

**GOVERNMENT OF JAMMU & KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER, J&K**  
**EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU**

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**Subject:** Classification of IMFL Brands for sale in CSD/PMF and civil market in the UT of J&K for the year 2023-24.

**Reference:** 1. Notification S.O. 172 Dated: 28-03-2023.  
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/939-45 Dated: 30-05-2023.

**ORDER No.: 112 - EC OF 2023**  
**DATED: 31-05-2023**

In exercise of the powers conferred under Rule 38, sub rule 31 clause (b) sub clause (iv) of the J&K Liquor License and Sale Rules, 1984, read with S.O. 172 Dated: 28-03-2023 and recommendation of the Committee constituted vide Order No. 60-EC of 2022 Dated: 30-05-2022, sanction is hereby accorded to the classification of brands meant for Sale in CSD and Civil market in the Union Territory of J&K in the category/ segment as per Annexure to this order.

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PANKAJ KUMAR  
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**Excise Commissioner**  
**Jammu & Kashmir**

No.: EC/Exc/MRP/2023-24/1823-42

Dated:31-05-2023

Copy to the:

1. Deputy Excise Commissioner (Accounts), Jammu.
2. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
3. Principal Training Institute Nagrota.
4. Deputy Excise Commissioner (Distilleries), Jammu.
5. Private Secretary to the Administrative Secretary, Finance Department, J&K, Civil Secretariat.
6. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam, Distilleries.
7. Sr. Programmer, In charge website [www.jkexcise.nic.in](http://www.jkexcise.nic.in)
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B.
9. All wholesalers namely, JKEL-1, M/S.....
10. All Manufacturers namely JKEL-6, D-2, M/S.....
11. Order file/concerned file.

**ORDER NO: 112-EC OF 2023 DATED:31-05-2023**

**"ANNEXURE"**

**Classification of IMFL Brands for sale in CSD & civil market in the UT of J&K for the year 2023-24**

Sr. No.	DISTILLERY / BOTTLING PLANT	BRAND	Strength of Liquor	Type of Liquor	Classification	Remarks
1	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. -244901	<b>Magic Moments Verve Lemon Lush Premium Flavoured Vodka</b>	<b>65.6° Proof/ 37.5% Abv.</b>	Vodka	Premium	For Civil market
2	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.	<b>Magic Moments Verve Premium Vodka</b>	<b>75.0° Proof/ 42.8% Abv.</b>	Vodka	Premium	For Civil market
3	Manufactured by Charles Tanqueray & Co., 16 Great Marlborough Street, Soho, London, W1F 7HS, UK. Imported & Distributed by M/s United Spirits Limited C/o Tulse Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra.	<b>Tanqueray London Dry Gin</b>	<b>82.84° Proof/ 47.3% Abv.</b>	Gin	Deluxe/ Super Deluxe	For Civil market
4	Produced & Bottled by H&A Prestige Bottling Limited, Chorley, PR71NH, England, UK, on behalf of Clint Wilfred & Sons Limited, N1 7GU. Imported by BPS Liquorland Pvt. Limited, 906 ILD Trade Centre, Sector-47, Gurugram, Haryana, India-122001.	<b>Desert Stallion Blended Scotch Whisky</b>	<b>70.05° Proof/ 40.0% Abv.</b>	Whisky	Deluxe/ Super Deluxe	For Civil market
5	M/s Kashmir Bottlers, Phase 1, SIDCO, Industrial Growth Centre, District Samba, J&K.	<b>Tapster Blended Whisky</b>	<b>75.0° Proof/ 42.8% Abv.</b>	Whisky	Low Cost	For Civil market
6	M/s Kashmir Bottlers, Phase 1, SIDCO, Industrial Growth Centre, District Samba, J&K for M/s Oasis Distilleries Limited, Regd. Office H-102, B2, Metro Towers, Vijay Nagar, Indore, M.P.- 452010	<b>All Seasons Double Barrel Collection Reserve Whisky</b>	<b>75.0° Proof/ 42.8% Abv.</b>	Whisky	Premium	For Civil market
7	M/s United Spirits Limited, at M/s Chandigarh Distillers & Bottlers Limited, Banur, District S.A.S. Nagar (Mohali), Punjab-140601	<b>McDowell's No.1 Celebration Matured XXX Rum</b>	<b>75.0° Proof/ 42.8% Abv.</b>	Rum	Premium	For Sale through CSD