

OFFICE OF THE EXCISE COMMISSIONER, UTTAR PRADESH, ALLAHABAD

NOTIFICATION

No. 62169 /X-Licence-77/ Beer Retail Niyamawali /2018-19

Allahabad Dated: March 28 , 2018

In exercise of the powers under sections-24-B and 41 of the United Provinces Excise Act, 1910 (U.P. Act no-IV of 1910), read with section 21 of the Uttar Pradesh General Clauses Act, 1904 (U.P. Act no.-1 of 1904), the Excise Commissioner, Uttar Pradesh with the previous sanction of the State Government, makes the following rules with a view to amending The Uttar Pradesh Excise (Settlement of licences for Retail Sale of Beer) Rules-2001 published vide Excise Commissioner notification no. 12011/X-Licence-77/Allahabad/ March 21, 2001 (as amended time to time)

**The Uttar Pradesh Excise (Settlement of Licences for Retail Sale of Beer)
(Fourteenth Amendment) Rules, 2018**

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| Short title and Commencement | 1. (1) These rules may be called the Uttar Pradesh Excise (settlement of licences for Retail Sale of Beer) (Fourteenth Amendment) Rules,2018

(2) They shall come into force with effect from April 01, 2018. |
| Amendment of Rule-2 | 2. In the Uttar Pradesh Excise (Settlement of licences for Retail Sale of Beer) Rules,2001, hereinafter referred to as the said rules, for rule-2 setout in Column-I below, the rule as setout in Column-II shall be substituted, namely:- |

Column-I (Existing rule)	Column-II (rule as hereby substituted)
2 Definition In these rules, unless there is anything repugnant in the subject or context- (a) "Act" means the United Provinces Excise Act, 1910 (b) "Beer" includes ale, stout, porter, cider and all other fermented liquors made from malt having alcoholic strength from 3% v/v upto 8% v/v. (bb) "daily licence fee" means the part of consideration which is payable by the grantee of interim licence on such rate as notified by the Excise Commissioner with prior sanction of the Government. The amount of daily licence fee	2 Definition In these rules, unless there is anything repugnant in the subject or context- (a) "Act" means the United Provinces Excise Act, 1910 (b)"Beer" includes ale, stout, porter, cider and all other fermented liquors made from malt having alcoholic strength from 3% v/v upto 8% v/v. (bb) "Daily Licence Fee" means the part of consideration which is payable by the grantee of interim licence on such rate as notified by the Excise Commissioner with prior sanction of the Government.

<p>shall be adjustable against the licence fee for the shop.</p> <p>(c) "excise year" means the financial year commencing from April 1 to March 31 of the next calendar year;</p> <p>(d) "Family" means and includes spouse (husband or wife), dependent sons(s), unmarried daughter(s) and dependent parents;</p> <p>(e) "form" means the form appended to these rules;</p> <p>(f) "licensing authority" means the Collector of the District;</p> <p>(g) "Licence fee" means a sum fixed in consideration of the grant of the licence for exclusive privilege for selling of beer in retail shop under section 24-A of the Act as fixed by the Excise Commissioner in consultation with the State Government from time to time for the whole excise year or part thereof:</p> <p style="text-align: center;">Provided that if such shop is settled/ resettled during middle session for the remainder period of the year, then :-</p> <ol style="list-style-type: none"> 1. If such shop is settled/resettled during first quarter (from 1 April to 30 June), the licence fee as fixed for the whole year shall be payable. 2. If such shop is settled/resettled during second quarter (from 1 July to 30 September), the licence fee shall be payable equivalent to 3/4 part of annual licence fees. 3. If such shop is settled/resettled during third quarter (from 1 October to 31 December), the licence fee equivalent to 1/2 part of annual licence fee shall be payable. 	<p>(c) "Excise Year" means the financial year commencing from April 1 to March 31 of the next calendar year;</p> <p>(d) "Family" means and includes spouse (husband or wife), dependent sons(s), unmarried daughter(s) and dependent parents;</p> <p>(e) "Form" means the form appended to these rules;</p> <p>(f) "Licensing Authority" means the Collector of the District;</p> <p>(g) "Licence fee" means a sum fixed in consideration of the grant of the licence for exclusive privilege for selling of beer and Low Alcoholic Beverages in retail shop under section 24-A of the Act as fixed by the Excise Commissioner in consultation with the State Government from time to time for the whole excise year or part thereof:</p> <p style="text-align: center;">Provided that if such shop is settled/ resettled during middle session for the remainder period of the year, then :-</p> <ol style="list-style-type: none"> 1. If such shop is settled/resettled during first quarter (from 1st April to 30th June), the licence fee as fixed for the whole year shall be payable. 2. If such shop is settled/resettled during second quarter (from 1st July to 30th September), the licence fee shall be payable equivalent to 3/4 part of annual licence fees. 3. If such shop is settled/resettled during third quarter (from 1st October to 31th December), the licence fee equivalent to 1/2 part of annual licence fee shall be payable.
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<p>4. If such shop is settled/resettled during fourth quarter (from 1 January to 31 March), the licence fee equivalent to 1/4 part of annual licence fee shall be payable.</p> <p>(h) "Security amount" means a sum as fixed by State Government from time to time to be deposited in Government Treasury as interest free security refundable after the final settlement of all claims and dues to the State Government.</p> <p>(i) "Low Strength alcoholic beverages" means the carbonated alcoholic beverages having alcohol upto 5% v/v and above 5% v/v to 10% v/v manufactured from Extra Neutral alcohol (E.N.A.) and sophisticated by addition of flavouring or colouring matter or both and any other material so as to give it a special flavor.</p>	<p>4. If such shop is settled/resettled during fourth quarter (from 1st January to 31st March), the licence fee equivalent to 1/4 part of annual licence fee shall be payable.</p> <p>(h) "Security amount" means a sum equal to ten percent of the licence fee to be preferably deposited through e-payment in Government Treasury as interest free security refundable after the final settlement of all the claims and dues to the State Government.</p> <p>(i) "Low Strength alcoholic beverages" means the carbonated alcoholic beverages having alcohol upto 5% v/v and above 5% v/v to 10% v/v manufactured from Extra Neutral alcohol (E.N.A.) and sophisticated by addition of flavouring or colouring matter or both and any other material so as to give it a special flavor.</p> <p>(j) "Additional Consideration fee" means difference amount obtained as a result of rounding off the maximum retail price of beer to the next multiple of ten rupees, which shall be payable at Brewery level and recoverable by brewery from wholesale supplier in addition to Ex-brewery Price and which in turn could be recovered by wholesale supplier from retail licensee in addition to maximum wholesale price.</p> <p>(l) "earnest money" means the amount equal to 1/10th of the amount of licence fee, to be tendered with application form, for ensuring the fulfillment of the eligibility conditions for the grant of licence and is liable to be forfeited in case of default under provisions of rule-12 of these Rules.</p> <p>(m) "Hierarchy" means the earnest</p>
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<p>(2) Words and expressions not defined in these rules but defined in the Act shall have the meanings respectively assigned to them in the Act.</p>	<p>money of shops in the descending order purported to be the basis for the selection of licensee through the process of e/lottery.</p> <p>(n) "Portal" means the electronic platform created specifically for the purpose of uploading information in the prescribed form with regard to the process of manufacturing liquor up to the terminal stage of its distribution.</p> <p>(o) "Solvency" means financial eligibility criteria set for an applicant applying for the grant of retail licence.</p> <p>(p) 'Individual' means a person who is the citizen of India not below the age of twenty-year years.</p> <p>(q) "Settlement" means settlement of shops through e/lottery which may take place on any day of the week by giving prior notice and intimation through the newspaper and website of the excise department. The settlement of shops for the forthcoming year may also be done prior to the cessation of preceding financial year.</p> <p>(2) Words and expressions not defined in these rules but defined in the Act shall have the meanings respectively assigned to them in the Act.</p>
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Amendment of rule-4

