

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

Subject: Classification IMFL brands.**Reference:** 1. Notification S.O. 275 dated 31-08-2020.
2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/ACCTJ/1809 dated 22-02-2021.**ORDER No.:** 327 OF 2021**DATED:** 04-03-2021

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/ACCTJ/1809 dated 22-02-2021 furnished the Minutes of Meeting of the Committee constituted in terms of Order No. 37-EC of 2020 dated 06-06-2020 held 20-02-2020 for classification of brands of IMFL of M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu; and

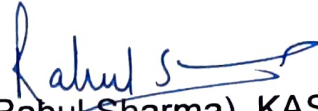
Whereas, the Committee as well as the Deputy Excise Commissioner, (Accounts), Jammu has recommended classification of the brands in "Super Deluxe" category. The details of which are as under:

S. No.	Distillery/ Bottling Plant	Brand	Type of Liquor	Classification	Remarks
1.	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu	Devans Gian Chand Indian Single Malt Whisky	Whisky	Super Deluxe	For Civil Market
2.	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu	Devans Akhnoor Indian Single Malt Whisky	Whisky	Super Deluxe	For Civil Market

Whereas, as per the Minutes of Meeting the licensee has remitted the prescribed label fee of Rs 1,00,000/- vide GRN JK000007381202021P dated 19-02-2021 i.e. Rs 50,000/- per brand.

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 licensee, approval is hereby accorded to the classification of aforementioned brands of IMFL in "Super Deluxe" category

"Meant for Sale in Civil Market 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.


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

No.: EC/Exc/MRP/2020-21/ 7301-24

Dated: 04-03-2021

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 Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipur, Anantnag-Pulwama-Shopian-Kulgam, Distilleries, Eradication.
6. Programmer, I/c web site www.jkexcise.nic.in.
7. President Wine Association, Jammu
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s
9. All wholesalers namely JKEL-1, M/s
10. All manufacturers namely JKEL-6, D-2
11. M/s Devans Modern Breweries Limited, Talab Tillo, Jammu.
12. Order file/concerned file.