

OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT,  
ZUM ZUM BUILDING, RAMBAGH,  
S R I N A G A R

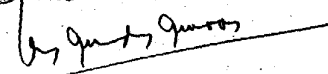
" C I R C U L A R "

It has been observed that the labels are being submitted for approval by various firms and are recommended by the officers of the Excise Department without looking into various aspects as provided in the J&K Distillery Rules, 1946. Approval of labels has been envisaged in the rules from the Excise administration point of view i.e. to ensure that a particular variety/quota/batch of liquor is sold only in a particular area or to a particular category of consumers in view of different slabs of duties leviable on the commodity. It is neither a mere ritual nor an exercise to be made without application of mind. It has been observed that the words like "for sale to defence or Para-Military only" or "for sale in J&K State only" are printed on the labels at a place and in a font size which are not easily discernible.

It is, as such, possible that a particular pack of liquor may be sold in an area or to a category of persons for whom it is not meant thereby causing loss of revenue to the department.

It is, therefore, impressed upon all concerned that all statutory markings on the labels submitted for approval should be written in bold letters in a big font size (at least 14) and in a colour which is in clear contrast to the basic colour scheme of the label, preferably at a place which is otherwise blank. These markings should be visible at first sight.

All cases in the pipeline as of today which are not in conformity with the above instructions are, therefore liable to be rejected and processed afresh.

  
(Masud Samoon) IAS,  
Excise Commissioner,  
J&K Government.

NO: 33-Label/Exc-Sgt/ 451-55  
DT: 26/06/2003

Copy for strict compliance to the:

- 1-3/ Deputy Excise Commissioner (Executive) Jammu/Kashmir/  
Distilleries, Jammu.
- 4/ All Excise & Taxation Officer concerned.
- 5/ All licensees.