3. In the said rules, for existing rule-4 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

<p align="center">Column-I (Existing rule-4)</p>	<p align="center">Column-II (rule as hereby substituted)</p>
<p align="center">4. Power to fix the number and location of retail shops</p> <p>Number of shops shall be fixed by the Licensing Authority under general or specific instructions issued by the Excise Commissioner in consultation with the State Government from time to</p>	<p align="center">4. Power to fix the number and location of retail shops</p> <p>Number of shops shall be fixed by the Licensing Authority under general or specific instructions issued by the Excise Commissioner in consultation with the State Government from time to</p>

<p>time. Location of shop shall be as per the provisions of "Uttar Pradesh Number and Location of Excise Shop Rules, 1968" as amended from time to time.</p> <p>Provided that the State Government or Excise Commissioner may create new shops during an excise year on demand of the Licencing Authority of the district.</p>	<p>time. The shops shall be geo-tagged in order to ensure location as per extant Rules. Location of shop shall be as per the provisions of "Uttar Pradesh Number and Location of Excise Shop Rules, 1968" as amended from time to time.</p> <p>Provided that the State Government or Excise Commissioner may create new shops during an excise year on demand of the Licencing Authority of the district.</p>
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Amendment of rule-5 4. In the said rules, for existing rule-5 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

Column-I (Existing Rule-5)	Column-II (rule as hereby substituted)
<p>5.Period of licence- The period of licence shall be for an excise year or part thereof for which the licence has been granted. The licence may be renewed or extended on the desire of the licensee for the next year on such restriction and conditions as may be decided by the State Government.</p>	<p>5.Period of licence- The period of licence shall be for an excise year or part thereof for which the licence has been granted. The licence may be renewed or extended on the desire of the licensee for the next year according to the parameter of consumption as fixed by the State Government.</p>

Amendment of rule-6 5. In the said rules, for existing rule-6 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

Column-I (Existing rule-6)	Column-II (rule as hereby substituted)
<p>6. Grant of Licence- The licence shall be issued on payment of licence fee and deposit of security amount in accordance with the provisions of these rules.</p>	<p>6. Grant of licence The licence shall be granted on payment of licence fee and deposit of security amount through e-payment platform in accordance with the provisions of these rules. The licensee shall be required to furnish the solvency certificate in original copy in the district from where it has been issued at the time of grant of licence.</p>

Amendment of rule-7

6. In the said rules, for existing rule-7 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

Column-I (Existing rule)	Column-II (rule as hereby substituted)
<p>7-Application for grant of licence (a) Whenever a new licence is proposed to be granted in an area or locality the Licensing Authority shall invite the applications for this purpose after giving wide publicity through daily newspapers having circulation in that area.</p> <p>(b) A list of the retail shops of beer for which the Collector propose to grant licence shall be exhibited along-with shop wise licence fee security amount and the earnest money at the Collector's office, Tehsil offices and the offices of the District Excise Officer and the Deputy Excise Commissioner of the charge.</p> <p>(c) Application for grant of licence shall be made on the prescribed forms with one of the following photo identity</p> <p>1- passport, 2-driving licence, 3- Income tax identity card (PAN No.), 4-Bank/Kishan/Post office, 5- Documents of property as Patta, Registered deed etc. 6-SC/STC/OBC certificates issued by competent authority, 7- Pension documents as Ex Service Man Pension book/Pension payment order/ Ex-Service man dependent widow certificate/Old age pension order/ widow pension order, 8- Railway identity card, 9- Freedom fighter identity card, 10- Arm licence, 11- Physically handicapped certificate,12 Electoral identity card Application forms shall be issued, on payment of application and</p>	<p>7-Application for grant of licence (a) Whenever a new licence is proposed to be granted in an area or locality the Licensing Authority shall invite the applications for this purpose after giving wide publicity through daily newspapers having circulation in that area and website of the district as well as website of the Excise Department (www.upexcise.in).</p> <p>(b) A list of the retail shops of beer for which the Collector proposes to grant licence shall be exhibited along-with shop wise licence fee security amount and the earnest money at the Collector's office, Tehsil offices and the offices of the District Excise Officer and the Deputy Excise Commissioner of the charge. This information shall be displayed on the website of Excise Department (www.upexcise.in) along with the website of each District.</p> <p>(c) Applications for grant of license shall be submitted online as per time schedule advertised in newspapers. It shall be compulsory to upload a photocopy of (i) solvency certificate, (ii) Aadhar Card, (iii) PAN Card, (iv) Income tax return of the preceding year and (v) affidavit in the prescribed format Payment of processing fee and Earnest Amount shall be made online at the rate as fixed by the State Government and VAT/GST payable on the same.</p>

<p>processing fee, from the offices of District Excise Officer, Deputy Excise Commissioner, Joint Excise Commissioner and Excise Commissioner.</p> <p>(d) The last date to be fixed for the receipt of application shall not be earlier than such number of days as stipulated, in advertisement in a newspaper.</p> <p>(e) If the Special Zone has been demarcated by the Excise Commissioner under the provisions of "The Uttar Pradesh demarcation & regulation of Special Zones for exclusive privilege of excise shops rule-2009", then the exclusive privilege may be granted in this zone within the purview of these rules. For this purpose any person, Apex Cooperative Society/ Corporation, Company, Partnership firm shall apply to the Excise Commissioner for the grant of licence. Consortium shall not be eligible for that.</p>	<p>(d) The last date to be fixed for the receipt of application shall not be earlier than such number of days as stipulated, in advertisement in the newspaper and the website of Excise Department (www.upexcise.in).</p> <p>(e) Omitted</p>
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Amendment of Rule-8

7.

