

OFFICE OF THE COMMISSIONER OF EXCISE
GOVT. OF NATIONAL CAPITAL TERRITORY OF DELHI
L & N BLOCK, VIKAS BHAWAN, I.P. ESTATE, NEW DELHI - 110 002.

PUBLIC NOTICE OF 2011-2012.
(Rule 34 of Delhi Excise Rules 2010)

TERMS AND CONDITIONS FOR THE GRANT OF LICENCES IN FORM L-1 FOR THE YEAR 2011-2012 FOR THE WHOLESALE SUPPLY OF INDIAN LIQUOR TO THE HOLDERS OF L-6, L-7, L-9, L-10, L-12, L-13, L-14, L-15, L-16, L-17, L-18, L-19, L-20, L-21, L-28, L-29 AND OTHER LIQUOR LICENCE IN THE NATIONAL CAPITAL TERRITORY OF DELHI.

Licences in Form L-1 for the wholesale supply of Indian Liquor to the holders of L-6, L-7, L-9, L-10, L-12, L-13, L-14, L-15, L-16, L-17, L-18, L-19, L-20, L-21, L-28, L-29 and other such liquor licences as granted by the statutory authority in the National Capital Territory of Delhi will be granted for the year 2011-2012 (hereinafter called the "the licensing year") in accordance with the terms and conditions described below: -

1. LICENCE FEE

- 1.1 L-1 Licence will be issued on regular basis on payment of licence fee as prescribed below:-

S.No.	Category	Licence fee
1	Economy Brands of Whisky & Rum with MRP upto Rs.120/-	Rs.15,00,000/-(Fifteen Lacs) per brand
2	All other Whisky/ All Beer	Rs.15,00,000/-(Fifteen Lacs) per brand or 1% of the total wholesale value of that brand, whichever is higher
3	All other Rum/Gin	Rs.8,00,000/- (Eight Lacs) per brand or 1% of the total wholesale value of that brand, whichever is higher
4	Vodka/Brandy	Rs.5,00,000/- (Five Lacs) per brand or 1% of the total wholesale value of that brand, whichever is higher
5	Wine/Liqueur/Alcopop/Mixed Alcoholic Beverages	Rs.1,00,000/- (One Lac) per brand or 1% of the total wholesale value of that brand, whichever is higher' subject to a maximum of Rs.10 lacs.

The above licence fee will apply to new brands as well as to the existing brands at the time of the registration for the licensing year 2011-2012.

- 1.2 The L-1 licence so issued shall be for the grant of rights to sell Indian Liquor/Beer/Wine/Rum/Gin/Vodka/Alcopop/Liqueur/Mixed Alcoholic Beverage & other liquors, on payment of levies as per chapter X of the Delhi Excise Rules 2010.

- 1.3 The applications for grant of L-1 licence for the year 2011-12 can be submitted on any working day throughout the excise year. Only those applications, which are complete in all respects and are received in the Office of the Commissioner of Excise, Govt. of National Capital Territory of Delhi (hereinafter called "The Commissioner") shall be considered for the grant of the licence. Incomplete applications shall be liable to be rejected.

2. REGISTRATION OF BRANDS AND ELIGIBILITY OF BRANDS FOR SALE IN THE NATIONAL CAPITAL TERRITORY OF DELHI.

- 2.1 All the brands for sale in the National Capital Territory of Delhi shall be registered with the Excise Department of the Govt. of National Capital Territory of Delhi (hereinafter called "the Excise Department").
- 2.2 The registration of brands shall be open through out the licensing year 2011-12 on payment of the Licence fee & Label Registration fee of Rs.20,000/-(Rs. Twenty thousand only) per brand of Whisky/Rum/Brandy/Gin/Vodka and Rs.5,000/-(Five Thousand only) for per brand of Wine/Beer/Liqueur/Alcopop/Mixed Alcoholic Beverages.
- 2.3 The registration and approval of the brands shall be subject to the brands fulfilling, besides all other conditions of the Delhi Excise Act, 2009 and the Rules made there under, the following conditions: -
- a) It shall be a product of a manufacturing unit (Including a bottling unit) duly licenced by the respective Government.
 - b) It shall be made from neutral alcohol (double distilled), extra neutral alcohol, etc.
 - c)
 - i) Only such Indian Liquor brands, as have their Trade Mark registered, shall be allowed registration in Delhi. However, the brands with registered trademark licensed to the applicant under a valid agreement made in accordance with the Trade Mark Act, 1999 will be permitted.
 - ii) The brands with Foreign Trade Mark Registration Certificates (TMCs) will be allowed registration in the Licensing year 2011-12 provided they have applied for registration to the Trade Mark Registration Authority of India before the submission of application for registration of the particular brands further subject to the condition that no brand shall be allowed to be registered in Delhi having identical or deceptively similar Trade Mark which is already registered in the name of a different proprietor in respect of the same goods or description of goods. This will however be subject to the verification of authenticity of Foreign Trade Mark Registration Certificate (TMC) by the concerned Issuing Authority.
 - iii) Trade Mark Registration Certificate is not required for brands of Wine and Beer.
 - d) The cost of the inspection for verification of sale figures as prescribed hereinafter shall be borne by the applicant. If any brand

does not fulfill the required criteria for registration as mentioned below, the applicant will have no right for refund of expenses/cost borne by him for the sale verification.

- e) The Whisky brands shall be divided into five categories so far as the eligibility for Licensing / registering various brands is concerned. These categories are as follows :-

CATEGORY I (Economy Brands of Whisky) (Brands with retail price upto Rs.120/-per quarts)

These brands shall be allowed registration in Delhi only if the brands have sold a minimum of 50,000(Fifty Thousand) cases all over India, including the National Capital Territory of Delhi in any of the two preceding financial years i.e. 2009-2010 or 2010-2011. The brands shall also qualify for registration, if the above minimum requirement of cases sold is fulfilled at any time during the financial year 2011-12.

