

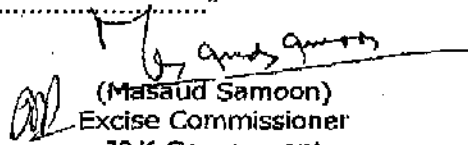
**Office of the Excise Commissioner, J&K Government  
Excise and Taxation Complex, Rail Head, Jammu.**

Subject: Approval of Labels of Beer for sale in Jammu and Kashmir State.

**Excise Order No. 122 of 2004  
Dated: - 24 -04 -2004.**

1. Whereas, it has been observed that the bottles of Beer for sale in J&K State do not display "expiry date" on the labels.
2. Whereas, even after taking due precautions, the shelf life of Beer is best before six months from the date of manufacturing and maximum shelf life is not more than one year.
3. Where as consumption of Beer after six months from the date of its manufacturing can be hazardous to the health of the bonafide consumers.
4. Now, therefore, in exercise of powers vested in me under section 4-B of J&K Excise Act 1958 and in public interest it is hereby ordered with immediate effect that the following legend shall be printed on all the labels of beer which is either manufactured within the J&K State or imported from outside the J&K State for consumption with in the State of Jammu and Kashmir.

- 1 "BATCH NUMBER....."
- 2 "MANUFACTURING DATE....."
- 3 "BEST BEFORE....."

  
(Masaud Samoon)  
Excise Commissioner  
J&K Government  
Dated 24 -04-2004

**No. 33-Labels/Exc/ 840-60/5tc.**  
Copy to the:

1. Deputy Excise Commissioner, (Distilleries) Jammu with the remarks not to allow debonding of any beer which is not in accordance with the above order. This has reference to his communication No. DECDJ/845 dated 15/04/2004
2. Deputy Excise Commissioner (Executive) Jammu/Kashmir with the remarks not to allow import of any beer which is not in accordance with the above order.
3. Excise and Taxation Officer Excise Range Jammu-City South / North / Jammu-Kathua / Doda-Udhampur / Rajouri-Poonch / Leh / Accounts Kashmir/Distilleries Jammu/Eradication for information and necessary action.
4. Statistical Officer
5. M/S \_\_\_\_\_
6. Order File w.2.s.c.