

Subject: Approval of Potable Liquor Labels,.....

C I R C U L A R

No.FLR.1695/LAB/V-B

Mumbai, 27th November 1956.

With the Government of Maharashtra following the system of recovering excise duty on potable liquors on advalorem basis it has become obligatory on the part of manufacturers of Potable Liquor and importers of Potable Liquor to the State to print MRP on the labels of Potable Liquors. It will be therefore necessary that all labels of Potable Liquors for sale in Maharashtra have to be got approved afresh. Following revised instructions are issued in this behalf -

- (1) 40 sets of labels are to be submitted to Commissioner duly pasted on a fairly thick white paper and signed by the manufacturer or exporter to the State duly authorised signatory.
- (2) The labels should be exactly like the final label i.e. the lettering, wording, design, colour complexion and placement of slogans, MRP, etc. should be as per final labels to be used. No change even in placement of slogans, MRP etc; should be effected in approved label without prior approval of the Commissioner. All the labels should be necessarily in conformity with the provisions of the respective rules as amended by notifications published in extraordinary gazette No.229 dated 18th October 1956.
- (3) The slogan 'for sale in Maharashtra State only' on the bottles of IMFL shall be in bold capital letters.
- (4) The labels on the bottles of IMFL to be exported should contain a legend 'not for sale in Maharashtra' in capital letters.
- (5) The batch No. date of manufacture on the labels, the MRP (inclusive of all taxes and duties) should be printed only on front label. No rubber stamp or sticker will be allowed. The printing shall be clearly visible and ink used for printing should be in contrast colour to the background. The background should be of white or a light colour.

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(6) The size of the letters of the slogan 'for sale in Maharashtra State Only' and 'not for sale in Maharashtra' shall be shown below : -

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| a) Labels of 500 ml bottles and above | 9 points |
| b) Labels of 375 ml bottles / 300 ml bottles | 8 points |
| c) Labels of 180 ml bottles | 7 points |
| d) Labels of 60 ml bottles | 6 points |

(7) The size of the MRP (letters and figures) shall be eight points and the words 'inclusive of all taxes and duties' shall be four points, for bottles other than 60 ml bottles.

(8) The size of the MRP (letters and figures) shall be six points and the words 'inclusive of all taxes and duties' shall be four points for 60 ml bottles.

Receipt of this Circular be acknowledged forthwith.

(Subodh Kumar)

(Subodh Kumar)
Commissioner of State Excise,
Maharashtra State, Bham.

To.

1. All PLL & BRL & CL-I Licensees.
2. All holders of registration in form 'K'.
3. All Divisional Dy. Commissioners of State Excise.
4. All Superintendents of State Excise.
5. All State Excise Officers in charge of IMFL Manufactories.
6. All Desks in this Office.
7. Record Keeper with 5 copies.

2. The Superintendents should bring above instructions to the notice of all their subordinates.

A.27.11.