

**OFFICE OF THE EXCISE COMMISSIONER**  
**JAMMU AND KASHMIR**  
EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU  
\*\*\*\*\*

**Subject:** Classification of IMFL brands.

**Reference:** 1. Notification S.O. 275 dated 31-08-2020.  
2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/ACCTJ/1751 dated 25-01-2021.

O R D E R No.: 284 OF 2021  
D A T E D: 28 - 01 - 2021

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/ACCTJ/1751 dated 25-01-2021 furnished the Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 held on 23-01-2021 for classification of brands in favor of M/s Pernod Ricard India Pvt. Limited, 25<sup>th</sup> milestone, NH-22, Village Gholu Majra, Tehsil Derabassi, District SAS Nagar (Mohali), Punjab "Meant for Sale in CSD in J&K only"; and

Whereas, as per the Minutes of Meeting the brands were earlier classified vide Order No. 219-STC of 2005 dated 20-07-2005 and Order No. 847-STC of 2006 dated 24-03-2006 in respect of Seagram India Pvt. Limited, Daurala, U.P. Now, the company intends to supply these brands from M/s Pernod Ricard India Pvt. Limited, 25<sup>th</sup> milestone, NH-22, Village Gholu Majra, Tehsil Derabassi, District SAS Nagar (Mohali), Punjab-140506; and

Whereas, the prescribed label fee of Rs 90,000/- for three IMFL brands "Meant for Sale in CSD in J&K only" i.e. @ 30,000/- per brand has been remitted by the concerned applicant in accordance with the current Excise Policy 2020-21 (S.O. 275 dated 31-08-2020) vide Collection Id 201208184838HZA dated 08-12-2020; and

Whereas, the Committee as well as the Deputy Excise Commissioner, (Accounts), Jammu have recommended for approval of classification of these brands for Sale in CSD in J&K only.

Now, therefore, in view of the recommendations of Committee as well as of the Deputy Excise Commissioner, (Accounts), Jammu and remittance of prescribed label fee by the applicant, approval is hereby accorded to the classification of following brands "Meant for Sale in CSD in J&K only" in terms of Rule 38, sub rule 31 clause (b)

sub clause (iv) of the J&K Liquor License and Sale Rules, 1984, read with S.O. 275 dated 31-08-2020:

S. No.	Distillery/ Bottling Plant	Brand	Type of Liquor	Classification	Remarks
1.	M/s Chivas Brothers Limited, Distillers, Keith, AB55, Scotland, Imported & Bottled in India by M/s Pernod Ricard India Pvt. Limited, 25 <sup>th</sup> milestone, NH-22, Village Gholu Majra, Tehsil Derabassi, District SAS Nagar (Mohali), Punjab	Seagram's 100 Pipers Deluxe Blended Scotch Whisky	Whisky	Deluxe	For CSD
2.	M/s Pernod Ricard India Pvt. Limited, 25 <sup>th</sup> milestone, NH-22, Village Gholu Majra, Tehsil Derabassi, District SAS Nagar (Mohali), Punjab	Seagram's Royal Stag Deluxe Whisky	Whisky	Premium	For CSD
3.	M/s Pernod Ricard India Pvt. Limited, 25 <sup>th</sup> milestone, NH-22, Village Gholu Majra, Tehsil Derabassi, District SAS Nagar (Mohali), Punjab	Seagram's Blenders Pride Rare Premium Whisky	Whisky	Deluxe	For CSD

*Rahul Sharma*  
(Rahul Sharma), KAS,  
Excise Commissioner,  
Jammu & Kashmir

No.: EC/Exc/MRP/2020-21/ 6235-59

Dated: 28-01-2021

Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner, (Accounts), Jammu
4. Deputy Excise Commissioner, (Distilleries), Jammu.
5. 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-Bandipur, Anantnag-Pulwama-Shopian-Kulgam, Distilleries, Eradication.
6. Programmer, I/c website [www.jkexcise.nic.in](http://www.jkexcise.nic.in).
7. M/s Pernod Ricard India Pvt. Limited, 25<sup>th</sup> milestone, NH-22, Village Gholu Majra, Tehsil Derabassi, District SAS Nagar (Mohali), Punjab.
8. Area Manager CSD Bari Brahmana.
9. Area Manager, CSD Udhampur.
10. Area Manager CSD, BB Cantt, Batwara, Srinagar.
11. Order file/concerned file.