In the said rules, for existing rule-8 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

<p align="center">Column-I (Existing rule)</p>	<p align="center">Column-II (rule as hereby substituted)</p>
<p>8-Eligibility conditions for applicant Applicants for licence of a retail beer shop must fulfil the following conditions namely:</p> <p>(a) be a citizen of India or</p> <p>a partnership firm having not more than two partners and their partners are not partners in more than four such firms,. Both being citizens of India.</p>	<p>8-Eligibility conditions for applicant Applicants for licence of a Retail Beer shop must fulfil the following conditions namely:</p> <p>(a) be a citizen of India or</p> <p>Not more than two applicants i.e. one in individual capacity and other with co-applicant individual as well as both being citizens of India.</p> <p>No partnership firm or company shall be eligible for the grant of retail licence. Likewise, Wholesaler or Distiller/ Manufacturer of liquor shall also not be eligible for holding licence</p>

<p>No change in partnership shall be allowed after allotment of shop(s) Provided that if a licence is held by an individual, in the event his death, his legal heir(s) if otherwise eligible, may continue to hold the licence for the remaining period of the licence.</p> <p>Provided further that if a licence is jointly held by two partners, in the events of death of either of them, the survivor along with the legal heir(s), if otherwise eligible, may continue to hold the licence or in case of death of both partners their legal heir(s) , if otherwise eligible, may continue to hold the licence. No distinction will be made between the legal liabilities of the partners who will be jointly and severly responsible;</p> <p>(b) be above 21 years of age.</p> <p>(c) not be a defaulter/ blacklisted or debarred from holding an excise licence under the provisions or any rules made under the Act. Any person who has been convicted of any excise offence shall be automatically debarred from holding the licence until and unless fully and finally acquitted by the competent court of law.</p> <p>(d) The applicant shall have to fulfill the following eligibilities for the allotment of model shops in special zone under provisions of "The Uttar</p>	<p>of any type of retail shop.</p> <p>No change in the status of applicant and co-applicants shall be allowed after allotment of shop(s) Provided that if a licence is held by an individual, in the event his death, his legal heir(s) if otherwise eligible, may continue to hold the licence for the remaining period of the licence.</p> <p>Provided further that if a licence is jointly held by two persons, in the events of death of either of them, the survivor along with the legal heir(s), if otherwise eligible, may continue to hold the licence or in case of death of both persons their legal heir(s) , if otherwise eligible, may continue to hold the licence. No distinction will be made between the legal liabilities of the persons who will be jointly and severly responsible;</p> <p>(b) be above twenty-one years of age on the first day of the period fixed for receiving application.</p> <p>(c) not be a defaulter/ blacklisted or debarred from holding an excise licence under the provisions or any rules made under the Act. Any person who has been convicted of any excise offence shall be automatically debarred from holding the licence until and unless fully and finally acquitted by the competent court of law.</p> <p>(cc) The applicant shall be eligible to make not more than two applications in total for any one shop to the limit of applying one application in his own name and second application with co-applicant individual.</p> <p>(d) Omitted</p>
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<p>Pradesh Demarcation and Regulation of Special Zones for Exclusive Privilege of Excise Shops Rule-2009":-</p> <ul style="list-style-type: none">(i) The applicant should be a person of age more than 21 years, who is the citizen of India. Such applicant shall have to produce domicile certificate issued by the competent authority(ii) The applicant should be registered partnership firm or company registered under Company Act 1956. Consortium shall not be eligible for that. It shall be necessary to produce article of Association, memorandum of Association and certificate of incorporation in case of registered company and certified copy of the registered partnership deed in case of registered partnership firm.(iii) The applicant should be Apex Cooperative body/ Corporation of U.P. State under control of State.(iv) The applicant must have turn over of minimum Rs. 400 crores accrued from the trade of whole/retail vend of liquor during any one of the past three financial years inclusive of the current financial year. Sale of liquor from the shops of whole/ retail sale of country liquor/ foreign liquor/beer as well as model shops shall be included in the calculation of turn over. This turn over shall not include the production of liquor and the sale of manufactured liquor. Certificates issued by the chartered accountant and excise or commercial department of states/ Union Territories shall have to be furnished by the applicant as a proof of turn over.(v) The applicant should not be a producer of alcohol or manufacturer of liquor.(vi) The applicant should have experience as a licensee in the trade of whole/retail vend of liquor. It shall be necessary to submit the certificate of experience issued by	
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<p>the Excise Departments of State Government/ Union Territories as a evidential proof of experience as well as certified copy of the licence verified by the Gazetted officer along with the application.</p> <p>(vii) The applicant should not be a defaulter for the excise dues and otherwise, not ineligible for holding the licence of excise.</p> <p>(viii) The applicant shall have to furnish a certificate of financial capacity to the tune of rupees 100 crores issued by any scheduled bank.</p> <p>(ix) The applicant shall have to make only singular application form for the entire retail shops of country liquor, foreign liquor, beer and model shops of the special Meerut zone. Earnest money, equivalent to 1/10th of basic licence fee for all country liquor shops and 1/10th of licence fee for all foreign liquor shops, beer shops as well as model shops shall be payable through bank draft/ pay order issued under the designated name of Excise Commissioner, Uttar Pradesh which shall be refundable in case of non- selection.</p> <p>(x) Bank draft/ pay order of rupees ten thousand issued by Schedule Bank under designated name of Excise Commissioner, Uttar Pradesh shall have to be enclosed as a processing fee along with the application.</p> <p>(e) submit an affidavit duly verified by notary public as proof of the following namely;</p> <p>(i) that he possesses or has an arrangement for taking on rent a suitable premises in that locality for opening the shop in accordance with the provisions of Uttar Pradesh Number and Location of Excise Shop Rules, 1968 as amended from time to time.</p> <p>(ii) that his proposed premises of</p>	<p>(e) submit an affidavit duly verified by notary public as proof of the following namely;</p> <p>(i) that he possesses or has an arrangement for taking on rent a suitable premises in that locality for opening the shop in accordance with the provisions of Uttar Pradesh Number and Location of Excise Shop Rules, 1968 as amended from time to time.</p> <p>(ii) that his proposed premises of the</p>
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<p>the shop have not been constructed in violation of any law or rules.</p> <p>(iii) That he and his family members possess good moral character and have no criminal background nor have been convicted of any offence punishable under United Provinces Excise Act, 1910 or Narcotics Drugs and Psychotropic Substances Act, 1985 or any other cognizable and nonbailable offence.</p> <p>(iv) That in case he is selected as licensee he will furnish a certificate issued by Senior Superintendent of Police/ Superintendent of Police of the district of which he is the resident, showing that he as well as his family members possess good moral character and have no criminal background or criminal record, within thirty days of grant of licence.</p> <p>(v) that he shall not employ and salesman or representative who has criminal background as mentioned in clause (iii) or, who suffers from any infectious contagious diseases or is below 21 years of age or a woman.</p> <p>(vi) that he is not in arrear of any public dues or Government dues.</p> <p>(vii) that he is solvent and has the necessary funds or has made arrangements for the necessary funds for conducting the business, the details of which shall be made available to licensing authority if required.</p> <p>(viii) That applicant is not involved in mafia activities, anti social activities and organized offensive activities, if after issuance of licence it is proved</p>	<p>shop have not been constructed in violation of any law or rules.</p> <p>(iii) that he and his family members possess good moral character and have no criminal background nor have been convicted of any offence punishable under the United Provinces Excise Act, 1910 or the Narcotics Drugs and Psychotropic Substances Act, 1985 or any other cognizable and nonbailable offence.</p> <p>(iv) that in case he is selected as licensee he will furnish a certificate issued by Senior Superintendent of Police/ Superintendent of Police of the district of which he is the resident, showing that he as well as his family members possess good moral character and have no criminal background or criminal record prior to issuance of license.</p> <p>(v) that he shall not employ and salesman or representative who has criminal background as mentioned in clause (iii) or, who suffers from any infectious contagious diseases or is below twenty-one years of age or a woman. Licensee shall have to obtain Identity Cards bearing photographs of his authorized salesman / representative from District Excise Officer.</p> <p>(vi) that he is not in arrear of any public dues or Government dues.</p> <p>(vii) that he is solvent and has the necessary funds or has made arrangements for the necessary funds for conducting the business, the details of which shall be made available to licensing authority if required.</p> <p>(viii) That applicant is not involved in mafia activities, anti social activities and organized offensive activities, if after issuance of licence it is proved</p>
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<p>that he is involved in mafia activities, anti social activities and organized offensive activities then the allotted agreement/ lease/ contract shall be cancelled.</p> <p>(ix) That applicant is not an advocate registered with bar council. If he is found registered advocate after getting the licence then the licence shall be cancelled.</p> <p>(x) that he shall furnish the Pan No. with in 3 months of the selection.</p> <p>(f) furnish a bank draft drawn in favour of the District Excise Officer or Excise Commissioner, issued from a Scheduled Bank as earnest money. The amount of earnest money shall be as fixed by the Excise Commissioner with prior sanction of the State Government. in case the applicant is selected as licensee the earnest money shall be adjusted against the licence fee. In other cases it shall be returned as such to the applicant as soon as the selection process is over.</p> <p>(g) if any licensee wants to have partnership in his beer shop with any person or person's, he shall apply to the licensing authority with the detail of the person or persons with whom he wants partnership. Such partner or partners have to fulfil the conditions laid down in clause(a), (b) and (c) and submit affidavit duly verified by a notary as proof of sub-clauses (ii), (iii),(iv), (v), (vi) and (vii) of clause(d). The licensing authority may allow the person or persons as partner of the shop if sum equal to 1% of the licence fee of the shop is deposited by such person or persons as the case may be in the Govrnment treasury.</p>	<p>that he is involved in mafia activities, anti social activities and organized offensive activities then the allotted licence shall be cancelled.</p> <p>(ix) That applicant is not an advocate registered with Bar Council. If he is found registered advocate after getting the licence then the licence shall be cancelled. An employee of the Government shall also be ineligible to apply for the grant of licence.</p> <p>(x) Omitted</p> <p>(f) That he will deposit the amount of earnest money in the Government Account through e-payment of the Excise Department along with online application as may be fixed by the Excise Commissioner with the prior sanction of the State Government. In case the applicant is selected as licensee, the earnest money shall be adjusted against the license fee. In other cases, it shall be returned to the applicant through Electronic payment as soon as the selection process is over.</p> <p>(g) Omitted</p>
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	<p>(h) That he is holder of solvency certificate and the worth of solvency shall be equivalent to not less than the amount of license fee determined for the grant of licence of one shop in a district. Provided in case of being co-applicant, both individual shall individually meet the stipulated criteria of solvency required for the grant of licence in a district.</p>
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Amendment of rule-9