CATEGORY II (Brands with retail price between Rs.121/- and 250/-per quarts)

These brands shall be allowed registration in the National Capital Territory of Delhi only if the brands have sold a minimum of 75,000(Seventy Five Thousand) cases all over India, including the National Capital Territory of Delhi in any of the two preceding financial years i.e. 2009-2010 or 2010-2011. The brands shall also qualify for registration, if the above minimum requirement of cases sold is fulfilled at any time during the financial year 2011-12.

CATEGORY III (Brands with retail price between Rs.251/- and Rs. 400/-per quarts)

These brands shall be allowed registration in the National Capital Territory of Delhi only if the brands have sold a minimum of 30,000 (Thirty Thousand) cases all over India, including the National Capital Territory of Delhi in any of the two preceding financial years i.e. 2009-2010 or 2010-2011. The brands shall also qualify for registration, if the above minimum requirement of cases sold is fulfilled at any time during the financial year 2011-12.

CATEGORY IV (Brands with retail price from Rs.401/- per quarts and above)

No sale figures will be required in this category.

CATEGORY V

An international whisky brand being bottled in India and with retail price upto Rs.600/- per quarts shall be registered only if it has sold over 5,00,000 (Five lac) cases worldwide in any of the two preceding financial year i.e. 2009-10 or 2010-11. The brands shall also qualify for registration, if the above minimum requirement of cases sold is fulfilled at any time during the financial year 2011-12.

The above eligibility conditions will apply to new brands as well as to the existing brands at the time of the registration for the licensing year 2011-2012.

- f) The Rum brands shall be divided into three categories so far as the eligibility for Licensing / registering various brands is concerned. These categories are as follows :-

CATEGORY 1 (Economy RUM BRANDS)

A Rum brand with retail price upto Rs.120/- per quarts shall be registered only if it has sold 30,000 (Thirty Thousand) cases all over India, including the National Capital Territory of Delhi in **any of the two preceding financial years i.e. 2009-2010 or 2010-2011**. The brands shall also qualify for registration, if the above minimum requirement of cases sold is fulfilled at any time during the financial year 2011-12.

CATEGORY II

A Rum brand with the retail price between Rs. 121/- and Rs. 250/- per quarts shall be registered only if it has sold 40,000 (Forty thousand) cases all over India, including the National Capital Territory of Delhi in any of the two preceding financial years i.e. 2009-2010 or 2010-2011. The brands shall also qualify for registration, if the above minimum requirement of cases sold is fulfilled at any time during the financial year 2011-12.

CATEGORY III

For Rum brands with the retail price above Rs. 250/- per quarts, no sale limit has been prescribed.

The above eligibility conditions will apply to new brands as well as to the existing brands at the time of the registration for the licensing year 2011-2012.

- (g) The Beer brands shall be divided into five categories so far as the eligibility for Licensing / registering various brands is concerned. These categories are as follows :-

CATEGORY I

A Beer brand with above 5 per cent alcoholic strength & MRP upto Rs.100/- per quarts shall be registered only if it has sold 2,50,000 (Two lac fifty thousand) cases all over India, including the National Capital Territory of Delhi in any of the two preceding financial years i.e. 2009-2010 or 2010-2011. The brands shall also qualify for registration, if the above minimum requirement of cases sold is fulfilled any time during the financial year 2011-12.

CATEGORY II

A Beer brand upto 5 per cent alcoholic strength & MRP upto Rs.100/- per quarts shall be registered only if it has sold 80,000 (Eighty thousand) cases all over India, including the National Capital Territory of Delhi in any **of the two preceding financial years i.e. 2009-2010 or 2010-2011**. The brands shall also qualify for registration, if the above minimum requirement of cases sold is fulfilled any time during the financial year 2011-12.

CATEGORY III For Beer brands with alcoholic strength above or below 5%(both) with Maximum Retail Price (MRP) of above Rs.100/- per quarts bottle(650 ML), no sale limit has been prescribed.

CATEGORY IV

For Diet Beer brands, no sale limit has been prescribed. Diet Beer should have alcoholic strength below 5% and caloric value less than 31 gms per 100 ml.

CATEGORY V

An international Beer brand (including mild beer) shall be registered only if it has sold over 5,00,000 (Five lac) cases worldwide in any of the two preceding financial years i.e. 2009-2010 or 2010-2011. The above eligibility conditions will apply to brands for future registration as well as to the existing brands at the time of registration for the licensing year 2011-12.

- (h) For Gin/ Brandy/ Vodka/ /wine/ Liqueur/Alcopop/ Mixed Alcoholic Beverages with alcoholic strength of **less than 8%** and other liquors, no sale limit has been prescribed.

- (i) Indian Liquor Brands (Whisky and rum only) having retail price of Rs.120/- declared, as economy brand will also be sold through L-14 vends situated in the premises of existing country liquor vends in addition to regular L-6 vends. Economy brands will be sold only in one category of retail price upto Rs.120/-. L-1 licensee will be allowed to lower ex-distillery/wholesale price so as to bring their brands at par with the economy brands. However, once a brand has been declared as economy brand, it shall continue to be so, during the currency of the licensing year and the licensee shall not be permitted to opt out of this category once he has exercised his option
- (j) Beer brands can also be sold through L-14 vends situated in the premises of existing country liquor vends.

3. ELIGIBILITY TO HOLD LICENCE

- 3.1 L-1 licence shall be granted only to a company incorporated under the Companies Act, 1956, a firm registered under the Partnership Act, 1932 or a Society registered under the relevant Co-operative Societies Act or sole proprietor or a firm registered under Limited Partner Liability Act, 2008 having licenced manufacturing units (distillery/brewery/ Winery/bottling plant). **Owner of the Distillery/Brewery/Bottling Plant may appoint an executive/manager/agent for carrying out business affairs/licensed activities in pursuance of the grant of licence.** But each distillery/Brewery/Winery /Bottling Plant shall have to maintain a separate godown at the premises being used by the same attorney. Attorney once nominated shall not be changed during the currency of the licence without the prior intimation to the Deputy Commissioner Excise, Govt. of NCT of Delhi (hereinafter called "the Deputy Commissioner"). The distilleries/breweries/bottling plants shall be responsible for any act of omission or commission done by the said attorney/authorized representative.
- 3.2 Apart from the affidavits filed by an applicant for L-1 licence regarding sale figures, the applicant for the L-1 licence shall have to furnish along with the application a certificate from the excise authorities of the concerned State countersigned by an officer not below the rank of an Excise Officer as regards the sale figures and Ex Distillery Price (EDP). The applicant will also be required to furnish attested photocopies of the export pass/export verification certificate (EVC) issued by the Excise authorities as a further proof of the sale figures. The manufacturing unit and attorney/authorized signatory both will be **liable** for providing any wrong information in this regard.

