

No.1/17/EXC-EST/Elec/2014-15/Part/ 331  
Administration of Daman & Diu  
Office of the Commissioner of Excise,  
Excise Department, Daman.  
Dated :-

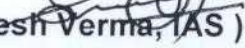
13 MAY 2014

**ORDER**

All the manufacturers/distributors/wholesalers/retailers in pack bottles and retailers for consumption of liquor on the premises of bar & restaurant including hotels are hereby informed that publication of advertisements relating to liquor are prohibited under section 10 A of Goa, Daman & Diu Excise Duty Act, 1964 and in accordance with said section, no persons shall advertise in any manner or form whatsoever matter relating to liquor which solicits the use of liquor or encourages or incites any individuals or class of individuals to commit a breach of any provision or Rule, Regulation or Order or conditions of any license, permit, pass, authorization granted thereunder.

It is observed that the manufacturers and distributors of liquor have erected hoardings for advertisement of various brands of liquor and beer and also displayed advertisement by fixing boards with illumination in various parts of Daman on the main roads, which is in contravention/violation of the provisions of GDD Excise Duty Act, 1964.

Now therefore, all the licensee of various kind for manufacture and sale of liquor in the Union Territory of Daman & Diu are hereby directed to remove the advertisement hoardings and boards displayed by them within five days from the date of this order, failing which action will be initiated by the department against the licensee not complying the above instructions/directions.

  
( Ramesh Verma, IAS )  
Commissioner of Excise,  
Daman & Diu, Daman.

To  
All the manufacturers/distributors/  
Wholesalers/retailers in packed bottles  
and Bar & Restaurants including Hotels,  
U. T. of Daman & Diu.

Copy to :-

1. The Development Commissioner/Secretary (Excise), Secretariat, Daman for kind information.
2. The Collector/Additional Commissioner of Excise, Collectorate, Diu.
3. The Chief Officer, Municipal Council, Daman/Diu... for necessary action.
4. The Block Development Officer, Daman/Diu...for necessary instructions to be issued to Sarpanches of concern Gram Panchayats.
- ✓ 5. The S. I. O., N. I. C., Secretariat, Daman with a request to upload on official website.