8. In the said rules, for existing rule-9 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

Column-I (Existing Rule)	Column-II (rule as hereby substituted)
<p>9. District Level committee for Licensing- There shall be a district level committee for selection of licensees for retail sale of beer. The committee shall consist of the following members, namely-</p> <p>(i) The Collector of the district- Chairman</p> <p>(ii) The Senior Superintendent of Police/ the Superintendent of Police of the district- Member</p> <p>(iii) The District Excise Officer of the District -Member/Secretary</p>	<p>9. District Level Committee for Licensing- There shall be a District Level Committee for selection of licensees for retail sale of beer. The Committee shall consist of the following members, namely-</p> <p>(i) The Collector of the District- Chairman</p> <p>(ii) The Senior Superintendent of Police/ the Superintendent of Police of the District- Member</p> <p>(iii) The District Excise Officer of the District -Member/Secretary</p> <p>(iv) One Gazetted Officer of excise Department nominated by the Excise Commissioner - Member</p>

Amendment of rule-10

9.

In the said rules, for existing rule-10 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

Column-I (Existing rule)	Column-II (rule as hereby substituted)
<p>10-Selection of licensee</p> <p>(a) The District Excise Officer shall prepare a list of all application received with summery report to be put before the District Level Committee for licensing.</p> <p>(b) The said committee shall select licensees from the list of applicants. In case more than one applicants are found suitable for any particular shop, the committee shall select the licensee for such shop by public Lottery.</p> <p>(c) In case the selected applicants does not deposit the required amount and does not fulfil the prescribed formalities or a unable to arrange suitable premises for the shop within stipulated period, the Licensing authority shall cancel the allotment and take steps for resettlement of the shop.</p>	<p>10-Selection of licensee</p> <p>(a) Applicants shall be selected shop wise through E/Lottery process by inviting online applications. District Excise Officer shall scrutinize the applications received online and prepare list of all eligible and ineligible applications, describing the reasons of ineligibility and shall put up the list before the District Level Committee of Licensing constituted for E/Lottery</p> <p>(b) The said committee shall identify eligible and ineligible applicants. The licensee shall be selected for each shop from amongst the eligible applicants through the computer driven randomized arrangement. Not more than two shops including all categories of country liquor, model shop, foreign liquor and beer shall be allotted either in favour of any applicant or along with co-applicant individual in the district.</p> <p>(c) In case the selected applicants does not deposit the required amount and does not fulfil the prescribed formalities or is unable to arrange suitable premises for the shop within stipulated period, the Licensing authority shall cancel the allotment and take steps for resettlement of the shop through the process as prescribed by the Government.</p>