4. INFORMATION REGARDING OTHER RELATED LICENCE.

- 4.1 Holders of L-1 licences will be permitted, under Rule 66(1) of the Delhi Excise Rules 2010 to sell Indian Liquor including beer only to vends having licence in form L-6, L-7, L-9,L-10,L-12,L-13,L-14,L-15,L-16, L-17,L-18,L-19, L-20,L-21, L-28,L-29 and other such liquor licences granted by the statutory authorities.
- 4.2 The Excise Department and the Government shall be under no obligation to grant any particular number of L-6, L-7, L-9,L-10,L-12,L-13,L-14,L-15,L-16, L-17, L-18,L-19, L-20,L-21, L-28,L-29 and other such liquor licences. The holder of L-1 licences shall not be entitled to any compensation or relief on the ground that a particular number of L-6, L-7, L-9,L-10,L-12,L-15,L-16, L-17, L-18,L-20, L-28,L-29 and other such liquor licences were not granted.

5. SALE HOURS AND DRY DAYS (Rule-52, 55 of Delhi Excise Rules-2010)

All days of religious importance and such other days as considered appropriate will be declared as "dry days" in addition to dry days normally declared. The holders of L-1 licences shall not be entitled to any compensation or relief due to any increase in the number of dry days or due to change in the working hour of the bonded ware-house or of retail vends during the course of the licensing year. Working hour for liquor and bonded warehouse shall be decided by the competent administrative authority. The bonded warehouses of licensees may open one hour prior to the timings of liquor shops.

6. PROCEDURE TO APPLY

- 6.1 Application in the prescribed form (Annexure I) together with its appendices 'B' and 'C' for the grant of licence shall be made to the Deputy Commissioner. In case, the applicant is a company incorporated under Companies Act, the application shall be signed by the Managing Director or Director of the company duly authorized by the board of directors of the company concerned. In case of individual partnership concern or a society registered under the Co-operative Societies Act, the application shall be signed by the Proprietor, duly authorized working partner, President or secretary of the society, as the case may be.
- 6.2 Information as required for this purpose in the application form shall be furnished with complete details truly and faithfully, so as to enable the smooth processing of application for grant of L-1 licence. The applicants shall not be entitled to any relief or compensation on account of delay in the finalization of their case for the grant of licence.

- 6.3 The attention of the intending applicants is invited to the provisions of Rule 21 of the Delhi Excise Rules, 2010 regarding the period for which licence may be granted.
- 6.4 No applicant shall be granted a licence in Form L-1 who is not eligible to hold a licence and does not fulfill interalia all the requirements of rule 23 of the Delhi Excise Rules, 2010.

7. OTHER CONDITIONS OF LICENCE

- 7.1 Licence in Form L-1 for the licensing period shall be interalia subject to the general conditions as interalia contained in Rules 34, 35, 36, 37, 38, 39, 50, 51, 53, 61, 62, 63 and 66(1) of the Delhi Excise Rules, 2010 and orders/instructions issued there under from time to time and any law in force in the National Capital Territory of Delhi relating to liquor and bonded warehouses.
- 7.2 These terms and conditions, unless repugnant to the express provisions of the Delhi Excise Act, 2009 and the Rules made thereunder, shall be in addition to the said Act and the Rules which are deemed to be incorporated in these Terms & Conditions as if they are expressly set out herein. Applicants are advised to access, read and understand the same before applying.
- 7.3 (a) The price structure for the brands for the Indian Liquor/Beer//Wine/Rum/Gin/Vodka/Liqueur/Alcopop/Mixed Alcoholic Beverage & other liquors which qualify for the grant of L-1 wholesale licence for the year 2011-2012 will be fixed by the Commissioner under the Delhi Excise Rules, 2010.
- (b) No licensee shall supply liquor/Beer Etc. in bottles having marking of another distillery/Breweries etc. embossed on it.
- (c) The licensee shall keep one week's stock in his bonded warehouse at all time, of all the brands approved for sale in the National Capital Territory of Delhi so that uninterrupted supply to the retail vends/outlets can be maintained throughout the licensing year. In case, the licensee fails to maintain the required stock, action under section 16, 17 and other relevant section of the Delhi Excise Act 2009 shall be taken against him.
- (d) The licensee has to give a certificate from the Government authorized laboratory or other reputed private institution regarding quality of particular brand and certifying that it fulfils the specifications laid down by the Bureau of Indian Standards.
- (e) All the licensee will be bound by the provisions of Delhi Value Added Tax (VAT) Act, 2004 as already implemented in NCT of Delhi w.e.f. 01-04.2005.
- 7.4 (a) L-1 Licensees shall be at liberty to declare the Ex Distillery Price (EDP) based on which MRP shall be worked out as per prescribed rates of various excise levies, Value Added Tax, retail profit etc in the following cases:-
- (i) Whisky/wine : with MRP above Rs.350.00 per quarts

(ii) Rum/Gin/Vodka/Brandy: with MRP above Rs.250.00 per quarts

iii) Beer : With MRP above Rs.100/- per quarts bottle.

The prices so declared, shall not be varied/increased during the Licensing Year. However, Excise Commissioner may allow one time downward revision of price during the licensing year. If as a result of downward revision, the brand moves to a category with higher sales criteria, the revision shall not be allowed unless, the brand satisfies the higher sales criteria so prescribed.

