

GOVERNMENT OF JAMMU & KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K
EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU
Tel: 0191-2477977 & E-mail: excise.commr@jk.gov.in

NOTICE FOR RE-AUCTION OF 34 RETAIL LIQUOR VENDS (JKEL-2) LICENSE

1. The instant notice is being issued for the convenience of prospective bidders who shall be participating in the Re-auction notified for allotment of retail liquor vendes (off-premises) for sale of liquor for the year 2025-26 in the Union Territory of Jammu and Kashmir. The details of these 34 locations of liquor vendes alongwith Minimum Guaranteed Quota (MGQ) and Minimum Guaranteed Revenue (MGR) per vend and Minimum Reserve Bid price is given in Annexure-A to the J&K Excise Policy for the year 2025-26 notified vide S.O 38 Dated 15th of February, 2025 under Endorsement No. FD-ET/7/2023-03 Dated 15-02-2025 and bid document issued vide No. 63-EC of 2025 Dated 15-02-2025 under Endorsement No. EC/Exc/e-auction/2025-26/6247 Dated 15-02-2025 and approved by Finance Department vide Letter No.FD-7/2023-03 Dated 15-02-2025.
2. These 34 vendes shall be allotted during the Policy year 2025-26, subject to fulfillment of eligibility conditions as per Bid Document and J&K Excise Policy 2025-26. These vendes shall sell, in retail, to the public under one roof JK-Special Whisky/JK Country Liquor and Indian made foreign liquor including imported foreign liquor/beer/wine/cider/RTD which are permitted to be sold by the Excise Department, J&K.
3. Re-auction for allotment of vendes shall be done through the J&K Bank Ltd. on e-auction portal i.e. <https://jkexcisedept.procure247.com> in a completely secure and transparent manner. The detailed procedure for re-auction/instructions to the bidders shall be available on the e-auction portal and on the official website of the department i.e. www.jkexcise.nic.in. The schedule of starting and closing of online bids for each location is given in the Annexure to this notice. All licenses issued through Re-Auction shall determine on 31-03-2026 irrespective of date of issuance.
4. The Minimum Reserve Bid Price for each of these 34 liquor vendes shall be as per Annexure-A given in the Excise Policy 2025-26. The bidders can bid in increments of Rs.50000/- (Max 10 lacs) beyond the Reserve Price. In case a fresh Highest H1 bid is received within 5 minutes before the scheduled closing time of bidding, the time for e-auction shall be automatically extended by another 5 minutes beyond the scheduled closing of the particular bid. A maximum of five such extensions shall be allowed, during which the bid increment shall be Rs.1,00,000/- (Max Rs.20 lacs).
5. To ascertain these 34 locations bidders are advised to read the Annexure-A of the Excise Policy 2025-26 and bid document. Annexure of this notice depicts the time of start and close of bidding of these locations.
6. Prospective participants may visit the website/e-auction portal i.e. <https://jkexcisedept.procure247.com> for information and detailed/ step-by-step procedure for e-auction and online submission of Participation fee, Earnest Money Deposit (EMD), and uploading of required documents in accordance with the Excise Policy, 2025-26.
7. In order to submit e-bid, every prospective bidder is required to get himself/herself registered at <https://jkexcisedept.procure247.com>. Registration of prospective bidders shall start from **08-03-2025** on the portal. All bidders are advised in their own interest to complete their registration well in time.

