

DEPARTMENT OF EXCISE ENTERTAINMENT AND LUXURY TAX  
GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI  
L & N BLOCK, VIKAS BHAWAN, I.P. ESTATE, NEW DELHI - 110002.

No. F. 2(72)/Ex/R/Misc/16-17/ 802 Dated 10/11/2016 17  
To,

All the Licensees,  
L-17/L-17F, L-18/L-18F & L-19/-L-19F licenses,  
Under the Excise Department, GNCT of Delhi.  
Through ESCIMS portal.

Subject: Regarding ban on advertisements on promotion of liquor.

It has come to notice that some licensees holding L-17/L-17F, L-18/L-18F & L-19/-L-19F licenses are violating the provisions of Delhi Excise Act, 2009 and Rules framed there under by advertising promotion of liquor in the bars and luring the public by announcing special offers on consumptions of liquor. This has been viewed seriously by the licensing authority.

In view of the above, all the holders of L-17/L-17F, L-18/L-18F & L-19/-L-19F licenses, Under the Excise Department, GNCT of Delhi are hereby directed to remove all kinds of advertisement on promotion of liquor from restaurants, (if any) and submit an undertaking in person in this regard. Non compliance of this shall view seriously and action shall be initiated under the provisions of law.

  
06/11/17  
ASSISTANT COMMISSIONER  
(RESTAURANT BRANCH)

Copy to:

✓ The Manager, TCS, Excise Department, GNCT of Delhi with directions to flash on  
SCIEMS portal.