(b) The ex-distillery price shall be determined in other cases on the following basis:-

In case of all other brands of Indian Liquor/Beer/Wine/Rum/Gin/Vodka, prices will be fixed on the basic premise of lowest ex-distillery price / ex-brewery price net of all duties/fees, discounts/ commission of whatsoever nature allowed in respect of any market in India, excluding National Capital Territory of Delhi and CSD irrespective of whether the brand is supplied by the applicant distillery/brewery/winery/bottling plant or any other distillery/brewery/winery or bottling plant under any kind of usership/franchise agreement or under any other arrangement. For this purpose, the minimum ex-distillery price during the period 01.04.2010 to 31.03.2011, will be the basis for fixation of prices. In case where brand is registered on the criterion of qualifying the minimum sales requirement during the year 2011-12, the minimum Ex Distillery Price (EDP)/Ex Brewery Price (EBP)/Ex Winery Price (EWP) criterion will be reckoned for the period from 1.4.2010 to the date of submission of application as the basis for fixation of price. The EDP/EBP/EWP per case so declared shall be for the Quarts size and in whole rupee only. Fraction or paise, if any, will not be considered. The maximum increase that will be allowed in EDP in case of Pints and Nips of Indian Liquor (excluding beer), will not be more than Rs. 12/- and Rs. 24/- per case respectively. The maximum increase that will be allowed in EBP in case of pints of beer will not be more than Rs.24/- per case. It shall be incumbent upon the L-1 licensee to pass on the benefit of lowering of EDP/EBP/EWP in other state below that of Delhi to the consumer of Delhi. As such it would be mandatory for the L-1 Licensee to intimate any such change to the Commissioner at the earliest possible and in any case not later than seven days from the date of such change and failure to do so shall be deemed as breach of terms and conditions of the licence and also the differential amount due to any reduction in the duties levied, EDP/EBP/EWP etc will be recovered from the date of such reduction in other states.

(c) It will be mandatory to mention Retail Price on all the bottles of all sizes of all brands of Indian Liquor/Beer/Wine/ Rum/Gin/Vodka/Liqueur/Alcopop/Mixed Alcoholic Beverage & other liquors being supplied in National Capital Territory of Delhi.

- (d) It will be mandatory to affix holograms on each and every bottle of Indian Liquor as mentioned in sub-para-C above being supplied in National Capital Territory of Delhi as being done in case of Foreign Liquor. The hologram will be supplied by the department and the actual cost of the hologram (no other charges on account of labour etc) would be allowed in the price structure.
- (e) MRP of quarts and 500 ML CAN in case of **Indian Liquor** shall be rounded off in the nearest multiple of Rs.10/- on the higher side only. MRP in case of pints & nips of Indian Liquor shall be rounded off in the nearest multiple of Rs.5/- on the higher side only. MRP of beer shall be rounded off in the nearest multiple of Rs.5/- on the higher side only.

- 7.5 (a) The landed price shall be determined by addition to the ex-distillery price, the export pass fee, import fee, freight, insurance, handling charges, octroi and other incidentals. A profit margin of 5 % of landed price on **Indian Liquor** including beer and local transportation charges of Rs. 2.50 only per case shall be allowed to L-1 licensees to determine the wholesale price. No L-1 licensee shall allow any discount/commission/rebate in any shape to any retail licensee for retail sale beyond what is permitted by the criteria fixed by Commissioner. No extra price will be allowed for mono cartons.
- (b) The freight charges are fixed at threshold amount of Rs. 300/- plus Rs. 10.50 per k.m of distance between Delhi and the distillery/brewery/winery/bottling plant by shortest route. For the purpose, Connought place shall be taken as the center point of Delhi from which such distance shall be measured.

- 7.6 The price structure determined for the year 2011-2012 shall be reviewed/revised under Rule 54 of Delhi Excise Rules, 2010 as amended from time to time in case of change in the statutory levies by other States/Union territories from where liquor is imported. As such it would be mandatory for the L-1 Licensee to intimate any such change to the Commissioner at the earliest possible and in any case not later than seven days from the date of such change and failure to do so shall be deemed as breach of terms and conditions of the licence and also the differential amount due to any reduction in the duties levied, etc will be recovered from the date of such reduction in other states.

- 7.7 The licensee shall not sell any liquor not conforming to the specifications prescribed by the Commissioner or if he has not prescribed any specifications, to the specifications laid down by the Indian Standards Institute now known as Bureau of Indian Standards. The consignment of liquor should be free from sedimentation or foreign particle.

- 7.8 The licensee shall furnish _____ to the Deputy Commissioner a declaration in writing by the 8th of every month certifying that he has cleared all outstanding Excise revenues and other dues recoverable from him. The Deputy Commissioner or any Excise officer may refuse to issue any passes or permits to the licensee in the absence of such declaration or for any sufficient reasons to be recorded in writing, if he has reasons to believe that the licensee has not, on demand, paid any dues recoverable under section 29 & 30 of the said Act or the dues payable on account of undue pecuniary benefits obtained by the licensee due to furnishing of wrong information or/and suppressing the material information furnished to the Excise Department at the time of fixation of wholesale price for their brands of **Indian Liquor/Beer/ Wine/Rum/Gin/Vodka/ Liqueur/Alcopop/Mixed Alcoholic Beverage** & other liquors. The licensee shall not be entitled to any compensation or relief on account of such refusal.
- 7.9 Original/photocopy of challan and invoice duly attested by the Excise authority for each of the consignments of all **Indian Liquor /Beer/Wine/Rum/Gin/Vodka/Liqueur/Alcopop/Mixed Alcoholic Beverage** & other liquors shall be handed over to the Excise Inspector posted at the licenced premises at the time of inbonding of each consignment. In case, challan is available but invoice is not available, the consignment of all **Indian Liquor/Beer/Wine** etc. following any such consignment for which invoice was not available shall be inbonded when photocopy of the invoice for the previous consignment is handed over to the excise Inspector posted at the licenced premises. The licensee shall submit the weekly stock position on every Monday to the Deputy Commissioner.
- 7.10 **Integration with Excise Supply Chain Information Management System (ESCIMS) based on 2D Serialized Bar Code.**
Once the implementing Agency (to be engaged by the Government) develops the Excise Supply Chain Information Management System, the Licensee shall be required to procure, install and make provision of Bar Code IT and non IT infrastructure at its distillery and at the bonded warehouse for integration with ESCIMS application and the cost thereof shall be borne by the licensee. The licensee will be required to install hardware such as personal computers/laptop, printer, UPS-500 VA, Modem-Broadband/dialup, bar code reader and software such as digital certificates and Client Application Software (to be developed) etc at the distillery / bottling plant and at the bonded ware house. The specifications of the hardware and bar codes using GS-1 Global Standard will be made available to the licensee. The licensee shall be required to obtain the GS-1 prefix number for generating bar codes as per specifications to be provided.
- 7.11 The grant of L-1 (wholesale) licence shall be subject to the acceptance of these terms and conditions as a whole.

