

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 E-AUCTION OF 305 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 e-auction notified for allotment of 305 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 305 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 305 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. E-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 e-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 e- Auction shall determine on 31-03-2026 irrespective of date of issuance.
4. The Minimum Reserve Price bid for each of these 305 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 afresh 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 305 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 **16-02-2025** 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 e-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 e-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 e-auction. For any doubts/clarifications, prospective bidders may contact this number between 10.00 AM to 05:00 PM.


Excise Commissioner, J&K

Annexure

No.	Start Date	Start Time	End Date	End Time	JNR	BBK	JSO	APS	UDR	SMB	KTH	DKR	SGR	RPN
1	24/02/2025	09:00	26/02/2025	09:00	JMC Ward No. 1-A									
2	24/02/2025	09:30	26/02/2025	09:30	JMC Ward No. 1-B	Gulmarg								
3	24/02/2025	10:00	26/02/2025	10:00	JMC Ward No.3	Baramulla	JMC Ward - 19 (South of Tawi) A.							
4	24/02/2025	10:30	26/02/2025	10:30	JMC Ward No.4A	Uri	JMC Ward - 19 (South of Tawi) B.	Pahalgam						
5	24/02/2025	11:00	26/02/2025	11:00	JMC Ward No.4B	Kupwara	JMC Ward - 20 - A.	Qazigund						
6	24/02/2025	11:30	26/02/2025	11:30	JMC Ward No.5A		JMC Ward - 20 - B.							
7	24/02/2025	12:00	26/02/2025	12:00	JMC Ward No. 5B		JMC Ward - 20 - C.							
8	24/02/2025	12:30	26/02/2025	12:30	JMC Ward No.5C		JMC Ward - 20 - D.					Assar Panchayat, Kandari Nallah, Assar.		
9	24/02/2025	13:00	26/02/2025	13:00	JMC Ward No. 7 A.		JMC Ward - 21 A.					Bhagwah Panchayat, Bhagwah.	SMC-A	
10	24/02/2025	13:30	26/02/2025	13:30	JMC Ward No. 7 B.		JMC Ward - 21 B.					Jangalwar A Panchayat, Phagsoo .	SMC-B	Rajouri MC Ward No. 05
11	24/02/2025	14:00	26/02/2025	14:00	JMC Ward No. 8A		JMC Ward - 21 C.					Kandhote Panchayat, Prem Nagar, Thathri.	SMC-C	Rajouri MC Ward No. 09
12	24/02/2025	14:30	26/02/2025	14:30	JMC Ward No. 8B		JMC Ward - 23 A.					Misrata Panchayat, Bhalra Ghati Morh, Bhaderwah.	SMC-D	Sunderbani MC Ward No.4
13	24/02/2025	15:00	26/02/2025	15:00	JMC Ward No. 9A		JMC Ward - 23 B.					Udrana-A Panchayat, Bhaderwah.	SMC-E	Panchayat Palma
14	24/02/2025	15:30	26/02/2025	15:30	JMC Ward No. 9B		JMC Ward - 23 C.					Derka Panchayat, Bhalla.	SMC-F	Panchayat Bathuni Rajouri
15	24/02/2025	16:00	26/02/2025	16:00	JMC Ward No. 10A		JMC Ward - 44 A.					Hambal- B Panchayat, Doda.	SMC-G	Panchayat Upper Dhangri
16	24/02/2025	16:30	26/02/2025	16:30	JMC Ward No.10B		JMC Ward - 44 B.					Gandoh Panchayat, Bhalessa .	Sonamarg	Panchayat Taryath, District Rajouri
17	24/02/2025	17:00	26/02/2025	17:00	JMC Ward No. 10 C		JMC Ward - 46.					Doda MC Ward-1.		Main Market Budhal

