

**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/1432 dated 11-12-2020, letter No. DECAJ/ACCTJ/1749 dated 23-01-2021 and letter No. DECAJ/ACCTJ/1811 dated 23-02-2021.

O R D E R No.: 339 OF 2021

D A T E D : 23- 03 - 2021

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/ACCTJ/1432 dated 11-12-2020 furnished the Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 held on 08-12-2020 for classification of different brands of IMFL; and

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide this office letter No. EC/Exc/MRP/2020-21/5351 dated 29-12-2020 was requested to recover the label fee in full from the licensees as per the current Excise Policy 2020-21, as the label fee of Rs 50,000/- per label has to be charged in case of labels meant of Civil Market and Rs 30,000/- per label has to be charged in case of labels meant for CSD/PMF. The licensee had remitted label fee @ Rs 50,000/- per brand whereas the labels are meant for Civil/CSD/PMF; and

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/ACCTJ/1749 dated 23-01-2021 submitted that the concerned licensee has requested for classification of the brands for Civil Market only. Accordingly, the Deputy Excise Commissioner, (Accounts), Jammu recommended for the same; and


Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. EC/Exc/MRP/2020-21/6714 dated 12-02-2021 was requested to clear the discrepancy in name of the district, as per the Minutes of Meeting "M/s Trikuta Bottlers, SIDCO Industrial Growth Centre, Samba, For M/s Rock and Storm Distilleries Pvt. Ltd., Distt. Sunam, Punjab" was mentioned in "Distillery/Bottling Plant" column, whereas, as per your letter No. DECAJ/ACCTJ/1749 dated 23-01-2021 "M/s Trikuta Bottlers, SIDCO Industrial Growth Centre, Samba, For M/s Rock and Storm Distilleries Pvt. Ltd., Tehsil Sunam, Distt. Sangrur, Punjab" has been mentioned in "Distillery/Bottling Plant" column. The mention of district on the labels is mandatory; and

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/ACCTJ/1811 dated 23-02-2021 furnished copies of labels and

requested to consider the address of Distillery/Bottling Plant as "M/s Rock and Storm Distilleries Pvt. Ltd., Village Chajjali, Tehsil Sunam, Distt. Sangrur, Punjab".

Now, therefore, in exercise of the powers conferred under 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 and recommendation of Deputy Excise Commissioner, (Accounts), Jammu and the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020, approval is hereby accorded to the classification of below mentioned brands of IMFL in favour of M/s Trikuta Bottlers, SIDCO Industrial Growth Centre, Samba, For M/s Rock and Storm Distilleries Pvt. Ltd., Village Chajjali, Tehsil Sunam, Distt. Sangrur, Punjab, in "Deluxe" and "Premium" categories meant of Civil Market only:

S. No.	Distillery/ Bottling Plant	Brand	Type of Liquor	Classification	Remarks
1.	M/s Trikuta Bottlers, SIDCO Industrial Growth Centre, Samba, For M/s Rock and Storm Distilleries Pvt. Ltd., Village Chajjali, Tehsil Sunam, Distt. Sangrur, Punjab	Barents Premium Gold Reserve Whisky	Whisky	Deluxe	For Civil
2.	M/s Trikuta Bottlers, SIDCO Industrial Growth Centre, Samba, For M/s Rock and Storm Distilleries Pvt. Ltd., Village Chajjali, Tehsil Sunam, Distt. Sangrur, Punjab	Revolution Luxury Dry Gin	Gin	Premium	For Civil
3.	M/s Trikuta Bottlers, SIDCO Industrial Growth Centre, Samba, For M/s Rock and Storm Distilleries Pvt. Ltd., Village Chajjali, Tehsil Sunam, Distt. Sangrur, Punjab	Garrison Reserve Ultra Premium Brandy	Brandy	Premium	For Civil

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

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

7697 7721

Dated: 23-03-2021

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](http://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. M/s Trikuta Bottlers, SIDCO Industrial Growth Centre, Samba.
11. Order file/concerned file.