8. GRANT OF LICENCE

- 8.1 All the applications for the grant of fresh L-1 licence shall be subject to acceptance by the competent authority, who, may accept or reject the application. The licensing authority or the Government shall be under no obligation to grant any licence for which application has been made.
- 8.2 An applicant whose application is accepted, for grant of licence on being informed, shall complete the following formalities within 30 days from the date of communication of such acceptance of his application: -
- (a) He shall pay the licence fee on being informed/issue of letter of acceptance. For all categories of Indian Liquor/Beer/Wine/Rum/Gin/Vodka/Liqueur/Alcopop/Mixed Alcoholic Beverage & other liquors, Label Registration fee shall be deposited as soon as the EDP/EBP/EWP of the brand is approved. Minimum fixed Licence fee will be adjusted against the licence fee worked out @ 1% of the total wholesale value. This shall be charged at the time of issue of import permits.
 - (b) He shall furnish a security of a sum of Rs. 2,00,000/- (Rupees two lakh) per brand in the form of FDR as per rules 68 of Delhi Excise Rules 2010 except in case of Wine, Liqueur, Alcopop & Mixed Alcoholic Beverages for which the security amount shall be Rs.25000/- per brand only.
 - (c) He shall furnish a personal bond with the surety in the sum of Rs.5,00,000/- (Rupees five lacs) only in the manner as may be prescribed by, and to the satisfaction of the Deputy Commissioner.
 - (d) He shall submit the following additional documents to the Deputy Commissioner:
 - (i) Recent passport size photographs of Managing Director and Attorney of the Distillery etc.
 - (ii) A site plan of the premises proposed for opening of liquor bonded warehouse.
 - (iii) The licensee shall furnish names, addresses and photographs of each of the employees working at the bonded warehouse to the Excise Department.
 - (iv) Proof of lawful possession of the premises to be used as BWH.

9. PREMISES

- 9.1 The building for the warehouse shall be arranged by the applicant. He shall furnish a correct plan of the premises, which he proposes to use for the purpose of his business under his licence and of the entire building. The plan shall be submitted in duplicate, showing the plan and elevation of the premises and the position of various rooms, cupboards, racks and all-important details connected with the warehouse. A no objection certificate from the landlord with regard to the premises for the storage of liquor, if it is not owned by him, shall also be necessary. The Deputy Commissioner, after making such enquiries of the details of the building, submitted by the applicant; furnish a report to the Excise Commissioner. The Excise Commissioner shall, if he is satisfied that the condition of the proposed building for the warehouse is suitable for the storage and supply of liquor to the liquor vends, accord his approval.
- 9.2 The building of the warehouse shall be pucca with suitable locking arrangements and sufficient storage capacity but not less than 500 square feet located in approved commercial or industrial area, in any case having two openings and proper electrical fittings. However, only one gate shall be used and the other shall remain locked. The keys are to be kept in the custody of Bond Inspector & to be used in case of emergency.
- 9.3 The licenced premises/BWH should have adequate fire safety equipments/arrangements. The licensee should submit an affidavit with regard to fire safety arrangements at the BWH.
- 9.4 The Excise Commissioner may allow licensee to have additional warehouse for the storage of liquor on payment of a fee of Rs.5000/- per month.
- 9.5 The licence for bonded ware house will be allowed on payment of a licence fee of Rs.50,000/- (Fifty thousand only) per annum as per provisions of Delhi Excise Rules,2010.

10. PAYMENTS

- 10.1 The licensee shall make all the payments to the Government in connection with the operation of his licence in cash or by bank draft drawn in the name of the Deputy Commissioner Excise, Government of National Capital Territory of Delhi.
- 10.2 The licensee shall pay interest @ 12 % p.a.(simple interest) from the date on which any payment recoverable from him under section 30 of the said Act becomes due to the Government until the date such payment is actually made or such amount is actually recovered, whatsoever, may be the reason for the lapse of time before payment is made or recovery is effected.
- 10.3 The licensee shall not be entitled to any interest or any other relief or compensation on account of any delay in the payment of any amount to him by the Government.

11. PROHIBITION

- 11.1 In pursuance of the Directive Principles of the State Policy relating to prohibition, contained in Article 47 of the Constitution of India, the Lt. Governor of the National Capital Territory of Delhi may issue orders and directions from time to time and such orders and directions shall be binding on the licensee and no compensation shall be payable on that account.
- 11.2 The licensee shall inter alia abide by the following prohibition measures namely:
- (1) The licensee shall not display any neon or glow signs in and around the licenced premises to attract the customers.
 - (2) The licensee shall display a notice board prominently in front of the licenced premises declaring that "Drinking of Liquor is injurious to health".
 - (3) All persons employed by the licensee in the licenced premises shall be required to possess identity cards issued under the signatures of the Assistant Commissioner(Excise) and the employees shall be required to produce the identity cards on demand by the Excise Officer or any officer not below the rank of Sub-Inspector.
 - (4) The licensee shall not keep nor distribute, sell or publish/have displayed any advertising material of its liquor products or products having similar nomenclature which are directly or indirectly likely or intended to promote the sale or consumption of liquor by way of advertising in newspapers, hoardings, banners etc. Eco-friendly carry bags with advertisements/messages can, however, be supplied to the patrons subject to such advertisement/messages not exhorting people to take to drinking.
 - (5) No licensee shall advertise its liquor products or any product having similar nomenclature of liquor product unless such advertisement conforms to the program code and advertisement code as laid down in the Cable Television Network (Regulation) Act, 1995 and Cable Television Network Rules, 1994.

