

CONFIDENTIAL
IMMEDIATE

Subject: Display of notice board
showing the maximum
retail selling price of
C.L. by retailers.

C I R C U L A R

No. CLR. 1985/XV

Bombay, 22-26th July, 1985.

It has been unofficially complained that majority of the C.L.III and CL/FL/TOD-III licensees do not display notice boards at their licensed premises showing the maximum retail prices fixed by the Government and take disadvantage of charging more prices for country liquor than the prices fixed by Government. Rule 5 of the Maharashtra Country Liquor (Galling on retail price) Rules, 1973 provides that every person holding licence for sale of country liquor by retail under the Country Liquor Rules, shall display on the notice board which shall be placed at a prominent place in his licensed shop the maximum retail price specified in the schedule. Rule 32 of the Maharashtra Country Liquor Rules, 1973 provides that a retail licensee shall sell country liquor at the existing price that may be fixed by the State Government from time to time. Since it has been reported that the C.L.III and CL/FL-III licensees are charging price more than that fixed by Government for C.L. bottles and also loose C.L. sold by measure, the Superintendents of Prohibition and Excise, are hereby directed to instruct the concerned officers under them to visit the country liquor retail sale licensed shops and check whether the provision of Rule 5 of the Maharashtra Country Liquor (Galling on retail price) Rules, 1973 are observed by the retailers of country liquor and if not, take immediate steps to take action against the defaulters even to the extent of suspension or cancellation of the licence as deemed proper by the Collector.

2. The Superintendents are also directed to submit report on the points mentioned below by 31.8.1985;

- (1) Number of C.L.III/C.L./F.L./TOD-III licences in the district.
- (2) Number of shops checked by the concerned officers to verify whether the provisions relating to displaying price boards are complied with.
- (3) Number of licensees who have committed default.
- (4) Action in short taken against the defaulting licensees.

3. The receipt of this circular should be acknowledged by the Superintendents immediately.

(ANIL KUMAR)

Commissioner of Prohibition & Excise,
Maharashtra State, Bombay.

To,

- 1) All Superintendents of Prohibition and Excise.
- 2) Copies to all Collector's for information.