S. No.	Start Date	Start Time	End Date	End Time	JNR	BBK	JSO	APS	UDR	SMB	KTH	DKR	SGR	RPN
18	24/02/2025	17:30	26/02/2025	17:30	JMC Ward No. 10D		JMC Ward - 48.					BT 2nd Shalimar Panchayat , Kishtwar		Siot, Rajouri
19	24/02/2025	18:00	26/02/2025	18:00	JMC Ward No. 11		JMC Ward - 49 A.					Lach Khazana Panchayat , Kishtwar.		Bajabain Panchayt
20	25/02/2025	09:00	27/02/2025	09:00	JMC Ward No. 12		JMC Ward - 49 B.					Gulabgarh Panchayat , Atholi.		Beripatan/Seri
21	25/02/2025	09:30	27/02/2025	09:30	JMC Ward No.13		JMC Ward - 49 C.					Badhat Panchayat , Darbshalla.		Chak Jaralan/Bagnoti
22	25/02/2025	10:00	27/02/2025	10:00	JMC Ward No.15 A.		JMC Ward - 49 D.					Lower Palmar-C Panchayat , Kishtwar		Chowki Handan Nowshera
23	25/02/2025	10:30	27/02/2025	10:30	JMC WARD No. 15B		JMC Ward - 49 E.					Panchayat Sounder-C , Dacchan.		Kalakote MC Ward No.2
24	25/02/2025	11:00	27/02/2025	11:00	JMC WARD No. 15 C		JMC Ward - 49 F.					Dhalwas Panchayat, Nashri, Chanderkote.		Khawas/Block Mougla, Taryath
25	25/02/2025	11:30	27/02/2025	11:30	JMC WARD No. 15D		JMC Ward - 51.					Batote, MC Ward No. 6		Tehsil Kotranka
26	25/02/2025	12:00	27/02/2025	12:00	JMC Ward No. 15 E		JMC Ward - 52.					Karol Pyt., Ramban		Panchayat Laiter Maghai
27	25/02/2025	12:30	27/02/2025	12:30	JMC Ward No.16		JMC Ward - 53.					MC Ramban W.No. 1		Nowshera MC Ward No.2
28	25/02/2025	13:00	27/02/2025	13:00	JMC Ward No.17 A		JMC Ward - 54 A.					MC Ramban W.No. 5(Bus Stand)		Poonch MC Ward No. 01
29	25/02/2025	13:30	27/02/2025	13:30	JMC Ward No. 17 B		JMC Ward - 54 B.					Panchal Panchayat, Pogal Paristan Ukhral.		Poonch MC Ward No. 10
30	25/02/2025	14:00	27/02/2025	14:00	JMC Ward No.17 C		JMC Ward - 54 C.					Rajgarh Panchayat, Rajgarh		Poonch MC Ward No.11 A
31	25/02/2025	14:30	27/02/2025	14:30	JMC Ward No. 18A		JMC Ward - 54 D.							Poonch MC Ward No. 11 B
32	25/02/2025	15:00	27/02/2025	15:00	JMC Ward No. 18B		JMC Ward - 55 .							Poonch MC Ward No. 11 C
33	25/02/2025	15:30	27/02/2025	15:30	JMC Ward No. 19 A.		JMC Ward - 56.							Surankote/Draba
34	25/02/2025	16:00	27/02/2025	16:00	JMC Ward No. 19 B		JMC Ward - 58.							Tehsil Mendhar