12. EXECUTION OF BOND

The licensee shall be required to execute a bond for the payment of duty as required under **Rule 68 of Delhi Excise Rules, 2010**, at the time of issue of permit in respect of each and every consignment while importing liquor into the National Capital Territory of Delhi and only after payment of import fees fixed by the Commissioner, with the prior approval of the Lt. Governor, on Indian Liquor excluding beer before issue of the import permits.

13. The licensee shall be bound to furnish any information in connection with L-1 licence truly and faithfully within a time as may be prescribed by the Commissioner or the Deputy Commissioner or the Assistant Commissioner or any other Officer of Excise Department. Refusal to furnish the information,

furnishing of false information or non-compliance of the orders will be regarded as a breach of the terms and conditions of the licence. Breach of terms and conditions may also result in non-issue of import/transport permits and suspension/cancellation of licence.

- 14 The Commissioner/Deputy Commissioner reserves the right to cancel or suspend any L-1 licence as per provisions of **section 17 Delhi Excise Act, 2009**.
15. The Government reserves the right for a mid-term review of manner of levying duties / fees and amount of duties / fee etc. to be paid / payable in case any amendment is made to the Act, Rule or Law related to liquor & bonded warehouse in Delhi during the period of licence. Accordingly the changes if any shall be binding to all the L-1 licensees.

-Sd-
(R.M. PILLAI)
Commissioner (Excise)

ANNEXURE-I

APPLICATION FOR THE GRANT OF LICENCE IN FORM L-1 FOR THE YEAR 2011-2012.

I, son of Shri
aged.....years, resident of hereby
apply for the grant of licence in Form L-1 for the wholesale vend of Indian
Liquor/Beer/Wine for the licensing period and state under:-

1. That I am the sole proprietor/Managing partner/MD/Authorised director/
secretary (specify) of
M/s..... (name and
address of the firm/company intending to take out licence).
2. That Shri..... has been authorized to
represent the Company/Firm/Society in all matters connected with and in
relation to the grant of L-1 licence for the year 2011-2012 in the National
Capital Territory of Delhi (power of attorney attached).
3. That the said M/s.....
(distillery/brewery/winery/bottling plant) is an individual/a partnership
firm/public limited company/a private limited company/a cooperative
society registered under the Companies Act, 1956/Partnership Act,
1932/relevant cooperative societies Act.
4. That the said M/s..... is
not ineligible to hold the licence inter alia under section 13 of Delhi Excise
Act, 2009 and Rules 23 & 35 of Delhi Excise Rules, 2010.
5. That the following documents are annexed to this application, namely:-
 - a. A declaration containing information in the prescribed form (appendix
B) from the distillery/brewery/winery/bottling plant.
 - b. A power of attorney in original from M/s.....
..... (name of the
distillery/brewery/winery/bottling plant).
 - c. An attested copy of the registered partnership deed/memorandum
and article of association (latest) of
M/s..... (name of the
company/partnership firm/sole proprietorship firm).
 - d. A statement for each brand of Indian Liquor (IL)/Beer indicating
information for registration of a brand of IL/Beer/wine/other in the
prescribed proforma (appendix C).
 - e. A certificate of solvency to the extent of Rs,2,00,000/- (Rupees two
lakh) only signed by a magistrate not below the rank of Sub
Divisional Magistrate having the requisite jurisdiction.
 - f. Tax Clearance Certificate as follows:
 - (i) A clearance certificate from the Income Tax Assessing
Authority.
 - (ii) Copy of PAN Card of the
Company/Firm/Society/Individuals (as the case may be).

- (iii) A no dues certificate issued by the Deputy Commissioner (Excise), Delhi.
 - (iv) A no dues certificate issued by the VAT Officer, Govt. of NCT of Delhi.
- g. A copy of the annual account and balance sheet duly audited, for the last accounting period for which such audited annual accounts/balance sheets are available.
- h. A copy of the valid licence for establishment of the distillery/brewery/winery/bottling plant granted by the Central/State Govt. duly attested by the Excise Officer of the concerned State.
- i. A certificate from the Chartered Account/Statutory Auditor (in original) and an affidavit from the distillery regarding minimum ex-distillery price prevalent during 2010-11(& 2011-12 in case supplies is after 1.4.2011) anywhere in India excluding the National Capital Territory of Delhi & CSD fixed for the year 2010-2011 & 2011-12 (if applicable) and the All India sales figures for two years separately yearwise. A certificate authenticated by the Excise Officer regarding the sale figure alongwith the attested copy of export passes/EVCs are also attached.
- j. An affidavit in respect of section 13 of Delhi Excise Act,2009 and Rules 23,35 of Delhi Excise Rules,2010.
- k. A personal bond with surety of a sum of Rs.5,00,000/- (Rs. Five Lakh only).

Signature/Thumb Impression
(Name of the applicant)
Seal of the Firm/Company

DECLARATION

Name of the Brand:.....

I, son of Shri.....
aged.....years, resident of
hereby declare as under:-

- (i) That I have applied for the grant of L-1 licence for the wholesale vend for the..... brands of Indian Liquor and brands of Beer/wine/others(please specify).
- (ii) That the particulars and contents of the application are correct to the best of my knowledge and belief.
- (iii) That any information given in this application found not correct will subsequently render the licence, if granted, suspended/cancelled, without claim to the refund of licence fee and liable for action as per the provisions of the Delhi Excise Act, 2009 and the rules framed thereunder and liable for black listing the licensee as per the provisions of the Delhi Excise Rules,2010.
- (iv) That I have read the Delhi Excise Act, 2009 , the rules framed and orders issued thereunder and the statements of terms and conditions subject to which the granting of L-1 licence has been notified vide Notice No:..... dated.....and I agree to abide by the provisions of the said Act, Rules and the Terms and Conditions.