8. For detailed terms and conditions including the conditions of eligibility, the conditions to be fulfilled before participation in the bid and those to be fulfilled by the successful bidder before issuance of temporary/regular license, the time allowed for completion of these formalities, the detailed list mentioning locations in which the vends are to be opened and the number of vends in each such location, the conditions governing bidding for more than one vend, the MGR per vend, MGQ of JK Special Whisky/JK Country Liquor/Local IMFL Brands per vend and Minimum Reserve Bid Price for each vend, are given in the Excise Policy 2025-26 notified vide SO 38 dated 15-02-2025 and the bid document. These can be downloaded from official website of the J&K Excise Department i.e. www.jkexcise.nic.in and e-Abgari portal i.e. <https://eabgari.jkexcise.nic.in>.
9. A bidder shall have to pay online EMD of Rs.10 lacs and non-refundable participation fee of Rs.75,000/- separately for each bid from his/her KYC/PAN linked bank account.
10. Prospective bidders are advised, in their own interest, to familiarize themselves thoroughly with the provisions of the J&K Excise Act 1958 Svt, and the Rules made there under, the provisions of the J&K Excise Policy for the year 2025-26 notified vide SO 38 dated 15-02-2025 and with the area/location for which they intend to bid. This would enable them to bid effectively and with full knowledge of their business prospects as also their obligations/ responsibilities. They may visit the official website of the department i.e. www.jkexcise.nic.in and e-Abgari portal i.e. <https://eabgari.jkexcise.nic.in>, for information related to J&K Excise Act & Rules made thereunder.
11. The prospective participants/bidders are advised to make their requisite banking arrangements well in time.
12. All the prospective bidders are hereby informed through this notice that those H1 bidders who fail to deposit Bid Amount within stipulated time period shall be proceeded against with the recovery of Bid Amount/License fee under the provisions of Jammu & Kashmir Land Revenue Act Svt.1996 (1939 AD) as per para 2.3.20 of J&K Excise Policy, 2025-26.
13. Defaulters of J&K Excise Department including those who failed to deposit bid amount as H1 bidder in the current as well as previous policy years shall be ineligible to participate in the current re-auction process in terms of para 2.3.3 (i) of J&K Excise Policy, 2025-26.
14. The department reserves the right to cancel the re-auction process for a location where poor/inadequate response etc. in terms of participation of bidders or less bid amount in comparison to the sale potential of the location or earlier quoted bids received, is noticed, even after declaration of H1 bidder.
15. Further, mere declaration of H1/successful bidder for a location shall not qualify the H1 bidder to obtain JKEL-2 license for a location. The H1/successful bidder shall have to qualify all other eligibility criteria and terms and conditions notified in the Excise Policy for obtaining the JKEL-2 license.
16. A telephonic helpline number 0191-4064440 has been set up for providing assistance to the participants regarding re-auction. For any doubts/clarifications, prospective bidders may contact this number between 10.00 AM to 05:00 PM.


Excise Commissioner, J&K

Annexure

S. No.	Start Date	Start	End Date	End Time	JNR	JSO	UDR	KTH	DKR	RPR
1	15/03/2025	09:30	17/03/2025	09:30	JMC Ward No.1-B				Jangalwar A Panchayat, Phagsoo.	Bajabain Panchayat
2	15/03/2025	10:15	17/03/2025	10:15	JMC Ward No.4-A	JMC Ward -23 B				Panchayat Bathuni Rajouri.
3	15/03/2025	11:00	17/03/2025	11:00	JMC Ward No.4-B			Thein Panchayat.		Panchayat Upper Dhangri.
4	15/03/2025	11:45	17/03/2025	11:45	JMC Ward No.5-B					Surankote/ Draba
5	15/03/2025	12:30	17/03/2025	12:30	JMC Ward No.5-C			Salore Panchayat		Jhullas/Dhara
6	15/03/2025	13:15	17/03/2025	13:15	JMC Ward No.7-B	JMC Ward -23 C				Kalakote MC Ward No.2
7	15/03/2025	14:00	17/03/2025	14:00	JMC Ward No.10-C			Draman Panchayat.		
8	15/03/2025	14:45	17/03/2025	14:45	JMC Ward No.11					Khawas/Block Mougla, Tehsil Taryath
9	15/03/2025	15:30	17/03/2025	15:30	Village Gura Jagir, Tehsil Akhnoor.	Village Salerh,R.S Pura.			Badhat Panchayat,Dar bshalla.	
10	15/03/2025	16:15	17/03/2025	16:15	JMC Ward No.19 I		Majalta Panchayat			Poonch MC Ward No.10
11	15/03/2025	17:00	17/03/2025	17:00	JMC Ward No.24A				Rajgarh Panchayat Rajgarh.	
12	15/03/2025	17:45	17/03/2025	17:45	JMC Ward No.16					Poonch MC Ward No.11 A
13	15/03/2025	18:30	17/03/2025	18:30	JMC Word No. 10-B	Sai Panchayat.			Kandhote Panchayat Prem Nagar,Thathri.	

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