<p>(d) In case there is no application for a particular shop or no candidate is found suitable for a shop, the Licensing Authority shall take immediate steps for resettlement of the shop.</p> <p>Provided that selection procedure of the licencees for the retail sale of foreign liquor shops in special zone under provisions of the Uttar Pradesh Demarcation and Regulation of Special Zones for Exclusive Privilege of Excise Shops Rules, 2009 shall be as follows:-</p> <p>(i) Application form shall be invited by the Excise Commissioner after making due publicity and publishing advertisement in the daily news paper.</p> <p>(ii) Eligible applicants shall be identified by the Excise Commissioner after making due examination of received application forms.</p> <p>(iii) successful applicant shall be selected through the draw of lottery, in case of more than one eligible applicants are spotted out.</p> <p>(iv) In case of unitary eligible applicant, he shall be selected for the grant of licence.</p> <p>As per aforesaid, successful candidate/unit shall apply direct to the licensing authority with the relevant documents according to rules for the special zone. Licensing authority shall issue the licence to such selected candidate/unit.</p>	<p>(d) In case there is no application for a particular shop or no candidate is found suitable for a shop, the Licensing Authority shall take immediate steps for resettlement of the shop through the process as prescribed by the Government.</p> <p>Omitted</p>
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Amendment of rule-11

10.

In the said rules, for existing rule-11 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

<p>Column-I (Existing rule-11)</p>	<p>Column-II (Rule as hereby substituted)</p>
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<p>11. Statement of settled shop. A statement of the settled shops along with names and addresses of the licensees, details of security amount and licence fee deposited shall be sent by the District Excise Officer to the Excise Commissioner within 15 days of the settlement.</p>	<p>11-Statement of settled shop A statement of the settled shops along with names and addresses of the licensees, details of security amount and licence fee deposited shall be sent by the District Excise Officer to the Excise Commissioner within seven days of the settlement and pasted on prescribed register and on Departmental website.</p>
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Amendment of rule-12

11. In the said rules, for existing rule-12 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

<p align="center">Column-I (Existing rule)</p>	<p align="center">Column-II (Rule as hereby substituted)</p>
<p>12. Payment of license fee and security amount- In case an applicant is selected as licensee, he shall deposit the entire amount of licence fee within 03 working days of being intimated of his selection. He shall be required to deposit half the security amount within 10 working days of intimation of his selection and balance of the security amount within 20 working days of intimation of his selection.</p> <p>For the forthcoming Excise Year the licensee of the shop to be settled through renewal in the month of March, shall deposit the entire amount of license fee at the time of making application. He shall be required to deposit half of the security amount within 10 working days after renewal and balance of the security amount within 20 days after renewal.</p> <p>Provided that for the forthcoming, the licensee of the shop to be settled through renewal prior to March, shall deposit the half of the license fee at the time of making application and half of the security amount within 10 working days after renewal. Such licensee shall deposit the balance of license fee and the security amount by end of 15th March during currency of the Excise Year.</p>	<p>12. Payment of License fee & Security amount- In case an applicant is selected as licensee, he shall deposit the entire amount of license fee within six working days of being intimated of his selection. He shall be required to deposit half of the security amount within ten working days of intimation of his selection and balance of the security amount within twenty working days of intimation of his selection. Entire amount of license fee and security shall be deposited by the applicant preferably through E-payment.</p> <p>In subsequent year, the licence of the shop may be renewed on the desire of the licensee according to parameter of consumption as fixed by the State Government.</p> <p>If he fails to deposit the amount of the license fee and security amount within prescribed period, his selection shall stand cancelled and his earnest money and license fee as well as the security amount deposited by him shall be forfeited in favour of State Government and the said shop shall be resettled forthwith, in manner as prescribed the Government.</p>

<p>If he fails to deposit the amount of license fee and security amount within prescribed period, his selection shall stand cancelled and his earnest money and license fee as well as the security amount, if deposit by him, shall be forfeited in favour of State Government and the said shop shall be resettled forthwith.</p>	
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Amendment of rule-13 12.

In the said rules, for existing rule-13 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

<p>Column-I (Existing rule)</p>	<p>Column-II (rule as hereby substituted)</p>
<p>13.Lifting of liquor</p> <p>(a) The licensee under these rules shall obtain supplies of beer and in addition to it of Low alcoholic beverages from any wholesale licence (F.L.2/2B) of the districts, after making full payment of cost price of beer including all Taxes, Consideration fee as levied from time to time. If the F.L.-2/2B licence is not sanctioned in the concerned district, the licensee shall obtain supplies of beer and low alcoholic beverages from wholesale licensee (F.L.2/2B) of other district/districts with prior permission of the Excise Commissioner.</p> <p>Imported beer may be procured from FL-2D of district/charge/state In case of insufficient supply of any district, district excise officer seek the orders from the Excise Commissioner.</p> <p>(b) The Maximum Retail Price- The Maximum Retail Price, as fixed by Excise Commissioner on approval of the State Government, shall be printed on the lables of bottles of beer and low alcoholic beverages. The licensee shall not charge from consumers more than the maximum retail price printed on the lables of bottles.</p>	<p>13.Lifting of liquor</p> <p>(a) The licensee under these rules shall obtain supplies of beer and in addition to it of Low alcoholic beverages from any wholesale licence (F.L.2B) of the districts, after making full payment of cost price of beer including all Taxes, Consideration fee (including additional consideration fee) as levied from time to time preferably through e-payment platform. If the F.L-2B licence is not sanctioned in the concerned district, the licensee shall obtain supplies of beer and low alcoholic beverages from wholesale licensee (F.L-2B) of other district/districts with prior permission of the Excise Commissioner.</p> <p>Imported beer may be procured from FL-2D of district/charge/state In case of insufficient supply of any district, district excise officer seek the orders from the Excise Commissioner.</p> <p>(b) The Maximum Retail Price- The Maximum Retail Price, as fixed by Excise Commissioner on approval of the State Government, shall be printed on the lables of bottles of beer and low alcoholic beverages. The licensee shall not charge from consumers more than the maximum retail price printed on the lables of bottles and if found to be doing so, he will be penalized as per rules.</p>

Amendment of rule-14 13.

