

# UP excise dept to amend its policy

TIMES NEWS NETWORK

**Lucknow:** To rule out confusion and doubts among beer retailers regarding revenue targets, the excise department will amend its policy released on January 29. The department has put forth the agenda regarding fixing the monthly target for beer retailers, before the UP government.

Under the changed regime, retailers operating beer shops will be expected to achieve 40% of their targets during April-May-June, the peak demand period. From April 1 this year, the excise department for the first time had fixed monthly revenue targets for the beer, country liquor, English wine and premium liquor vend owners.

Out of the total 29,523 liquor shops in UP, 5,544 are

into retail beer trade.

In the policy, the department has mentioned that beer retailers have to generate 7%, 10% and 8% revenue target in April, May and June. However, target was later hiked to 14% by the department for April.

Spokesperson of the UP liquor sellers welfare association Devesh Jaiswal said: "It has been three months from the time policy was introduced and monthly target was provided. Suddenly the target for April was increased by two times for April and for May and June too. To highlight the problems beer retailers issued a memorandum for the UP government on April 29." Lucknow district excise officer, SK Mishra said clarity was offered to beer retailers on multiple occasions.