

OFFICE OF THE EXCISE COMMISSIONER
JAMMU AND KASHMIR
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Classification of IMFL brands.

Reference: 1. Notification S.O. 275 dated 31-08-2020.
2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/ACCTJ/1752 dated 25-01-2021.

ORDER No.: 282 OF 2021
DATED: 27 - 01 - 2021

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/ACCTJ/1752 dated 25-01-2021 furnished the Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 held on 23-01-2021 for classification of IMFL brand of M/s Radico Khaitan Ltd., at Unique Liquors, Gulab Garh Road, Village Behra, Derabassi, SAS Nagar (Mohali), Punjab-140507 "Meant for Sale in Civil Market in J&K only"; and

Whereas, as per the Minutes of Meeting the brands stand already classified vide Order No. 409 of 2017 dated 03-10-2017, Order No. 168 of 2013 dated 19-06-2013 and Order No. 31 of 2008 dated 15-04-2008. Now, the company wants to change the source of supply of the brands from M/s Radico Khaitan Ltd., Bareilly Road, Rampur-244901 U.P. to M/s Radico Khaitan Ltd., at Unique Liquors, Gulab Garh Road, Village Behra, Derabassi, SAS Nagar (Mohali), Punjab-140507, which stands incorporated in License No. 17/JKEL-1A held by the company, vide Order No. 275 of 2021 dated 22-01-2021 issued under endorsement No. EC/Exc/17-JKEL-1A/6055-57 dated 22-01-2021; and

Whereas, the licensee has remitted the prescribed label fee of Rs 2,50,000/- vide Collection Id 200911140611KHT dated 11-09-2020 for five brands of IMFL meant for Civil Market i.e. @ 50,000/- per brand; and

Whereas, the Committee as well as the Deputy Excise Commissioner, (Accounts), Jammu have recommended for approval of classification of these brands.

Now, therefore, in view of the recommendations of Committee as well as of the Deputy Excise Commissioner, (Accounts), Jammu and remittance of prescribed label fee by the licensee, approval is hereby accorded to the classification of following brands of IMFL of M/s Radico Khaitan Ltd., at Unique Liquors, Gulab Garh Road, Village Behra, Derabassi, SAS Nagar (Mohali), Punjab-140507, "Meant for Sale in Civil

Market in J&K Only" in terms of Rule 38, sub rule 31 clause (b) sub clause (iv) of the J&K Liquor License and Sale Rules, 1984, read with S.O. 275 dated 31-08-2020:

S. No.	Brand	Type of Liquor	Classification	Remarks
1.	Magic Moments Grain Vodka Triple Distilled	Vodka	Premium	For Civil Market
2.	Magic Moments Remix Smooth Flavoured Vodka Lemongrass & Ginger	Vodka	Premium	For Civil Market
3.	Magic Moments Remix Smooth Flavoured Vodka Green Apple	Vodka	Premium	For Civil Market
4.	Magic Moments Remix Flavoured Vodka Chocolate	Vodka	Premium	For Civil Market
5.	Morpheus XO Blended Premium Brandy	Brandy	Deluxe	For Civil Market

Rahul
 (Rahul Sharma), KAS,
 Excise Commissioner,
 Jammu & Kashmir
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No.: EC/Exc/MRP/2020-21/ 6164-87

Dated: 27-01-2021

Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner, (Accounts), Jammu
4. Deputy Excise Commissioner, (Distilleries), Jammu.
5. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipur, Anantnag-Pulwama-Shopian-Kulgam, Distilleries, Eradication.
6. President Wine Association, Jammu
7. M/s Radico Khaitan Ltd., at Unique Liquors, Gulab Garh Road, Village Behra, Derabassi, SAS Nagar (Mohali), Punjab-140507.
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4C, JKEL-7, JKEL-7B, M/s
9. All wholesalers namely JKEL-1A, JKEL-1, M/s
10. Order file/concerned file.