In the said rules, for existing rule-14 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

Column-I (Existing rule)	Column-II (rule as hereby substituted)
<p>14. Hours of the sale and closuer of shops- The licensed premises shall remain open for sale on all days from 9.00 am to 11 p.m. except on 14th April (Ambedkar Jayanti), 15th August (Independence Day), 2nd October (Gandhi Jayanti), 26th January (Republic Day), and upto 3 more days as notified for closure by the Licensing Authority. Licensing Authority may also order for closure of shop on account of law and order or General Election related activity under the provisions of relevant laws. No compensation shall be given for the closure of shop on above grounds.</p>	<p>14. Hours of the sale and closuer of shops- The licensed premises shall remain open for sale on all days from 12.00 mid noon to 10 p.m. night except on 14th April (Ambedkar Jayanti), 15th August (Independence Day), 2nd October (Gandhi Jayanti), 26th January (Republic Day), and upto 3 more days as notified for closure by the Licensing Authority. Licensing Authority may also order for closure of shop on account of law and order or General Election related activity under the provisions of relevant laws. No compensation shall be given for the closure of shop on above grounds.</p>

Amendment of rule-15 14.

In the said rules, for existing rule-15 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

Column-I (Existing rule)	Column-II (tule as hereby substituted)
<p>15. Disposal of Balance Stock left at the expiry of the licence- Any balance of beer quantity found outstanding and unsold at the expiry of the term of license shall be declared by licensee to the licensing authority on the next day, and shall be returned by him to the concerned wholesale shop(s) of the district by 5.00 p.m. of the next date of expiry of licence. The licensee shall be entitled to get the refund of cost price and excise duty. The disposal of such stock shall be made by the wholesale licensee as per orders of the Excise Commissioner in this regard.</p>	<p>15. Disposal of Balance Stock left at the expiry of the licence- Any balance of beer/Low Alcoholic Beverages quantity found unsold at the expiry of the term of license shall be declared by licensee to the Licensing Authority on the next day of expiry of licence and shall be returned by him to the concerned wholesale by 5.00 p.m. The disposal of such stock shall be made in a manner as prescribed by the State Government.</p>

Amendment of rule-17

15.

In the said rules, for existing rule-17 set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

Column-I (Existing rule)	Column-II (Rule as hereby substituted)
<p>17- Suspension and cancellation of the license and penalties. (1) Licensing authority may suspend or cancel the license:- (a) if any bottle is found in the licensed premises on which duty has not been paid and which does not carry security hologram duly approved by the Excise Commissioner as proof of payment of duty: (b) if any other kind of liquor or intoxicating drug (for which license is not granted) is found in the licensed premises. (c) if the affidavit submitted by the licensee at the time of application is found incorrect and assertions made therein are found to be false. (d) If the licensee is convicted of an offence punishable under the Act or any other law for the time being in force relating to revenue, or of any cognizable and non-bailable offence, or any offence punishable under Narcotics Drugs and Psychotropic substances Act. 1985 or of any offence punishable under sections 482 to 489 of the Indian Penal Code. (e) If any liquor or intoxicating drug is found in the possession of licensee against the provisions of the Act or rules. (f) If it is found that the licence has been obtained in a false name and the person is holding the licence on behalf of some other person.</p>	<p>17- Suspension and cancellation of the license and penalties. (1) Licensing authority may suspend or cancel the license:- (a) if any bottle is found in the licensed premises on which duty has not been paid and which does not carry the security Code affixed duly approved by the Excise Department as proof of payment of duty. (b) if any other kind of liquor or intoxicating drug (for which license is not granted) is found in the licensed premises. (c) if the affidavit submitted by the licensee at the time of application is found incorrect and assertions made therein are found to be false. (d) If the licensee is convicted of an offence punishable under the Act or any other law for the time being in force relating to revenue, or of any cognizable and non-bailable offence, or any offence punishable under Narcotics Drugs and Psychotropic substances Act. 1985 or of any offence punishable under Sections 482 to 489 of the Indian Penal Code. (e) If any liquor or intoxicating drug is found in the possession of licensee against the provisions of the Act or rules. (f) If it is found that the licence has been obtained in a false name and the person is holding the licence on behalf of some other person. (g) If it is found that price has</p>

<p>(2) The licensing Authority shall immediately suspend the license and issue a show cause notice for cancellation of license and forfeiture of security deposit. The licensee shall submit his explanation within 7 days of the receipt of notice. Thereafter, the licensing authority shall pass suitable orders after giving due opportunity of hearing to the licensee.</p> <p>(3) The licensee shall not be entitled to claim any compensation or refund for suspension or cancellation of licence under these rule</p> <p>(4) In case the licence is cancelled the licence fee deposited by him shall stand forfeited in favour of the Government and the licensee shall not be entitled to claim any compensation or refund. Such licensee may also be blacklisted and debarred from holding any other excise licence.</p>	<p>been charged from the consumers more than the M.R.P. printed on the labels of bottles/containers.</p> <p>(2) The licensing Authority shall immediately suspend the license and issue a show cause notice for cancellation of license and forfeiture of security deposit. The licensee shall submit his explanation within 7 days of the receipt of notice. Thereafter, the licensing authority shall pass suitable orders after giving due opportunity of hearing to the licensee.</p> <p>(3) The licensee shall not be entitled to claim any compensation or refund for suspension or cancellation of licence under these rule.</p> <p>(4) In case the licence is cancelled the licence fee and security amount deposited by him shall stand forfeited in favour of the Government and the licensee shall not be entitled to claim any compensation or refund. Such licensee may also be blacklisted and debarred from holding any other excise licence.</p>
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Amendment of Rule-17A

16. In the said rules, for existing rule-17A set out in Column-I below, the rule as set out in Column-II shall be substituted, namely:-

Column-I (Existing rule)	Column-II (rule as hereby substituted)
<p>17A- Interim Settlement -In case a licence is suspended, cancelled or surrendered in accordance with the provisions of these rules or if the shop remains unsettled for any reason the licensing authority may make interim settlement of the shop on payment of daily licence fee, on such rates as notified by the Excise Commissioner with prior sanction of the Government for a maximum period of 14 days at one stretch or the date of regular settlement, whichever is earlier.</p>	<p>17A- Interim Settlement -In case a licence is suspended, cancelled or surrendered in accordance with the provisions of these rules or if the shop remains unsettled for any reason the licensing authority may make interim settlement of the shop at the highest offer on the payment of daily licence fee, on such rates as notified by the Excise Commissioner with prior sanction of the Government for a maximum period of 14 days at one stretch or the date of regular settlement, whichever is earlier. In case of obtaining two or more</p>