Signature/Thumb Impressions

(Name of the applicant)

(Seal of the Firm/Company)

APPENDIX-B

DECLARATION OF DISTILLERY/BREWERY/WINERY/BOTTLING PLANT (ON AFFIDAVIT DULY ATTESTED) (Separate Declaration for Each Brand)

1. I, son of Shri.....
aged years resident of the
Managing/Authorised Director/Secretary/Proprietor/Managing Partner of
M/s..... (name of the distillery/winery/brewery/bottling
plant and its address) solemnly affirm and declare that the following
brand of Indian Liquor/Beer/Wine/others is marketed at the following Ex-
Distillery Price

- a. Name of the brand.....
(Separate Para/Chart for each brand)
Actual Sale Figures and EDP for all over India during the last two
years.

Name of State/UT	2009-2010		2010-2011	
	Sale in Cases	EDP Allowed Qts Cases	Sale in Cases	EDP Allowed Qts cases
i) Delhi				
ii) Andhra Pradesh				
iii) Kerala				
iv) Tamil Nadu & so on				
v)				

- b. Name of International Beer Brands (Price Converted in US\$ per case
of Quarts) (Separate Para/Chart for each brand)

Name of Country	2009-2010		2010-2011	
	Sale in Cases	EDP Allowed Qts Cases	Sale in Cases	EDP Allowed Qts cases
i) India				
ii) USA				
iii) UK				
iv) France				
v) Australia & so on				
vi)				

2. I/we certify that the minimum ex-distillery/brewery/winery price net of all duties discounts / rebates/commissions of whatsoever nature allowed in respect of any market in India excluding the NCT of Delhi and CSD during 2010-11 are as per details furnished hereunder:-

Sl.No	Name of the brand	Minimum Ex-Distillery Price per case of quarts fixed for 2010-2011 anywhere in India but excluding NCT of Delhi & CSD		
		Q	P	N

(Not required in the case of brands coming under free pricing segment & Economy brands)

3. I/We confirm and undertake that if at any stage the information furnished in para 1 and para 2 above are found to be false or at variance, I/we undertake to deposit the differential in prices so claimed for such sales that were made at higher EDP alongwith interest @ 12% per annum.
4. I/We certify that all rights including the trade marks rights in respect of the above brands of whisky and rum and other Indian Liquor and Beer as proposed to be sold under L-1 licence in Delhi are vested in the distillery/brewery/winery bottling plant or valid agreement made in accordance with the provisions of the Trade Marks Act, 1999.
5. I/We confirm and certify that the distance between our distillery/brewery/winery/ bottling plant and New Delhi (Connaught Place) isk.m by the shortest route.
6. I/We also confirm and certify that Sh..... is the attorney/authorized representative for our distillery/brewery/winery/bottling plant for the National Capital Territory of Delhi.
7. I/We shall be liable for all omission and commission of attorney/authorized representative in execution of terms and conditions of L-1 licence.
8. I/We confirm and certify that the information furnished above is true and based on the records maintained in normal course of business and nothing material has been concealed . If at any stage, the information furnished here-in-above is found to be false, the L-1 licence if granted to us, shall be liable to be cancelled and we shall also be liable for black listing as per the Delhi Excise Rules,2010.

Signature of the Managing Director/
Secretary/Prop./all the partners.

DEPONENT

Name(s) and Address in block letter of Managing Director in case of Company/Prop. (in case of proprietorship firm/Secretary. (in case of Society/partners (in case of partnership firm) of M/s.....

VERIFICATION:

I, the above named deponent, do hereby verify that the above contents are true to the best of my knowledge and belief and that nothing has been concealed therefrom.

DEPONENT

Name(s) and Address in block letter of Managing Director in case of Company/Prop. (in case of proprietorship firm/Secretary. (in case of Society/partners (in case of partnership firm) of M/s.....

APPENDIX 'C'

(Note: - Separate statement to be enclosed for each brand of IL/Beer.

STATEMENT INDICATING INFORMATION FOR REGISTRATION OF A BRAND OF IL/BEER.

Part I GENERAL

1. Name of the brand
2. Name of the manufacturer with complete address (Distillery/Brewery /Winery/bottling Unit)
3. Spirit base quality of the brand whether rectified spirit, neutral spirit, extra neutral spirit, malt spirit or admixture of the two-please describe the proportionate % of each and type of blending i.e. scotch or malt and in case of a beer brand please describe the quality/specific gravity etc. please enclose a certificate of the Excise Official incharge of the manufacturing unit in support of the spirit base quality of the brand.
4. Whether the brand conforms to BIS specifications, (enclose a certificate by local excise authority) chemical composition report indicating interalia, ethyl alcohol, ash, solids, esters, aldehydes, volatile acids, higher alcohol, furfural, etc. content.
5. Whether the Trade Mark Registration Certificate/agreement made in accordance with the Trade Mark Act, 1999 in respect of the brand is attached.
6. Whether the labels of the brand are approved by the Excise Authorities of the manufacturing state. If so, attach approved copy of the label for each size bottle (in triplicate).

Note:

In case the label of the brands is approved by the Excise Department of the Government of National Capital Territory of Delhi, a copy of the same may be enclosed.

PART II SALES.

		2009-2010	2010-2011
1.	Combined all India sale excluding supplies to CSD and Delhi during the last two years (In Cases)		
2.	Whether the brand is sold in CSD, if so, sale to CSD during the last two years (in cases)		
3.	Total Sale in Delhi(in cases)		
4.	Export to other countries, if any, during the last two years (in cases)		
5.	Name of the States/Union Territories where the brand was sold during 2009-2010 and 2010-2011		

Signature
Seal of the Firm/Company

Name of the Brand _____

PART III PRICES
(Please give figures for one case)

	Qts.	Pints	Nips
1. Minimum ex-distillery prices as indicated in para 2 of Appendix B.			
2. Export pass fee.			
3. Central Sales Tax, if applicable.			
4. Freight (please furnish affidavits declaring the distance in Kms. From the distillery/brewery to Cannought Place, New Delhi by the shortest route.			
5. Insurance/Handling charges.			
6. Any other incidental (please specify) please enclose duly attested documents in support of column 1 to 5).			
7. The prevailing retail price of brand in Gurgaon, Ghaziabad, Faridabad and Noida for one quart, pint and nip.			
8. The minimum ex-distillery price net of all duties/commission/discount at which supplies/were made to the states of Haryana, Uttar Pradesh, Rajasthan and Punjab during 2010-2011 (please also furnish an affidavit in support of the averment).			
9. The minimum ex-distillery price net of all rebates/commissions/discounts at which the supplies were made to Andhra Pradesh, Tamil Nadu and Kerala during 2010-2011 (please also furnish an affidavit in support of the averment).			
10. Expected EDP & MRP in Delhi.			

