

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 CSD and 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/1293-99 Dated: 14-09-2024.

ORDER No.: 393 - EC of 2024
DATED: 24 - 09-2024

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 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/ 3663-82

Dated: 24 -09-2024

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
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: 393-EC of 2024 DATED: 24-09-2024

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

Sr. No.	DISTILLERY / BOTTLING PLANT	BRAND	Strength of Liquor	Type of Liquor	Classification	Remarks
1	M/s Trikuta Bottlers, Industrial Growth Centre, SIDCO, Phase-I, District Samba, for M/s Allied Blenders & Distillers Ltd., Regd. Office 394/C, Lamingron Chambers, Lamingron Road, Mumbai Maharashtra-400004.	Officer's Choice Blue Pure Grain Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Medium	For Sale through CSD
2	M/s Devans modern Breweries Limited, Bohri, Talab Tillo, Jammu, J&K	Gin galala Hu Indian Craft Gin	75.0° Proof/ 42.8% Abv.	Gin	Deluxer/Super Deluxe	For Sale in Civil Market J&K