

**GOVERNMENT OF JAMMU AND KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER, J&K, JAMMU**  
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**Subject:** Classification of IMFL Brands for sale in Civil Market 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/838-44 Dated: 08-07-2024.

**ORDER No.: 318- EC of 2024**  
**DATED: 11 - 07-2024**

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 in the Union Territory of J&K in the category/segment as per Annexure to this order.

  
11.07.24  
**Pankaj Kumar Sharma), JKAS**  
**Excise Commissioner, J&K**

No.: EC/Exc/MRP/2024-25/1984-2003

Dated: 11 -07-2024

Copy to the:

1. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
2. Deputy Excise Commissioner (Distilleries), Jammu.
3. Deputy Excise Commissioner (Accounts), Jammu.
4. Private Secretary to the Principal Secretary, Finance Department, J&K, Civil Secretariat for the kind information of the Principal Secretary.
5. 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.
6. Sr. Programmer, I/c website [www.jkexcise.nic.in](http://www.jkexcise.nic.in)
7. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s.....
8. All wholesalers namely, JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W, M/s.....
9. All Manufacturers namely JKEL-6, B-1, D-2, M/s.....
10. Order file/concerned file.

ORDER NO: 318-EC of 2024 DATED: 11-07-2024

Classification of IMFL Brands for sale in civil Market for the year 2024-25

Sr. No.	DISTILLERY / BOTTLING PLANT	BRAND	Strength of Liquor	Type of Liquor	Classification	Remarks
1	Distilled & Bottled by M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	Spirit of Victory 1999 Pure Malt Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Sale in Civil Market
2	Distilled & Matured in Scotland, Imported & Bottled in India by Pernod Ricard India Pvt. Ltd., 126, Kadwa Mahalungi, Taluka Dindori, Distt. Nashik, MH.	Ballantine's Finest Blended Scotch Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Sale in Civil Market