

OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR

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

Subject: Extension of validity of labels and holograms approved for the year 2020-21 for all brands of liquor meant for Civil, CSD & Paramilitary Forces.

ORDER No.: 34 -EC OF 2021

DATED: 24 - 05 - 2021

Whereas, in terms of Order No. 346 of 2021 dated 31-03-2021 read with Order No. 347 of 2021 dated 31-03-2021 issued by this office, the validity of labels and holograms approved for the policy year 2020-21 for all brands of liquor meant for CSD & Paramilitary Forces in Civil Market in the Union Territory of Jammu & Kashmir and Sale in Civil Market in the Union Territory of Jammu & Kashmir/ meant for export to the destination, subject to condition that same is permitted by the importing State/UT was extended upto 30-04-2021 or till the labels for the year 2021-22 are approved whichever is earlier; and

Whereas, in view of the prevailing situation arising out of Covid-19 pandemic, the validity of labels and holograms approved for the policy year 2020-21 for all brands of liquor meant for CSD & Paramilitary Forces in the Union Territory of Jammu & Kashmir and Sale in Civil Market in the Union Territory of Jammu & Kashmir/ meant for export to the destination, subject to condition that same is permitted by the importing State/UT was further extended upto 31-05-2021 vide Order No. 27-EC of 2021 dated 29-04-2021 or till the labels for the year 2021-22 are approved whichever is earlier and MRP of brands is notified by the Department; and


Whereas, the approval of labels being a manual process which involves calculation/ fixation of MRP, submission of labels by the licensees/ brand owning companies, verifying the contents of the labels at each level and physically signing of all the labels by the concerned officers of the Excise Department; and

Whereas, due to the surge in the Covid-19 cases in UT of Jammu & Kashmir and imposition of continuous lockdown in May extended now till 31-05-2021, it has become very difficult to complete the process of approval of labels for the year 2021-22; and

Whereas, the local liquor manufacturers have also submitted an application in this office on 20-05-2021 requesting for extension of validity of labels and holograms approved for the year 2020-21 till 31st July, 2021 as the entire liquor

industry is closed since 27th of April, 2021. There is virtually no dispatch from the manufacturing units and it is not known as to when the business shall finally resume.

Now, therefore, in view of the prevailing situation arising out of Covid-19 pandemic and putting restrictions on the physical activities by imposing Corona Curfew in the UT of J&K, sanction is hereby accorded to the extension of validity of labels and holograms approved for the policy year 2020-21 for all brands of liquor meant for CSD & Paramilitary Forces in the Union Territory of Jammu & Kashmir and Sale in Civil Market in the Union Territory of Jammu & Kashmir/ meant for export to the destination, subject to condition that same is permitted by the importing State/UT for a further period of one month i.e. upto 30-06-2021 or till the labels for the year 2021-22 are approved whichever is earlier and MRP of brands is notified by the Department.


(Rahul Sharma), KAS,
Excise Commissioner,
Jammu & Kashmir

No.: EC/Exc/Misc/F-033/II/

1461-84

Dated: 24 -05-2021

Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu.
2. Deputy Excise Commissioner, (Accounts), Jammu.
3. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
4. Deputy Excise Commissioner, (Distilleries), Jammu.
5. Excise and Taxation Officer, City Excise Range, (North/South), Jammu, Excise Range Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Distilleries, Eradication Wing Jammu, Accounts Kashmir, Anantnag-Pulwama-Kulgam-Shopian, Baramulla-Kupwara-Bandipora.
6. Programmer, I/c website www.jkexcise.nic.in.
7. Area Manager, Canteen Stores Dept. Area Depot, B D Bari, Jammu
8. Area Manager, CSD, Udampur,
9. Area Manager, CSD, BB Cantt, Batwara, Srinagar.
10. Order file/concerned file.