

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

EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU
Tel: 0191-2477977 & E-mail: excise.commr@jk.gov.in

Subject: Fixation of new MRP as per J&K Excise Policy 2024-25- Enforcement thereof.

Circular

WHEREAS, the Excise Department regulates the manufacture, import, export, trade and sale of liquor by levying a number of duties, fees and levies through annual Excise Policy which lays down the scale of various duties, levies, license fees etc.;

AND WHEREAS, the Excise Policy for the year 2024-25 has been notified by the Finance Department, GoJK vide S.O. 85 dated 01-02-2024 and rolled out w.e.f. 1st April 2024 vide indicating revision in the duties, fees and levies and in consonance with this revision, the rates of liquor/ MRP of each brand of liquor has been revised in accordance with sub clause (iv), clause (b), Sub-rule 31 of Rule 38 of the J&K Liquor License and sale Rules, 1984;

AND WHEREAS, due to upward revision in the Excise duty, Assessment duty, bottling fee etc. in this policy year, there has been an overall increase in the price of liquor bottle(s) under different segments/ categories with an average, increase of Rs. 15 to Rs. 50 on each 750 ml bottle of liquor under different brands/segments applicable from 1st April 2024;

AND WHEREAS, it has come to the notice of the department that without fixing the revised MRP slips on the already available stock of liquor, the labels with previous MRP are being sold to the customers thereby creating doubts/confusion about overcharging which has also been alleged in the recent press conference against overcharging by salesman of JKEL-2 licenses in violation of approved rates/MRP;

AND WHEREAS, the department has been addressing all grievances of the public received through various modes after verification of complaints through CCTV Cameras and also on the basis of record presented by the complainants, besides there are inbuilt provisions in the Excise Policy, 2024-25 to take cognizance of the matter and book the offender under relevant provisions;

NOW THEREFORE, in order to ensure strict observance of MRP on sale of liquor following instructions are hereby issued to all the Excise Range In-charges and Excise officers for strict adherence:

- i. To ensure availability of the Vend Information Signboard, Digital payment options, PoS/UPI payment options and MRP (on Flex board) issued by the Excise Department with rates of brands applicable from 1st April 2024 at each vend.
- ii. Registration of Salesman with approved uniforms and availability of Dustbins in the vends.
- iii. CCTV Cameras with backup data/ recording of minimum of 15 days.
- iv. Prohibition on sale of old stock of liquor without new MRP stickers.
- v. Following Enforcement activities to be conducted on daily basis:
 - a) Checking availability of bill vouchers/receipt at each vend.
 - b) Promoting use of digital payments (Pos/UPI) by customers.
 - c) Ensuring display of MRP and Vend Information Signboard at conspicuous place for information of public.
 - d) Prompt action on receiving complaints of violations.

The report(s) in this regard shall be submitted/uploaded on e.Abgari portal on daily basis and also shared with the concerned Deputy Excise Commissioner, Executive, Jammu/ Kashmir for further immediate action.

PANKAJ KUMAR SHARMA
Digitally signed by
PANKAJ KUMAR SHARMA
Date: 2024.04.24 19:13:27
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Excise Commissioner, J&K

No.: EC/Exc/Misc/464-465

Dated: 24-04-2024

Copy to the:

1. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
2. All Range Incharges for necessary action.
3. Concerned file.