

GOVERNMENT OF JAMMU AND KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K
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 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/195-200 Dated: 17-04-2025.

ORDER No.: 151- EC of 2025
DATED: 17 - 04-2025

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/ 385-405

Dated: 17 -04-2025

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 Udhampur-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: 151-EC of 2025 DATED: 17-04-2025

Classification of IMFL Brands for sale in CSD and civil Market for the year 2025-26.

| Sr. No | DISTILLERY / BOTTLING PLANT | BRAND | Strengt h of Liquor | Type of Liquor | Classifi cation | Remark s |
|--------|--|--------------------------------------|--------------------------------|----------------|----------------------|--------------------------|
| 1 | M/s Distilled & Bottled in the Excise Bonded Warehouse by M/s Amrut Distilleries Pvt. Limited, Kambipura, Bengaluru- 560074, India | Amrut Two Indies Rum | 75.0° Proof/ 42.8% Abv. | Rum | Deluxe/ Super Deluxe | For Sale through CSD |
| 2 | M/s Distilled & Bottled in the Excise Bonded Warehouse by M/s Amrut Distilleries Pvt. Limited, Kambipura, Bengaluru- 560074, India | Amrut Nilgiris Indian Dry Gin | 75.0° Proof/ 42.8% Abv. | Gin | Deluxe/ Super Deluxe | For Sale through CSD |
| 3 | Trikuta Bottlers, Samba, for M/s Good Barrel Distillery Pvt. Limited, Regd. Office 28, Altamount Road, 9 Hindustan House, Mumbai, Maharashtra, India | Rock Paper Rum- Indian Spiced | 75.0° Proof/ 42.8% Abv. | Rum | Deluxe/ Super Deluxe | For Sale in Civil Market |
| 4 | Trikuta Bottlers, Samba, for M/s Good Barrel Distillery Pvt. Limited, Regd. Office 28, Altamount Road, 9 Hindustan House, Mumbai, Maharashtra, India | Rock Paper Rum- Coastal White | 75.0° Proof/ 42.8% Abv. | Rum | Deluxe/ Super Deluxe | For Sale in Civil Market |

 