

**GOVERNMENT OF JAMMU & KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER, J&K**

EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU

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**Subject: Processing/grant of Type B Category licenses (JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7A & JKEL-7D).**

- Reference:**
1. The J&K Excise Policy 2024-25 notified vide S.O 85 Dated 1st of February, 2024.
  2. Deputy Excise Commissioner (Executive) Jammu's Letter No. 4033/Proposal of Bar Licenses/DECEJ/Exc/39 dated 01-04-2023.
  3. Deputy Excise Commissioner (Executive) Kashmir's Letter No. DEC/K/Misc/2022-23/3078 Dated 28.03.2023.

**Order No: 268 -EC of 2024**

**Dated: 08.06.2024**

**Whereas,** for the purpose of the import/ export, transport, manufacture, sale and possession of intoxicating liquor, the Finance Department, the Government of Jammu & Kashmir (GoJK) through various notifications issued from time to time and the annual J&K Excise Policy, has delegated authority to implement various provisions of the J&K Excise Act, 1958 Svt., rules made thereunder and the existing J&K Excise Policy in the UT of J&K; and

**Whereas,** the GoJK through the notification of its annual J&K Excise Policy, emphasizes aims and objectives of the Government so far as regulation, import/ export, transport, manufacture, sale and possession of intoxicant liquor is concerned wherein various initiatives have been taken to regulate the liquor by encouraging the consumption of low alcoholic beverages against hard drinks besides maximising the potential for revenue generation for the common good; and

**Whereas,** the J&K Excise Policy 2024-25, notified by the Government vide S.O 85 of 2024 dated 01-02-2024, among other provisions, stipulates its Policy objectives in respect of encouraging low alcoholic beverages and providing of a dignified place for the tourists/public and also tapping full potential of the existing liquor industry in the UT of J&K for generating employment as well as revenue for the Government and the relevant provisions in this regard are reproduced hereunder:

**Para 1.2 "To encourage transition from high to low alcoholic content beverage;**

**Para 1.5 "To provide choice of liquor brands and places for consumption to its customers and a level playing field to all the stakeholders;**

**Para 1.7 "Tapping of the full Potential of existing liquor industry to promote ancillary industries and raising new avenues of employment:**

**Whereas,** due to increase in the tourist footfall in the UT of J&K in the recent years, there has been demand from tourists/consumers for making available quality liquor at some of the underserved and unserved locations/destinations by opening the retail outlets both *on & off premises* for the tourists so as to provide them with a dignified place to sit, drink and dine; and

**Whereas,** the off premises outlets in the form of JKEL-2 licenses have been notified and allotted in accordance with the J&K Excise Policy, 2024-25 by way of allotment through e-auction in a transparent way, however, still various places remains underserved/unserved due to coming up of a number of new tourist destinations by way of policy of the Government to promote tourism and making available boarding/lodging in Guest Houses/Camps/Treks/other arrangements at various remote tourist spots which hitherto were unexplored; and

**Whereas,** various high-end facilities have come up in the UT of J&K especially in the last decade necessitating the Department to introduce progressive initiatives to cater to the demand of the customers in allowing rooftop drink and dine facility to the high-end hotels with necessary modifications in the existing orders which were not in consonance with the current times; and

**Whereas,** various cases of Bar & Restaurant /Hotels/Banquet Halls have been received in the Department in light of demands of public and it has been observed that many high end Bar applications for hotels/restaurant/Banquet halls needs necessary updation in the existing conditions laid down in Excise Order 414 of 2005 dated 11.10.2005, to address the demand of public/ tourist to avail such facilities within such locations which are of desired standards and well equipped with modern facilities, and;

**Whereas,** to address the demand of tourist/ public, the Excise Department in the year 2005 i.e 17 years back issued the guidelines /requisite formalities/documents for processing and grant of the cases of Bar & Restaurant /Hotels/Banquet Halls keeping in mind the requirements of those times and many of which have now become redundant/ obsolete and calls for modifications/advancements with new ambience and new concepts of cozy environment for drink and dine; and

**Whereas,** the hospitality industry (Hotels/restaurants/banquet) have grown manyfold and the UT of Jammu & Kashmir being hub of Tourism has been witnessing inflow of tourists from across the nation and abroad, and non-availability of liquor at such locations is keeping away full potential of these high-end tourist destinations so far as fun and leisure is concerned;