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35	25/02/2025	16:30	27/02/2025	16:30	JMC Ward No. 19 C		JMC Ward - 68.							Jhullas/Dhara
36	25/02/2025	17:00	27/02/2025	17:00	JMC Ward No. 19 D.		JMC Ward - 69.							
37	25/02/2025	17:30	27/02/2025	17:30	JMC Ward No. 19 E		JMC Ward - 73.							
38	25/02/2025	18:00	27/02/2025	18:00	JMC Ward No. 19 F		Sidhra							
39	26/02/2025	09:00	28/02/2025	09:00	JMC Ward No. 19 G		Upper Gadigarh/ Rani Bagh.		Basantgarh					
40	26/02/2025	09:30	28/02/2025	09:30	JMC Ward No. 19 H.		Preet Nagar.		Ghordi Jagir Panchayat, Ramnagar.					
41	26/02/2025	10:00	28/02/2025	10:00	JMC Ward No. 19 I		Bishnah MC Ward - A		Moungri					
42	26/02/2025	10:30	28/02/2025	10:30	JMC Ward No. 24A		Bishnah MC Ward - B		Patnitop/ Panchayat Karlah Chenani.					
43	26/02/2025	11:00	28/02/2025	11:00	JMC Ward No. 24B		Bishnah MC Ward - C		Ballian Panchayat, Udhampur.					
44	26/02/2025	11:30	28/02/2025	11:30	JMC Ward No. 26		Bishnah MC Ward - D		Jaganoo Panchayat, Udhampur.					
45	26/02/2025	12:00	28/02/2025	12:00	JMC Ward No. 27		RS Pura MC Ward 9.		Kainthgali Panchayat Lower Meer, Panchari.					
46	26/02/2025	12:30	28/02/2025	12:30	JMC Ward No. 28		RS Pura MC Ward 10 A.		Khoon, Majalta.					
47	26/02/2025	13:00	28/02/2025	13:00	JMC Ward No. 29		RS Pura MC Ward 10 B.		Kud, Chenani.					
48	26/02/2025	13:30	28/02/2025	13:30	JMC Ward No. 30		MC Ward No 1. Arnia		Majalta Panchayat	MC Ward No. 11 Samba				
49	26/02/2025	14:00	28/02/2025	14:00	JMC Ward No. 32A		Cantonment Board, Belli Charana.		Manthal /Panchayat Mand West, Udhampur.	MC Ward No. 12A Samba				
50	26/02/2025	14:30	28/02/2025	14:30	JMC Ward No. 32B		Cantonment Board, Satwari.		Chenani MC Ward No. 1.	MC Ward No. 12B Samba				
51	26/02/2025	15:00	28/02/2025	15:00	JMC Ward No. 34		Village Kirpind, RS Pura.		Panchayat Sountha, Tehsil Udhampur.	Birpur, Bari Brahmana				

S. No.	Start Date	Start Time	End Date	End Time	JNR	BBK	JSO	APS	UDR	SMB	KTH	DKR	SGR	RPN
52	26/02/2025	15:30	28/02/2025	15:30	JMC Ward No.36		Village Badyal Brahmanh, RS Pura.		Panchayat Sunari, Udhampur.	Nud, Samba				
53	26/02/2025	16:00	28/02/2025	16:00	JMC Ward No. 37		Village Kullian, RS Pura.		MC Ramnagar	Supwal, Samba	Basholi MC Ward - 7,			
54	26/02/2025	16:30	28/02/2025	16:30	JMC Ward No. 38		Village Simbal, RS Pura.		Tikri, Udhampur.	Raya Morh	Gurha Kalyal West Panchayat			
55	26/02/2025	17:00	28/02/2025	17:00	JMC Ward No. 39		Village Salerh, R.S Pura.		Upper Rehmbal Chopra Shop Panchayat, Udhampur.	Sumb	Haria Chak			
56	26/02/2025	17:30	28/02/2025	17:30	JMC Ward No. 41A		Village Biaspur Bangla, RS Pura.		MC Ward No.3. Udhampur	Pyt. Meen Charkan, Bari Brahmana	Kathua MC Ward No. 5			
57	26/02/2025	18:00	28/02/2025	18:00	JMC Ward No.41B		Village Miran Sahib, RS Pura.		MC Ward No.4 A (Bus Stand) Udhampur	Pyt. Chak Nazar Nandpur	Thein Panchayat			
58	27/02/2025	09:00	01/03/2025	09:00	JMC Ward No.61		Village Kotli Mian Fateh, RS Pura.		MC Ward No.4 B (Bus Stand) Udhampur		Bani Panchayat			
59	27/02/2025	09:30	01/03/2025	09:30	JMC Ward No.63 A		Village Allaah.		MC Ward No.4 C (other than Bus Stand) Udhampur	Ghagwal Rajpura	Bann Panchayat/Chadwal Panchayat			
60	27/02/2025	10:00	01/03/2025	10:00	JMC Ward No.63B		Village Manwal.		MC Ward No. 10 A Udhampur	MC Ward No. 3, Ramgarh	Bhoond			
61	27/02/2025	10:30	01/03/2025	10:30	JMC Ward No.64		Village Baspur Parlah.		MC Ward No. 10 B Udhampur	MC Ward No. 5, Vijaypur	Billawar MC Ward No. 11.			
62	27/02/2025	11:00	01/03/2025	11:00	JMC Ward No.66 A		Village Chakroi.		MC Ward No. 8 Udhampur	MC Ward No. 11, Vijaypur	Chakdrab Khan.			

