

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

**Subject:** Extension of validity of labels and holograms approved for the year 2024-25 for all brands of liquor meant for Sale in Civil Market, Sale in CSD & PMF in Union Territory of Jammu & Kashmir/Meant for Export.

**Reference:** 1. Deputy Excise Commissioner (Executive), Jammu's letter No.1765/Label Correspondence File/DECEJ/Exc/220 dated 15.04.2025.

ORDER No.: 147 - EC OF 2025

DATED: 15 - 04 - 2025

**Whereas**, the Finance Department has notified the J&K Excise Policy 2025-26 vide S.O 38 dated 15.02.2025 under endorsement No. FD-ET/2023-03 dated 15.02.2025 wherein among other provisions, it has been made mandatory in terms of Para 10 and 13 of the J&K Excise Policy to affix holograms/labels on liquor bottles for ensuring remittance of duties at each level besides effective monitoring/movement of liquor;

**Whereas**, the department approves labels/holograms during the policy years and affix the same on the liquor bottles/cans ensuring payment of duties/fees notified in terms of the applicable Excise Policy;

**Whereas**, labels and holograms approved during the policy year remains in force till expiry of the existing policy i.e. on 31st March of the succeeding year, however, on coming into force of the new Excise Policy w.e.f. 1st April of the year, the labels depicting change in MRP due to change in duty structure, are to made available in a single day failing which production as well as import of liquor comes to standstill, consequently, leading to non-availability of liquor at the retail vends for sale to the consumers, thereby, resulting in huge loss to the Government exchequer;

**Whereas**, to tide over the likely situation of market getting dry of liquor brands, the Deputy Excise Commissioner (Executive), Jammu and Deputy Excise Commissioner (Distilleries), Jammu vide above referent letters have recommended for extension of labels/holograms approved for the year 2024-25 based on the fact that printing and proofreading of fresh labels with new MRP is still under process and it may take some days for getting into production line and request preferred by the Manufacturing Units/Wholesale Trades for extension of validity of labels approved for policy year 2024-25 has been examined by the concerned officers;

**Now, therefore**, in view of the recommendations of the Deputy Excise Commissioner (Executive), Jammu and Deputy Excise Commissioner (Distilleries), Jammu, ensuring of uninterrupted supply of quality liquor with holograms/labels and in the interest of Government revenue and to ensure against evasion of any duty, sanction is hereby accorded

in terms of Section 16-A of J&K Excise Act 1958 and Para 10 of the J&K Excise Policy 2025-26 to the extension of validity of labels and holograms approved for the Policy Year 2024-25 for all brands of liquor meant for Sale in Civil Market, Sale in CSD & PMF in Union Territory of Jammu & Kashmir and meant for Export to the destination subject to the condition that same is permitted by the importing State/UT, upto 20.04.2025 or till the labels for the year 2025-26 are approved whichever is earlier.

  
(Subash C Chhibber), JKAS,  
**Excise Commissioner,**  
**Jammu & Kashmir**

Dated: 15-04-2025

No.: EC/Exc/Misc/F-033/II/ 283-303

Copy to the:

1. Principal Secretary to the Government, Finance Department, J&K Civil Secretariat, Jammu/Srinagar.
2. Deputy Excise Commissioner (Executive), Kashmir.
3. Deputy Excise Commissioner (Accounts), Jammu.
4. Deputy Excise Commissioner (Executive), Jammu.
5. Deputy Excise Commissioner (Distilleries), Jammu.
6. Excise and Taxation Officer, City Excise Range, (North/South), Jammu, Excise Range Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Distilleries, Eradication Wing Jammu, Accounts Kashmir, Anantnag-Pulwama-Kulgam-Shopian, Baramulla-Kupwara-Bandipora, Distilleries.
7. Sr. Programmer I/c website [www.jkexcise.nic.in](http://www.jkexcise.nic.in).
8. All concerned licensees.
9. Order file/concerned file.