

# OFFICE OF THE EXCISE COMMISSIONER : ODISHA : CUTTACK

No.LVIII-04/2020 2691 /Ex, dated 28.05.2020

## NO OBJECTION CERTIFICATE

After careful consideration of the Application, experience, expertise, Registration certificate, original Power of Attorney in non-judicial stamp and other relevant documents, No Objection Certificate is hereby issued to the Hip Bar Pvt. .Ltd., Chennai through its Authorized person, Sri Sandeep Kumar Dey ( Vill-Nepura, Dist. Balasore, Odisha), Manager-Operations (Mobile No.6371522535) for online order processing and to operationalize home delivery of liquor (IMFL, FMFL, Beer, Wine, RTD) in Bhubaneswar, Cuttack, Berhampur Municipal Corporation areas/Balasore, Rourkela and Sambalpur Municipality areas only subject to strict compliance of the following conditions.

1. Hip Bar Pvt. Ltd., Chennai shall have to enter into an agreement/reach an understanding with the concerned retailers within NoC area regarding the nitty-gritty of off-take from the retail points/mode of transport/collection of sale proceeds by the retailers post-delivery etc.
2. Online sale of liquor being based on consent/agreement between the buyers and the sellers/third part aggregators/delivery service providers and retailers, the State will not be a party to any possible dispute between/amongst them.
3. Liquor to be taken for home delivery can only be lifted from the designated notified premises of licensed retailers (OFF/ON licensees).
4. No efforts, overt or covert, shall be made to promote any particular brand/product by alluring offers like special discount in respect of that brand, semblance of any form of advertisement and the like through their Mobile application, online Website or any such digital platforms created for placing orders.
5. The name, MRP and all other relevant information relating to the product/brand displayed in their digital platforms will be exactly as per the approved list available in the OSBC Website (osbc.co.in). No picture/image/infographics/video etc. for promotion of any products/brand shall be displayed in their various digital platforms.
6. Price of liquor shall not exceed the prescribed MRP. Delivery charges to the delivery service providers for home delivery of liquor shall not exceed the maximum ceiling as notified by the Excise Commissioner, Odisha vide Notification No.2631/Ex, dated 23.05.2020 and its Corrigendum vide No.2635/Ex, dated 23.05.2020 (copy enclosed).
7. Every order of delivery of liquor shall not exceed the limit as prescribed under the Proviso of Rule 4(3) of Odisha Excise Rules, 2017.
8. No order for liquor shall be sold, delivered or otherwise in public places. All liquor orders shall be received and delivered within the prescribed time limit from 7.00 AM to 6.00 PM. Efforts should be made to ensure home delivery within six hours of the order. In case for reasons the order cannot be delivered it has to be done the next day.

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9. Hip Bar application shall remain inactive on 2<sup>nd</sup> October on account of Gandhi Jayanti or on other days as declared by the District Administration as dry day.
10. Hib Bar shall not store liquor in its name in any premises under any circumstances.
11. All accounts, details of orders, delivery and transactions should be maintained by the Hib Bar for any inspection by the Authority at any time during office hours. Its Bank Account and PAN shall be AADHAR linked.
12. Progress of daily online order receipt, delivery made shall be reported to Excise Commissioner daily by 8.00 PM through the online link to be shared on the authorized person's WhatsApp.
13. The Hib Bar and all others concerned with home delivery shall be bound by the terms and conditions as prescribed under the Odisha Excise Act and Rules and other Government orders as issued from time to time.
14. Breach of any term and condition of the NOC may warrant appropriate action under the Odisha Excise Act and Rules without prejudice to any other action that may be initiated under any other provisions of the extant statutes.
15. This NOC shall remain valid until further orders.
16. The undersigned reserves the right to modify or rescind the NOC at any time without assigning any reason thereof.

*MAY 28/5/2020*

Excise Commissioner, Odisha.

Memo No. 2692 /Ex, dated 28.05.2020

Copy submitted to the Principal Secretary to Government, Excise Department, Odisha for favour of kind information.

*MAY 28/5/2020*

Excise Commissioner, Odisha.

Memo No. 2693 /Ex, dated 28.05.2020

Copy forwarded to Collectors, Khordha/Cuttack/Ganjam/Balasore/Sundargarh/Sambalpur for information and necessary action.

*MAY 28/5/2020*

Excise Commissioner, Odisha.

Memo No. 2694 /Ex, dated 28.05.2020

Copy forwarded to Managing Director, OSBCL, Bhubaneswar for information and necessary action.

*MAY 28/5/2020*

Excise Commissioner, Odisha.

Memo No. 2695 /Ex, dated 28.05.2020

Copy forwarded to Superintendents of Excise, Khordha/Cuttack/Berhampur/Balasore/Sundargarh/Sambalpur for information with directive to intimate all the ON & OFF licenses in their Districts appropriately in connection with home delivery of liquor.

*MAY 28/5/2020*

Excise Commissioner, Odisha.