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63	27/02/2025	11:30	01/03/2025	11:30	JMC Ward No.66 B		Village Dablehar.		MC Ward No. 18 Udampur	MC Ward No. 3A, Bari Brahamana	Dher Panchayat.			
64	27/02/2025	12:00	01/03/2025	12:00	JMC Ward No.75		Village Phallan Mandal.		MC Ward No. 20 Udampur	MC Ward No. 3B, Bari Brahamana	Draman Panchayat			
65	27/02/2025	12:30	01/03/2025	12:30	Jourian Ward No. 6		Village Chattha.		MC Ward No. 21 A Udampur	MC Ward No. 3C, Bari Brahamana	Galak Panchayat.			
66	27/02/2025	13:00	01/03/2025	13:00	Akhnoor MC Ward No. 9		Bajalta Area.		MC Ward No. 21 B Udampur	MC Ward No. 12, Bari Brahamana	Ghati (Mearth)			
67	27/02/2025	13:30	01/03/2025	13:30	Akhnoor MC Ward No. 10 A		Sai Panchayat.		Pyt. Mahore, Reasi		Hiranagar MC Ward No. 1.			
68	27/02/2025	14:00	01/03/2025	14:00	Akhnoor MC Ward No. 10 B		Rathana Panchayat R.S.Pura		Pyt. Pouni		Jarai.			
69	27/02/2025	14:30	01/03/2025	14:30	Akhnoor MC Ward No. 10 C		Majua Uttam Panchayat, Bishnah .		Bhaga Pyt. Reasi		Kathua MC Ward No. 1.			
70	27/02/2025	15:00	01/03/2025	15:00	Village Gura Jagir , Tehsil Akhnoor.		Suchetgarh Road, Suchetgarh.		Bharakh Pyt. Pouni		Kathua MC Ward No. 2.			
71	27/02/2025	15:30	01/03/2025	15:30	Village Pallanwala Khour		Battal		Chassana		Kathua MC Ward No. 21.			
72	27/02/2025	16:00	01/03/2025	16:00	Village Pargwal				Kanthan-Arnas Pyt. Tehsil Arnas.		ISBT Kathua			
73	27/02/2025	16:30	01/03/2025	16:30	Panchayat Garota/ Panchayat Ranjan Bhalwal				Mari A Pyt. Reasi		Lakhanpur MC Ward No. 7.			
74	27/02/2025	17:00	01/03/2025	17:00	Village Domana, Jammu North				MC Ward No. 3 A, Reasi		Mahanpur-A Panchayat.			
75	27/02/2025	17:30	01/03/2025	17:30	Village Nagrota A , Nagrota				MC Ward No. 3 B, Reasi		Mandli Panchayat.			
76	27/02/2025	18:00	01/03/2025	18:00	Village Nagrota B , Nagrota				MC Ward No. 4 A, Reasi		Marheen Village			

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77	28/02/2025	09:00	02/03/2025	09:00	Village Baggain, Dansal				MC Ward No. 4 B, Reasi		Mirpur Ram Panchayat.			
78	28/02/2025	09:30	02/03/2025	09:30	Ghou Manahasa.						Nangala Panchayat/Machedie Pyt.			
79	28/02/2025	10:00	02/03/2025	10:00	Khour						(Pathwal Pyt/Dinga Amb Pyt/Sallan Pyt) - A			
80	28/02/2025	10:30	02/03/2025	10:30	Panchayat Bomaf, Tehsil Jourian						(Pathwal Pyt/Dinga Amb Pyt/Sallan Pyt) - B			
81	28/02/2025	11:00	02/03/2025	11:00	Tehsil Chowki/ Chohra						Plassi Pyt/Prehta Pyt			
82	28/02/2025	11:30	02/03/2025	11:30	Gajansoo, Marh						Salore Panchayat			
83	28/02/2025	12:00	02/03/2025	12:00	Bharda Kalan, Akhnoor						Terhara Panchayat			
84	28/02/2025	12:30	02/03/2025	12:30	Sungal, Akhnoor									

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