<p>Provided that the licensing authority shall not make interim settlement of the shop for more than two times without taking prior permission of Excise Commissioner.</p> <p>Provided further that in case of Special Zone matter should be referred to Excise Commissioner for decision.</p> <p>The amount of daily licence fee so realized during the interim settlement shall be adjusted against the amount of licence fee at the time of regular settlement of the shop.</p>	<p>equal offers for one shop, settlement shall be done through the public lottery.</p> <p>Provided that the licensing authority shall not make interim settlement of the shop for more than two times without taking prior permission of Excise Commissioner.</p> <p>Omitted</p> <p>Omitted</p>
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Amendment of Form F.L. 5B 17

In the said rules, for existing Form setout in Column-I below, the Form as setout in Column-II shall be substituted, namely-

<p align="center">Column-I (Existing Form)</p>	<p align="center">Column-II (Form as hereby substituted)</p>
<p align="center">F.L.--5B</p> <p align="center">Licence for the Retail Sale of Beer (Including L.A.B.) in sealed Bottles for consumption "off" the premises</p> <p>Licence No.....</p> <p>District.....</p> <p>Locality.....</p>	<p align="center">F.L.--5B</p> <p align="center">Licence for the Retail Sale of Beer (Including L.A.B.) in sealed Bottles for consumption "off" the premises</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; padding: 5px; text-align: center;">Photo of applicant</div> <div style="border: 1px solid black; padding: 5px; text-align: center;">Photo of co applicant</div> </div> <div style="text-align: center; margin: 20px 0;"> <div style="border: 1px solid black; padding: 10px; width: 150px; margin: 0 auto;">Photo of shop</div> </div> <p>Latitude/Longitude of shop.....</p> <p>Licence No.....</p> <p>District.....</p> <p>Locality.....</p>

