

ARUNACHAL PRADESH EXCISE (AMENDMENT) RULES, 2014

106 The Arunachal Pradesh Gazette, December 15, 2014 NOTIFICATION The 1 Ith November, 2014 Part-III] No. Ex-564/2003 (Pt).—In exercise of the powers conferred by section 77 of Arunachal Pradesh Excise Act, 1993 (Act No. 6 of 1993), the Governor of Arunachal Pradesh is pleased to make the following rules further to amend the Arunachal Pradesh Excise Rules, 1994, namely : 2. (i) These rules may be called the Arunachal Pradesh Excise (Amendment) Rules, 2014. (ii) They shall come into force on the date of their publication in the Official Gazette. Amendment of Rule 245 : In the Arunachal Pradesh Excise Rules, 1994 (hereinafter called as the Principal Rules), For the existing entry in sub-rule (3) of Rule, 245, the words and the figure "15,000.00 (Rupees fifteen thousand)" the word and figure "200.00 (Rupees Two hundred) per day" shall be substituted. After sub-rule (3) of Rule, 245, the following sub-rule shall be inserted namely :- "(3). A certificate of Registration granted under sub-rule (I) of Rule 245 of Arunachal Pradesh Excise Rules, 1994 shall be in the prescribed format as given below : ARUNACHAL PRADESH EXCISE DEPARTMENT Certificate of Registration (See Rule 245) Registration No..... Issued to..... Sl. Name of Brand and Dated..... Size of Bottles Ex-Bond Price No. 1. 2. 3. 4. 5. 6. 7. 8

9. Label Date of Registration/ Renewal (in ml) in(S) Name of Distillery/ Breweries Manufacturing Unit The Certificate of Registration shall confirm to the following terms and conditions "FOR SALE IN ARUNACHAL PRADESH ONLY" must be printed on the labels of all liquor brands. Maximum Retail price of the product shall be calculated as per Government guidelines vide order No. Ex-108/96 dated 31st May, 2006 and it must be printed on the labels. The Food Safety and Standard Authority of India (FSSAI) Logo and license number of the brand of the owner shall also be printed on the label as per notification No. 41/15015/30/2011 dated 7th June, 2013 of Food Safety and Standard Authority of India, New Delhi. Sale of alcohol to person below 21 years of age is prohibited shall be printed on the labels of all liquor brands. No advertisement or publicity promoting the company products shall portray or carry any objectionable pictures of women shall be carried out by the licensee. No advertisement or publicity of any kind of sponsorship programme to any organization which involves promotion of liquor products shall be carried out by the licensee. No advertisement of liquor brand or the surrogated product with similar trade mark with concealed words, liquor and brands shall be carried out by the licensee. No advertisement or publicity whatsoever on liquor products shall be made in public places except within the premises of Retail shop. Other terms and conditions which are not specified herein shall be governed by Arunachal Pradesh Excise Rules, 1994 and Orders/Circulars issued from time to time. This certificate is valid from.. to... Marnya Ete, IAS Secretary (Tax & Excise), Government of Arunachal Pradesh, Itanagar.