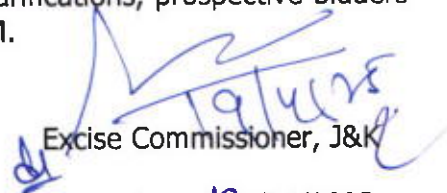


**GOVERNMENT OF JAMMU & KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER, J&K**  
**EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU**  
Tel: 0191-2477977 & E-mail: [excise.commr@jk.gov.in](mailto:excise.commr@jk.gov.in)

**NOTICE FOR RE-AUCTION OF 01 RETAIL LIQUOR VEND (JKEL-2) LICENSE**

1. The instant notice is being issued for the convenience of prospective bidders who shall be participating in the Re-auction notified for allotment of retail liquor vend (off-premises) for sale of liquor for the year 2025-26 in the Union Territory of Jammu and Kashmir. The details of this 01 location of liquor vend alongwith Minimum Guaranteed Quota (MGQ) and Minimum Guaranteed Revenue (MGR) per vend and Minimum Reserve Bid price is given in Annexure-A to the J&K Excise Policy for the year 2025-26 notified vide S.O 38 Dated 15<sup>th</sup> of February, 2025 under Endorsement No. FD-ET/7/2023-03 Dated 15-02-2025 and bid document issued vide No. 63-EC of 2025 Dated 15-02-2025 under Endorsement No. EC/Exc/e-auction/2025-26/6247 Dated 15-02-2025 and approved by Finance Department vide Letter No.FD-7/2023-03 Dated 15-02-2025.
2. This 01 vend shall be allotted during the Policy year 2025-26, subject to fulfillment of eligibility conditions as per Bid Document and J&K Excise Policy 2025-26. This vend shall sell, in retail, to the public under one roof JK-Special Whisky/JK Country Liquor and Indian made foreign liquor including imported foreign liquor/beer/wine/cider/RTD which are permitted to be sold by the Excise Department, J&K.
3. Re-auction for allotment of vend shall be done through the J&K Bank Ltd. on e-auction portal i.e. <https://jkexcisedept.procure247.com> in a completely secure and transparent manner. The detailed procedure for re-auction/instructions to the bidders shall be available on the e-auction portal and on the official website of the department i.e. [www.jkexcise.nic.in](http://www.jkexcise.nic.in). The schedule of starting and closing of online bids for the location is given in the Annexure to this notice. The license issued through Re-Auction shall determine on 31-03-2026 irrespective of date of issuance.
4. The Minimum Reserve Bid Price for this 01 liquor vend shall be as per Annexure-A given in the Excise Policy 2025-26. The bidders can bid in increments of Rs.50000/- (Max 10 lacs) beyond the Reserve Price. In case afresh Highest H1 bid is received within 5 minutes before the scheduled closing time of bidding, the time for e-auction shall be automatically extended by another 5 minutes beyond the scheduled closing of the particular bid. A maximum of five such extensions shall be allowed, during which the bid increment shall be Rs.1,00,000/- (Max Rs.20 lacs).
5. To ascertain this 01 location bidders are advised to read the Annexure-A of the Excise Policy 2025-26 and bid document. Annexure of this notice depicts the time of start and close of bidding of this location.
6. Prospective participants may visit the website/e-auction portal i.e. <https://jkexcisedept.procure247.com> for information and detailed/ step-by-step procedure for e-auction and online submission of Participation fee, Earnest Money Deposit (EMD), and uploading of required documents in accordance with the Excise Policy, 2025-26.
7. In order to submit e-bid, every prospective bidder is required to get himself/herself registered at <https://jkexcisedept.procure247.com> Registration of prospective bidders shall start from **22-04-2025** on the portal. All bidders are advised in their own interest to complete their registration well in time.

8. For detailed terms and conditions including the conditions of eligibility, the conditions to be fulfilled before participation in the bid and those to be fulfilled by the successful bidder before issuance of temporary/regular license, the time allowed for completion of these formalities, the detailed list mentioning location in which the vend is to be opened and the conditions governing bidding for the vend, the MGR of vend, MGQ of JK Special Whisky/JK Country Liquor/Local IMFL Brands of vend and Minimum Reserve Bid Price for the vend, are given in the Excise Policy 2025-26 notified vide SO 38 dated 15-02-2025 and the bid document. These can be downloaded from official website of the J&K Excise Department i.e. [www.jkexcise.nic.in](http://www.jkexcise.nic.in) and e-Abgari portal i.e. <https://eabgari.jkexcise.nic.in>.
9. A bidder shall have to pay online EMD of Rs.10 lacs and non-refundable participation fee of Rs.75,000/- separately for the bid from his/her KYC/PAN linked bank account.
10. Prospective bidders are advised, in their own interest, to familiarize themselves thoroughly with the provisions of the J&K Excise Act 1958 Svt, and the Rules made there under, the provisions of the J&K Excise Policy for the year 2025-26 notified vide SO 38 dated 15-02-2025 and with the area/location for which they intend to bid. This would enable them to bid effectively and with full knowledge of their business prospects as also their obligations/ responsibilities. They may visit the official website of the department i.e. [www.jkexcise.nic.in](http://www.jkexcise.nic.in) and e-Abgari portal i.e. <https://eabgari.jkexcise.nic.in>, for information related to J&K Excise Act & Rules made thereunder.
11. The prospective participants/bidders are advised to make their requisite banking arrangements well in time.
12. All the prospective bidders are hereby informed through this notice that those H1 bidders who fail to deposit Bid Amount within stipulated time period shall be proceeded against with the recovery of Bid Amount/License fee under the provisions of Jammu & Kashmir Land Revenue Act Svt.1996 (1939 AD) as per para 2.3.20 of J&K Excise Policy, 2025-26.
13. Defaulters of J&K Excise Department including those who failed to deposit bid amount as H1 bidder in the current as well as previous policy years shall be ineligible to participate in the current re-auction process in terms of para 2.3.3 (i) of J&K Excise Policy, 2025-26.
14. The department reserves the right to cancel the re-auction process for a location where poor/inadequate response etc. in terms of participation of bidders or less bid amount in comparison to the sale potential of the location or earlier quoted bids received, is noticed, even after declaration of H1 bidder.
15. Further, mere declaration of H1/successful bidder for a location shall not qualify the H1 bidder to obtain JKEL-2 license for a location. The H1/successful bidder shall have to qualify all other eligibility criteria and terms and conditions notified in the Excise Policy for obtaining the JKEL-2 license.
16. A telephonic helpline number 0191-4064440 has been set up for providing assistance to the participants regarding re-auction. For any doubts/clarifications, prospective bidders may contact this number between 10.00 AM to 05:00 PM.

  
Excise Commissioner, J&K

**Annexure**

<b>S. No.</b>	<b>Start Date</b>	<b>Start Time</b>	<b>End Date</b>	<b>End Time</b>	<b>JNR</b>
<b>1</b>	28/04/2025	13:00	30/04/2025	13:00	JMC Ward No.10-B

*Handwritten signature*