<p>Licence fee Rs..... (in figures)..... (in words)</p> <p>Security amount Rs....(in figures)..... (in words)</p> <p>Description of premises (without boundaries)</p> <p>North.....</p> <p>South.....</p> <p>East.....</p> <p>West.....</p> <p>Name, Father's Name & Address of Licensee(s)---</p> <p>1.....s/oR/o.....</p> <p>2.....s/oR/o.....</p> <p>Name, Father's Name & Address of Salesmen---</p> <p>1.....s/oR/o.....</p> <p>2.....s/oR/o.....</p> <p>3.....s/oR/o.....</p> <p>4.....s/oR/o.....</p> <p>licence for the retail sale of beer (including L.A.B.) in standard bottles or cans of capacities 650ml, 500ml, 330ml and 300ml and in LAB 1000ml, 275ml are also allowed for consumption "off" the premises is hereby granted to above licence holders(s) ...at.....(place) in Police Station.Tahsil in the District ofw.e.f. from.....to March 31, 20.....for which licence fee and security deposit has been made in accordance with rule-6.</p> <p>The licence is subject to the following special and general conditions, the infraction of any of which or a conviction for any offence under the U.P. Excise Act, 1910 or Narcotics Drugs and Psychotropic Substances Act, 1985 shall make the licensee(s) liable for forfeiture of the licence and security deposit, in addition to any penalties imposed under the relevant laws.</p> <p style="text-align: center;">General and special conditions</p>	<p>Licence fee Rs..... (in figures)..... (in words)</p> <p>Security amount Rs....(in figures)..... (in words)</p> <p>Description of premises (without boundaries)</p> <p>North.....</p> <p>South.....</p> <p>East.....</p> <p>West.....</p> <p>Name, Father's Name & Address of Licensee(s)---</p> <p>1.....s/oR/o.....</p> <p>2.....s/oR/o.....</p> <p>Name, Father's Name & Address of Salesmen---</p> <p>1.....s/oR/o.....</p> <p>2.....s/oR/o.....</p> <p>3.....s/oR/o.....</p> <p>4.....s/oR/o.....</p> <p>licence for the retail sale of beer (including Low Alcoholic Beverages) in standard bottles or cans of capacities 650ml, 500ml, 330ml and 300ml and in LAB 1000ml, 275ml are also allowed for consumption "off" the premises is hereby granted to above licence holders(s) ...at.....(place) in Police Station.Tahsil in the District ofw.e.f. from.....to March 31, 20.....for which licence fee and security deposit has been made in accordance with rule-6.</p> <p>The licence is subject to the following special and general conditions, the infraction of any of which or a conviction for any offence under the U.P. Excise Act, 1910 or Narcotics Drugs and Psychotropic Substances Act, 1985 shall make the licensee(s) liable for forfeiture of the licence and security deposit, in addition to any penalties imposed under the relevant laws.</p> <p style="text-align: center;">General and special conditions</p>
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<ol style="list-style-type: none"> 1. The licensee can obtain supply of the Beer (including L.A.B.) from the wholesale Beer licensee (F.L.2/2B) of the district after making full payment of price of liquor including all taxes, consideration fee, cess etc. leviable from time to time. If the F.L.-2/2B licence is not sanctioned in the concerned district, the licensee shall obtain supplies of beer and low alcoholic beverages from wholesale licensee (F.L.2/2B) of other district/districts with prior permission of Excise Commissioner. 2. In case of insufficient supply, the licensee shall inform to the District Excise Officer, who shall obtain orders from Excise Commissioner. 3. Sale at the licenced premises shall be made only for consumption "off" the premises. No liquor shall be consumed/ drunk "on" the premises. 4. Only Standard bottles or cans of 650ml, 500ml, 330ml and 300ml of beer and LAB and in addition to it 1000ml and 275ml exclusively for LAB shall be sold to any person. No sale shall be made to a person below the age of 21 years. 5. Maximum retail price will be printed beer/LAB bottles or cans. Retail licensee shall not charge more than the printed M.R.P. 6. The sale shall be made in sealed bottles or cans of above mentioned capacities with prescribed strength and quantity and which carry security hologram, or security hologram Shrink sleeves approved by Excise Commissioner, as proof of payment of consideration fee. 7. The licensee shall maintain a regular and 	<ol style="list-style-type: none"> 1. The licensee can obtain supply of the Beer (including Low Alcoholic Beverages) from the wholesale Beer licensee (F.L.2B) of the district after making full payment of price of liquor including all taxes, consideration fee, cess etc. leviable from time to time preferably through e-payment. If the F.L.-2B licence is not sanctioned in the concerned district, the licensee shall obtain supplies of beer and low alcoholic beverages from wholesale licensee (F.L.2B) of other district/districts with prior permission of Excise Commissioner. 2. In case of insufficient supply, the licensee shall inform to the District Excise Officer, who shall obtain orders from Excise Commissioner. 3. Sale at the licenced premises shall be made only for consumption "off" the premises. No liquor shall be consumed/ drunk "on" the premises. 4. Only Standard bottles or cans of 650ml, 500ml, 330ml and 300ml of beer and LAB and in addition to it 1000ml and 275ml exclusively for Low Alcoholic Beverages shall be sold to any person. No sale shall be made to a person below the age of 21 years. 5. Maximum retail price will be printed beer/BLow Alcoholic Beverages bottles or cans. Retail licensee shall not charge more than the printed Maximum Retail Price. 6. The sale shall be made in sealed bottles or cans of above mentioned capacities with prescribed strength and quantity and which is affixed with security code approved by Excise Department, as proof of payment of consideration fee. 7. The licensee shall maintain a regular and
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<p>accurate daily account in the prescribed register (FL-25B), which can be obtained from Licensing Authority on payment and the account register shall be produced for inspection whenever asked by the competent inspecting authority . The licensee shall also furnish account of sales etc. and facilitate and provide the material and documents required by the inspecting authority.</p> <p>8. The licensee shall store entire stock of Beer/LAB in the licence premises only.</p> <p>9. The licensee shall affix conspicuous signboard at the entrance to the shop on which the name of the licensee, designation Licenced Retail Vendor of Beer/LAB, location of the shop, period of licence and such other information as prescribed by Licensing Authority in bold letters shall be printed.</p> <p>10. The licensee shall not employ any person as salesmen who is below 21 years of age or is suffering from any infectious and /or contagious diseases, or has criminal background.</p>	<p>accurate daily account in the form and register (FL-25B), as prescribed by the Licensing Authority and the account register shall be uploaded on the upexciseonline.in portal through sms produced for inspection whenever asked by the competent inspecting authority. The licensee shall also furnish account of sales etc. and facilitate and provide the material and documents as required by the inspecting authority.</p> <p>8. The licensee shall store entire stock of Beer/Low Alcoholic Beverages in the licence premises only. He shall be required to maintain requisite equipment for scanning of bottles as per prescribed security code under the Track and Trace System.</p> <p>9. The licensee shall affix conspicuous signboard at the entrance to the shop prescribed by Excise Commissioner on which the name of the licensee, designation Licenced Retail Vendor of Beer/Loe Alcoholic Beverages, location of the shop, period of licence and such other information as prescribed by Licensing Authority in bold letters shall be printed.</p> <p>The signboard will also display the following information :-</p> <p>"Consumption of liquor is prohibited outside near the premises of shop or at public places. Any contravention in this regard shall be punishable."</p> <p>10. The licensee shall not employ any person as salesmen who is below twenty-one years of age or is suffering from any infectious and /or contagious diseases, or has criminal background or a woman. The Licensee shall have to obtain identity cards of the salesmen bearing their photographs duly issued by the District Excise</p>
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<p>11. The licensee shall not make retail sale to any purchaser, in quantity not more than 7.8 litres of Beer, bottled in India and imported, each separately as well as 6 litres of LAB at a time except under permit.</p> <p>12. The sale should not be made to a person below the age of 21 years, Police personnel below the rank of sub inspector or to a soldier or a official in uniform.</p> <p>13. The licensee is strictly forbidden under any pretext whatsoever from tampering with bottles or cans, their labels, Security Hologram/ shrink sleeves or pilfer proof caps or seals etc.</p> <p>14. The Licensee shall not keep in his licenced premises any spirit, caramel, colour, essence, hologram/ shrink sleeves, labels capsules, seals or any other noxious material.</p> <p>15. The premises in which the shop is situated, shall not be used as a place of residence except by the licensee/ salesmen and his family.</p> <p>16. The licensee is strictly forbidden from having recourse to any form of blandishment or inducement to the customer with a view to increase his sales. Gambling and dance programme are strictly forbidden.</p> <p>17. The licenced premises shall remain open for sale on all days from 09.00 AM. to 11 PM, except on 14th April (Ambedkar Jayanti), 15th</p>	<p>Officer, which shall be produced as and when demanded by inspecting authorities.</p> <p>11. The licensee shall not sale retail sale to any purchaser, in quantity more than 7.8 litres of Beer, Bottled In India and imported, each separately as well as 6 litres of Low Alcoholic Beverages at a time except under permit.</p> <p>12. The sale should not be made to a person below the age of twenty-one years, Police personnel below the rank of sub inspector or to a soldier or a official in uniform.</p> <p>13. The licensee is strictly forbidden under any pretext whatsoever from tampering with bottles or cans, their labels, security Code affixed under security System, pilfer proof caps or seals etc.</p> <p>14. The Licensee shall not keep in his licenced premises any spirit, caramel, colour, essence, security Code making apparatus labels capsules, seals or any other noxious material.</p> <p>15. The premises in which the shop is situated, shall not be used as a place of residence except by the licensee/ salesmen and his family.</p> <p>16. The licensee is strictly forbidden from having recourse to any form of blandishment or inducement to the customer with a view to increase his sales. Gambling and dance programme are strictly forbidden.</p> <p>17. The licenced premises shall remain open for sale on all days from 12.00 Mid Noon to 10 PM Night except on 14th April (Ambedkar Jayanti), 15th August (Independence Day), 2nd</p>
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<p>August (Independence Day), 2nd October (Gandhi Jayanti), 26th January (Republic Day) and upto 3 more days as notified for closure by the Licensing Authority. Licensing Authority may also order closure of shop on account of law and order or General Election related activity etc. under the provisions or relevant laws. No compensation shall be given for the closure of shop on above grounds.</p> <p>18. The licensee shall not be allowed to carry on any other business on the licensed premises except such activities for which licence is granted.</p> <p>19. The licensee shall on expiry of the licence, report to the Licensing Authority for disposal of balance stock which will be disposed of in accordance with order of Excise Commissioner from time to time in this regards.</p> <p>20. The licensee shall abide by the general or specific instructions issued by the Excise Commissioner or licensing authority from time to time.</p> <p>Date..... District.....</p> <p style="text-align: center;">Licensing Authority</p>	<p>October (Gandhi Jayanti), 26th January (Republic Day) and upto 3 more days as notified for closure by the Licensing Authority. Licensing Authority may also order closure of shop on account of law and order or General Election related activity etc. under the provisions or relevant laws. No compensation shall be given for the closure of shop on above grounds.</p> <p>18. The licensee shall not be allowed to carry on any other business on the licensed premises except such activities for which licence is granted.</p> <p>19. The licensee shall on expiry of the licence, report to the Licensing Authority for disposal of balance stock which will be disposed of in accordance with order of Excise Commissioner from time to time in this regards.</p> <p>20. The licensee shall abide by the general or specific instructions issued by the Excise Commissioner or licensing authority from time to time.</p> <p>Date..... District.....</p> <p style="text-align: center;">Licensing Authority</p>
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(Dheeraj Sahu)
Excise Commissioner,
Uttar Pradesh