

**OFFICE OF THE EXCISE COMMISSIONER**  
**JAMMU AND KASHMIR**  
EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU  
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**Subject:** Extension of validity of labels and holograms approved for the year 2020-21 for all brands of liquor meant for Sale in Civil Market in UT of J&K/ Meant for Export.

**Reference:** Deputy Excise Commissioner, (Executive), Jammu's letter No. DECEJ/Exc/6689 dated 31-03-2021.

ORDER No.: 347 OF 2021  
DATED: 31 - 03 - 2021


Whereas, labels/holograms mounted on the bottles are being approved every year on payment of fee prescribed vide applicable Excise Policy; and

Whereas, the Finance Department has issued Excise Policy 2021-22 vide S.O. 114 on 31-03-2021; and

Whereas, the approval of labels for the year 2021-22 shall take some time; and

Whereas, the Deputy Excise Commissioner, (Executive), Jammu vide letter No. DECEJ/Exc/6689 dated 31-03-2021 has requested that the validity of labels approved for the year 2020-21 for all brands of liquor alongwith holograms meant to affix on these brands during the year 2020-21 meant for Sale in Civil Market in Union Territory of J&K may be extended upto 30-04-2021 as the import permits issued from their office take time to get executed, and the exercise of approval of labels shall take some time.

Now, therefore, in view of the above facts and recommendation of Deputy Excise Commissioner, (Executive), Jammu, sanction is hereby accorded to the provisional extension of validity of labels and holograms approved for the policy year 2020-21 for all brands of liquor meant for Sale in Civil Market in Union Territory of Jammu & Kashmir/ Meant for Export to the destination, subject to condition that same is permitted by the importing State/UT, upto 30-04-2021 or till the labels for the year 2021-22 are approved whichever is earlier.

  
(Rahul Sharma), KAS  
Excise Commissioner  
Jammu & Kashmir

No.: EC/Exc/Misc/F-033/III 7924-44

Dated: 31 -03-2021

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 Udhampur-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. All concerned licensees.
7. Order file/concerned file.