

**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**  
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**Subject:** Classification of IMFL Brands for sale in civil market and CSD in the UT of J&K for the year 2025-26

**Reference:** 1. Notification S.O. 38 Dated: 15-02-2025.

2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/2970-75 Dated: 29-03-2025.

**ORDER No.: 122 - EC of 2025**  
**DATED: 29 - 03-2025**

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. 38 Dated: 15-02-2025 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/2025-26/ 7382-7401

Dated: 29-03-2025

Copy to the:

1. Deputy Excise Commissioner (Executive), Kashmir.
2. Deputy Excise Commissioner (Distilleries), Jammu.
3. Deputy Excise Commissioner (Executive), Jammu.
4. Deputy Excise Commissioner (Accounts), 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](http://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: 122 -EC of 2025 DATED: 29 -03-2025

**Classification of IMFL Brands for sale in civil market and CSD for the year 2025-26**

Sr. No.	DISTILLERY / BOTTLING PLANT	BRAND	Strength of Liquor	Type of Liquor	Classification	Remarks
1	M/s Chenab Bottlers, Phase-I, IGC, SIDCO, District Samba, J&K	Casino 7 Rare Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Economy	For Sale in Civil Market J&K
2.	M/s United Spirits Limited, at Chandigarh Distilleries & Bottlers Limited Village Banur, District S.A.S Nagar (Mohali) Punjab-140601	Royal challenge American Pride Gold Blend Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Sale through CSD

