

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 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/2448-50 Dated: 10-02-20245

ORDER No.: 59 - EC of 2024
DATED: 11 - 02-2025

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. 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.

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

No.: EC/Exc/MRP/2024-25/ 6161-79

Dated: 11-02-2025

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 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: 59-EC of 2025 DATED: 11-02-2025

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.	Blended & Bottled by M/s Oakland Bottlers Pvt. Limited, Plot No.19, SIDCO, Industrial Growth Centre, Samba, J&K, for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.	1965 Spirit of Victory Reserve Premium XXX Rum	75.0° Proof/ 42.8% Abv.	Rum	Premium	For sale in Civil Market J&K
2.	M/s Bacardi India Pvt. Ltd., At M/s Moonak Distillers & Bottlers Pvt. Limited, Jakhal Road, Moonak, District Sangrur, Punjab-148033	Bacardi Mango Chilli Classic Original Mango Chilli Rum	75.0° Proof/ 42.8% Abv.	Rum	Deluxe/ Super Deluxe	For sale in Civil Market J&K