



**GOVERNMENT OF JAMMU AND KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER, J&K, JAMMU**  
**EXCISE & TAXATION COMPLEX, RAIL HEAD COMPLEX, JAMMU**  
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**Subject:** Approval of Label for JK Country Liquor having alcoholic strength of 45 degreeProof.

**ORDER NO:** 40 -EC of 2023  
**DATED:** 17 -04-2023

**WHEREAS**, the J&K Excise Policy 2023-24 has been issued by the Finance Department, Government of Jammu & Kashmir vide S.O. 172 Dated: 28-03-2023 with one of the policy objectives as to encourage the transition from high to low alcoholic content beverages. The relevant para 1.2 of the Policy objective is reproduced as under:

**Para 1.2**

*"To encourage transition from high to low alcoholic content beverages".*

**AND WHEREAS**, the Excise Department was mandated to introduce low alcoholic content JK Country Liquor having alcohol strength of 45 degree proof to prevent the illegal distillation/sale of illicit liquor. The relevant para 13.5 of the Excise Policy 2023-24 is reproduced as under:

**Para 13.5**

*"To prevent the illegal distillation and sale of illicit liquor, the department shall introduce low alcohol content Country liquor by the name of 'JK Country Liquor' having alcohol strength of 45-degree proof with all Duties/Fees as applicable to JK Special Whisky."*

**AND WHEREAS**, in regard to the policy directions, the Deputy Excise Commissioner, Distilleries, Jammu on 31-03-2023 was asked to submit a proposal in respect of size/colour and other specifications of label of 'JK Country Liquor' which is distinct and different from the existing brand of 'JK Special Whisky' so that the same is introduced in the market for sale with different traits/appearance not to be mistaken with JK Special Whisky by the consumers;

**AND WHEREAS**, the Deputy Excise Commissioner, Distilleries, Jammu on 05-04-2023 submitted the proposal for approval of Label for JK Country Liquor having alcoholic strength of 45 degree proof;

**AND WHEREAS**, Section 16-A of the J&K Excise Act, Samvat 1958 provides for approval of the Label/Holograms to be mounted on the liquor bottle subject to such condition as may be laid down and on payment of such fee as the Government may specify from time to time. Section 16-A is reproduced as under:

**16-A Approval to the label**

*No liquor, whether manufactured in the State or imported, shall be purchased, stored or sold in the State unless the label of such brand is approved by the Commissioner subject to such conditions as may be laid down by him and on payment of such fee as the Government may, by notification in the Government Gazette, specify from time to time.*

ECJK/197/2023-04-EXCISE COMMISSIONER J&K (OUTSIDE SECTT)

2158048/2023/ESEC

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Now, therefore, in exercise of powers conferred under section 16-A of Jammu and Kashmir Excise Act, Samvat 1958, it is hereby ordered that a new brand by the name and style of JK Country Liquor shall be introduced with following specifications:

a) **Shape-**

The JK Country Liquor shall be filled only in round shaped bottles as against the kidney shaped bottles used for JK Special Whisky.

b) **Size-**

Labels of following sizes shall be used:

Pack Size	Length x Width
750 ml	100 x 80 mm
375 ml	86 x 70 mm
250 ml	75 x 60 mm
180 ml	70 x 55 mm

c) **Colour and Content-**

The label "**Green with Yellow Borders with written content in Black Ink**" (Annexed) shall be used on all JK Country Liquor Bottles as against yellow label with orange border used for JK Special Whiskey.

The label shall contain all the particulars as prescribed under Rule 98 (f) and 98 (k) of JK Distillery Rules, 1946 and Circular No. EC/Exc/Misc/F-033/1710-26 Dated: 07-09-2020 read with Corrigendum issued vide No: EC/Exc/Misc/F-033/1755 Dated: 08-09-2020.

d) **Characters-**

The words Desi Sharab shall be printed on the label of JK Country Liquor as required under Rule 98 k(f) of JK Distillery Rules, 1946.

  
 17.04.23  
**(Pankaj Kumar Sharma), JKAS**  
**Excise Commissioner, J&K**

No: EC/Exc/Misc/F-033/11/ 719-40

Dated: 17-04-2023

Copy to the:

1. Administrative Secretary, Finance Department, J&K, Civil Secretariat, J&K.
2. Deputy Excise Commissioner, Executive, Jammu/Kashmir.
3. Deputy Excise Commissioner, Distilleries, Jammu.
4. Deputy Excise Commissioner, Accounts, Jammu.
5. Excise & Taxation Officer, City Excise Range, (North/South), Jammu, Excise Range, Udhampur-Reasi, Doda-Kistwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Distilleries, Eradication Wing Jammu, Accounts, Kashmir, Anantnag-Pulwama-Kulgam-Shopian, Baramulla-Kupwara-Bandipora, Distilleries.
6. Sr. Programmer I/c Website [www.jkexcise.nic.in](http://www.jkexcise.nic.in) and e.Abhari Portal.
7. All Concerned licensees.
8. Order File/Concerned File.