

GOVERNMENT OF JAMMU AND KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K, JAMMU
EXCISE & TAXATION COMPLEX, RAIL HEAD COMPLEX, JAMMU
Tel. 0191-2477977 & E-mail: excise.commr@jk.gov.in

Subject: Classification of IMFL Brands for sale in Civil Market and CSD/PMS in the UT of J&K for the year 2024-25

Reference: 1. Notification S.O. 85 Dated: 01-02-2024.
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/1930-33 Dated: 06-12-2024.

ORDER No.: 469 - EC of 2024
DATED: 09 - 12-2024

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. 85 Dated: 01-02-2024 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 civil Market and CSD/PMS in the Union Territory of J&K in the category/segment as per Annexure to this order.

(Subash C. Chhibber), JKAS
Excise Commissioner, J&K

No.: EC/Exc/MRP/2024-25/ 4853-86

Dated: 09 -12-2024

Copy to the:

1. Deputy Excise Commissioner (Executive), Kashmir.
2. Deputy Excise Commissioner (Accounts), Jammu.
3. Deputy Excise Commissioner (Executive), Jammu.
4. Deputy Excise Commissioner (Distilleries), Jammu.
5. Private Secretary to the Principal Secretary, Finance Department, J&K, Civil Secretariat for the kind information of the Principal Secretary.
6. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam, Distilleries.
7. Sr. Programmer, I/c website www.jkexcise.nic.in
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s.....
9. All wholesalers namely, JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W, M/s.....
10. All Manufacturers namely JKEL-6, B-1, D-2, M/s.....
11. Order file/concerned file.

ORDER NO: 469-EC of 2024 DATED: 09-12-2024

Classification of IMFL Brands for sale in Civil Market and CSD/PMS for the year 2024- 25

Sr. No.	Distillery/Bottling Plant	Brand	Strength of Liquor	Type of Liquor	Classification	Remarks
1.	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu, J&K	Gin Galala hu Indian Craft Dry Gin	75.0° Proof/ 42.8% Abv.	Gin	Deluxe/ Super Deluxe	For sale in Civil Market J&K
2.	M/s Beam Global Spirits & Wine India Pvt. Limited Karora, Behror, Rajasthan	Teacher's Highland Cream Reserve Blended Scotch Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Sale in Paramilitary Services J&K