

**GOVERNMENT OF JAMMU & KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER**

**JAMMU AND KASHMIR**  
EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU  
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**Subject:** Maintaining of different varieties and sufficient stock of liquor by the liquor vends (JKEL-2).

**CIRCULAR**

WHEREAS, it has been observed that the liquor vends (JKEL-2) are not adhering to the sub-rule 30 of Rule 38 of the J&K Liquor License and Sale Rules, 1984, which is reproduced hereunder:

*"Subject to the provisions of these rules every licensee shall in respect of any article which he is licensed to sell, meet the demand of every customer, entitled to be served, who tenders payment for which is required by him and the licensee shall maintain a sufficient stock of all articles for which he is licensed to deal to meet the probable demand."*

AND WHEREAS, License Condition No. 31 reads that the licensee shall maintain and stock such minimum supply of liquor, if any, as the Excise Commissioner may consider sufficient or necessary to meet the local requirement.

In view of the aforementioned rule and condition of the license, all the licensees (JKEL-2) are directed to maintain sufficient stock and variety of liquor in their license premises so as to meet the demand of customers. Any deviation in this regard shall be dealt under law.

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

No.: EC/Exc/Misc/F-031/V/ 4259-75

Dated: 13-09-2022

Copy to the:

1. Deputy Excise Commissioner (Executive), Jammu.
2. Deputy Excise Commissioner (Accounts), Jammu.
3. Deputy Excise Commissioner (Executive), Kashmir.
4. Excise and Taxation Officer, City Excise Range, (North/South), Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Accounts Kashmir, Anantnag-Pulwama-Kulgam-Shopian, Baramulla-Kupwara-Bandipora shall ensure compliance and take appropriate action for any violation.
5. Sr. Programmer I/c website [www.jkexcise.nic.in](http://www.jkexcise.nic.in).
6. Order file/concerned file.