

OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR

EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Classification of brands meant for Sale in Civil Market in UT of Jammu & Kashmir.

Reference: 1. Notification S.O. 114 dated 31-03-2021.
2. Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 issued vide No. DECAJ/Exc/Acctts/235-40 dated 30-07-2021.
3. Deputy Excise Commissioner (Distilleries), Jammu's letter No. DECDJ/1745 dated 02-09-2021 and letter No. DECDJ/2557 dated 30-11-2021.

ORDER No.: 246 - EC OF 2021

DATED: 03 - 12 - 2021

Whereas, the committee constituted vide Order No. 37 EC of 2020 dated 06-06-2020 forwarded the Minutes of Meeting bearing No. DECAJ/Exc/Acctts/235-40 dated 30-07-2021 held on 28th July, 2021; and

Whereas, the committee deliberated upon the classification of brands, adopting the following parameters as per clause 4.5 of the current Excise Policy 2021-22 (S.O. 114 dated 31-03-2021):

S. No.	EDP/ case (in Rs.)	Segment
1	Upto 600	Low cost
2	601 upto 800	Economy
3	801 upto 1100	Medium
4	1101 upto 2500	Premium
5	>2500	Deluxe/Super Deluxe

Whereas, in light of above parameters, the Committee has recommended classification of following brands meant for Sale in Civil Market in UT of Jammu & Kashmir:

S. No.	Distillery/ Bottling Plant	Brand	Strength of Liquor	Type of Liquor	Classification	Remarks
1	M/s Dogra Distilleries, Village Gangyal, Tehsil & Distt. Jammu, J&K, for M/s Vedant Bottlers Pvt. Ltd., 511, Jodhpur Park, 3 rd Floor, Kolkata-	Vedant Password Premium Whisky	75° Proof/ 42.8% Abv	Whisky	Premium	For Civil Market

	700068					
2	M/s Dogra Distilleries, Village Gangyal, Tehsil & Distt. Jammu, J&K, for M/s Vedant Bottlers Pvt. Ltd., 511, Jodhpur Park, 3 rd Floor, Kolkata-700068	Vedant Jhony Royal Premium Whisky	75° Proof/ 42.8% Abv	Whisky	Premium	For Civil Market
3	M/s Dogra Distilleries, Village Gangyal, Tehsil & Distt. Jammu, J&K, for M/s Vedant Bottlers Pvt. Ltd., 511, Jodhpur Park, 3 rd Floor, Kolkata-700068	Kraze Original Vodka	75° Proof/ 42.8% Abv	Vodka	Premium	For Civil Market
4	M/s Dogra Distilleries, Village Gangyal, Tehsil & Distt. Jammu, J&K, for M/s Vedant Bottlers Pvt. Ltd., 511, Jodhpur Park, 3 rd Floor, Kolkata-700068	Kraze Original Chocolate Flavoured Vodka	65° Proof/ 37.1% Abv	Vodka	Premium	For Civil Market

Whereas, as per the Minutes of Meeting, M/s Vedant Bottlers Pvt. Ltd., 511, Jodhpur Park, 3rd Floor, Kolkata-700068 has executed an agreement with M/s Dogra Distilleries, Village Gangyal, Tehsil & Distt. Jammu, J&K to manufacture their products in J&K. The prescribed label fee of above brands @ Rs 50,000/- per brand has been deposited vide Collection ID 210621152936ZPS dated 21-06-2021 amounting to Rs 2,00,000/-; and

Whereas, the Deputy Excise Commissioner (Accounts), Jammu vide letter No. EC/Exc/MRP/2021-22/Part-II/4956-57 dated 12-08-2021 was requested to intimate whether other brands of these companies are being sold in UT of J&K or first time the company is introducing brands in J&K; and

Whereas, the Deputy Excise Commissioner (Accounts), Jammu vide his office letter No. DECAJ/Exc/Accts/291-93 dated 18-08-2021 referred the matter to the Deputy Excise Commissioner (Distilleries), Jammu to provide the information to the office of Excise Commissioner, J&K; and

Whereas, Shri Aditya Bakshi, Vice President Sale and Marketing for Vedant Bottlers Pvt. Ltd. submitted an affidavit in this office deposing therein that his

company has not registered/classified any of their brands in the UT of Jammu & Kashmir at present thus none of their brands are sold in the UT of Jammu and Kashmir at present; and

Whereas, the aforementioned affidavit, in original, was forwarded to the Deputy Excise Commissioner (Distilleries), Jammu vide this office letter No. EC/Exc/MRP-2021-22/11/5540-41 dated 31-08-2021 for information and further necessary action; and

Whereas, the Deputy Excise Commissioner (Distilleries), Jammu vide letter No. DECDJ/1745 dated 02-09-2021 submitted that the aforesaid brands have neither been classified nor in production in Jammu & Kashmir till date; and

Whereas, the Deputy Excise Commissioner (Distilleries), Jammu vide this office letter No. EC/Exc/MRP/2021-22/6752-54 dated 22-11-2021 was requested to furnish fresh recommendation in the matter; and

Whereas, the Deputy Excise Commissioner (Distilleries), Jammu vide letter No. DECDJ/2557 dated 30-11-2021 submitted that M/s Dogra Distilleries, Village Gangyal, Tehsil & District Jammu holding license No. 08/D-2 has entered into tie-up agreement with M/s Vedant Bottlers Pvt. Ltd., 511, Jodhpur Park, 3rd Floor, Kolkata-700068 for bottling of the aforementioned brands. The agreement stands registered before the Sub-Registrar (Assistant Settlement Officer, Jammu) on 02-06-2021. The brands have been recommended by the Price Fixation Committee for classification after examining the request of the licensee.

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. 114 dated 31-03-2021 and recommendation of the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020, sanction is hereby accorded to the classification of aforementioned brands in "Premium" segment/category meant for Sale in Civil Market in J&K only.


(Kishore Singh Chib), JKAS,
Excise Commissioner,
Jammu & Kashmir

No.: EC/Exc/MRP/2021-22/11/7037-58 8/12 Dated: 03-12-2021

Copy to the:

1. Financial Commissioner (Additional Chief Secretary), Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Accounts), Jammu
3. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
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-Bandipora,
Anantnag-Pulwama-Shopian-Kulgam, Distilleries, Eradication, Accounts
Kashmir.

6. Programmer, I/c web site www.jkexicse.nic.in.
7. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7,
JKEL-7B, M/s
8. All wholesalers namely JKEL-1 M/s
9. All manufacturers namely JKEL-6, D-2, M/s
10. Order file/concerned file.