Certified that the above information is true to the best of knowledge and belief.

Signature of the Applicant
Name and Designation in Block Letters.
Seal of the Firm/Company

FOR EXISTING L-1 LICENCEES

AFFIDAVIT

I, ----- s/o Shri ----- r/o ----- ,
attorney of M/s ----- do hereby solemnly affirm and declare as
under :-

1. That I am the lawful attorney of the company.
2. That the company is holding excise license L-1 in the Union Territory of Delhi for the licencing year 2010-11 (01-04-2010 to 31-03-2011 and operating from --
----- (address of Bonded Warehouse)
3. That the company is desirous of applying for grant of fresh L-1 licence for the year 2011-12 .
4. That the company has paid all the excise levies on breakages etc. during 2010-11 and the period extended (if applicable) upto date.
5. That there is nothing due against the company towards the excise levies.
6. That the firm undertakes to pay excise levies / amount ./ recovery, if any arises at any time in future.

DEPONENT

VERIFICATION

Verified on this ----- day of -----, 2011 that the contents of the affidavit are true & correct and nothing has been concealed thereof.

DEPONENT

FOR NEW L-1 APPLICANTS

AFFIDAVIT

I, ----- s/o Shri ----- r/o ----- ,
attorney of M/s ----- do hereby solemnly affirm and declare as
under :-

1. That I am the lawful attorney of the company.
2. That the company is desirous of applying for grant of fresh L-1 licence for the year 2011-12.
3. That the company has nothing to pay towards excise levies
4. That there is nothing due against the company towards the excise levies during 2010-11 upto date.
5. That the firm undertakes to pay excise levies / amount ./ recovery, if any arises at any time in future.
6. That this affidavit is furnished in order to obtain No Dues Certificate from Deputy Commissioner (Excise), Delhi to be submitted alongwith the application for grant of L-1 licence for the year 2011-12.

DEPONENT

VERIFICATION

Verified on this ----- day of -----, 2011 that the contents of the affidavit are true & correct and nothing has been concealed thereof.

DEPONENT

A F F I D A V I T

(UNDER SECTION 13 OF DELHI EXCISE RULE,2009 AND RULE 23 & 35 OF DELHI EXCISE RULES,2010)

(To be given on non-judicial paper)

I, _____ son/daughter/wife of Shri
_____ r/o _____
Managing Director/Director/Partner/Proprietor/Secretary of M/s
_____ have applied for grant of L-1 licence for
wholesale supply of IL/Beer/Wine in NCT of Delhi for the year 2011-12 on
behalf of the company. I do hereby solemnly affirm and declare as under :-

1. That the applicant has not been convicted by a criminal court of any non bail able offence or any offence punishable under any law relating to any tax leviable on such person during a period of five year preceding the date of application.
2. That the applicant has not been convicted of any offence punishable under the Delhi Excise Act, 2009, The Opium Act, 1879, the Punjab Opium Smoking Act, 1948 as in force in Delhi. The Dangerous Drug Act, 1930, of the medicinal & Toilet preparation (Excise Duties) Act, 1935 during a period of five years preceding the date of application.
3. That the applicant has no interest in the business of the holder of any licence, under the erstwhile Punjab Excise Act,1914 as extended to Union Territory of Delhi & rules made thereunder, Delhi Excise Act, 2009, the Medicinal & Toilet Preparation Act during the period of five years preceding the date of application insolvent.
4. That the applicant has not been declared insolvent by any Court of India.

DEPONENT

VERIFICATION

Verified that the contents of the above affidavit are true and correct to the best of my knowledge and belief. Nothing has been concealed there from.

DEPONENT

PERSONAL BOND WITH SURETY BOND

(See Rule 68 of the Delhi Excise Rules, 2010)

(To be given on non-judicial stamp paper)

Whereas M/s have applied under rule 68 of the Delhi Excise Rules, 2010 in order to get a license in form L-1, for the period from To Whereas the aforesaid M/s has been required to furnish a Bond with a surety bond conditioned.

1. That M/s will take all requisite action to complete all formalities required for grant of a license in Form L-1 on communication of acceptance of application.
2. That M/s will observe all provisions of the Delhi Excise Act, 2009 and rules framed thereunder and the Terms and Conditions of grant of licence in Form L-1. That M/s will deposit the liquor under the license in a store-room or other place of storage approved by Excise Commissioner and render account to the satisfaction of the Excise Commissioner of such goods and will not remove from the approved premise/storage before the prescribed duty has been paid, except as provided in the rules.
3. That M/s or their legal representatives shall pay to the department in the account of the Excise Commissioner all dues whether special duty or other lawful charges which shall be demandable from them.

Now, therefore, the aforesaid M/s (hereinafter known as the obligator and M/s through its Director, Shri/Smt..... (hereinafter known as the surety) hereto bind themselves jointly and severally to the President of India and agree that the aforesaid obligator shall take all requisite action to complete all formalities required for the grant of a license in form within seven days from the date of communication of acceptance of the application and if they do not do so or do not serve any of the aforesaid conditions without prejudice to any other action as is permissible under law, all deposits made by them stand forfeited to the President and that a further sum of Rs. 5,00,000/- (Rupees five lakhs only) shall be payable by the surety to the President of India.

In the event of non-payment of the aforesaid amount by the surety, the same will be recovered as arrears of land revenue without prejudice to any other mode of recovery as may be permissible under the law.

It is also declared that this bond is given under the orders of the Government for the performance of an act in which public are interested.

For M/s
(Name of Company applying for L-1 Licence)

For M/s
(Name of Company giving surety)

