



Government of Jammu and Kashmir
Finance Department

Notification

Srinagar, the 29th of May, 2018

SRO-240.—In exercise of the powers conferred by sections 16, 16-A and 17 of the J&K Excise Act, Samvat 1958, the Excise Policy 2018-19 enunciated as hereunder will come into force with immediate effect and will continue to remain in force till 31st March, 2019. However, the State Government may revisit and revise the same at any point during the course of the year, if the emergent situation warrants so.

1. Policy Objectives.—The Policy has the following underlined objectives:

- i. Simplification of the regulatory structure by rationalizing and reducing the number of taxes, duties and other levies;
- ii. Import substitution of liquor and alcoholic beverages in the State using tariff barriers;
- iii. Export incentivization through progressive tax and duty structure;
- iv. Maximizing revenue realization;
- v. Bringing about greater social consciousness about the harmful effects of consumption of liquor and alcoholic beverages.

2. Type and Forms of Licenses. — Five licenses in “sale license” categories, one “manufacture license” category and one “social occasion permit” category as detailed herein below shall remain in vogue:

Type A License: For wholesale trade in local liquor. This includes: JKEL-1B, JKEL-1W, JKEL-1 and JKEL-1A.

Type B License: For retail trade in bars with or within an associated facility which includes hotel, restaurant, cinema, banquet hall or club. This category includes: JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-7 and JKEL-7A.

Type C License: For retail trade in shops, vends and stores. This category includes JKEL-2.

Type D license: For vends, bars and clubs with or within an Army, Defence or Security Establishment. This category includes: JKEL-5, JKEL-5A, JKEL-7B, and W-2.

Type E License: For spirits and alcohol inputs and raw materials. This category includes: JKEL-12, JKEL-13, JKEL 14 and JKEL-15.

Type F License: For Bottling Plants, Distilleries and Breweries.

In addition to these, the Department shall continue to issue 'Permits' to serve liquor on social occasions at private places, banquet halls, party halls and restaurants etc.

3. Issuance of Licenses.—

3.1 Wholesale trade

The present Policy for grant of licenses in form JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W, and inclusion of different sources of import in one license (JKEL-1A) shall continue, as per the procedure laid down in Para 5 of SRO - 157 dated; 30-03-2017.

3.2 Retail trade

3.2.1 The grant of licenses for operating liquor shops (JKEL-2) at identified unserved locations shall be undertaken by the Excise Department strictly in accordance with the provisions of the J&K Excise Act, Svt. 1958, J&K Liquor License and Sales Rules, 1984 and procedure outlined in Excise Policy for the year 2017-18, para 3.2.3 to 3.2.10, issued vide SRO 157 Dated 30th March 2017. However, in case of individual applications received for grant of JKEL-2 license at any particular un-served area, only such applications shall be entertained where the applicant satisfies the following conditions:-

- a. The applicant is owner of a shop which is at a minimum distance of 300 meters from the religious place, educational institution, hospital, public park and is in conformity with the provisions of the 'J&K Excise Act and Liquor License and Sales Rules 1984', and the application should be accompanied with a non-refundable fee of Rupees Fifty Thousand.

