at the entrance and even on the racks inside the vend;

Whereas, the issue was discussed today in a meeting chaired by the Commissioner/Secretary, Finance Department and it was pointed out that restriction on displaying of liquor under Rule 38(7) of the J&K Liquor License and Sale Rules, 1984 applied only to the display of liquor in glass windows;

Now, therefore, it is hereby clarified that the restriction on display of liquor in glass windows does not apply to entrance and the racks inside a liquor vend.


(G.A. Peer) IAS
Excise Commissioner,
J&K Government

NO: EC/Exc/2011/J-195/111/56-70

Dt: 05/04/2011

Copy to the:

- 1/ Commissioner/Secretary to Government, Finance Department, Civil Secretariat, Jammu for information.
- 2-3/ Deputy Excise Commissioner, (Executive) Jammu/Kashmir for information and necessary action.
- 4/ Deputy Excise Commissioner (Distilleries) Jammu.
- 5/ Deputy Excise Commissioner (Accounts) Jammu.
- 6/ Deputy Excise Commissioner, Leh.
- 7-12/ Excise & Taxation Officer, City Excise Range (North/South) Jammu/Jammu Kathua Excise Range/ Doda Udhampur Excise Range/ Rajouri Poonch Excise Range/ Eradication Wing, Jammu for information and necessary action.
- 13/ Order file/concerned file (w.2.s.c.)