GOVERNMENT OF ANDHRA PRADESH
DISTRICT GAZETTE
EXTRAORDINARY
PUBLISHED BY AUTHORITY

No. (Gazette No.) **ATR.188/** 2026 Date:10-10-2026

NOTIFICATION BY THE DISTRICT PROHIBITION AND EXCISE OFFICER, ANANTHAPURAMU

Read: 1) A.P. EXCISE (GRANT OF LICENCE OF SELLING BY SHOP AND CONDITIONS OF LICENCE) RULES, 2014 (GO Ms.No. 210, Revenue (Excise) Department, Dated 30-09-2024.
2) G.O.Ms.No. 13, Revenue (Excise) Department, dated: 21.01.2025
3) G.O.Ms.No.579, Revenue (Excise-II) Department, dated.11.09.2026
4) G.O.Ms.No.580, Revenue (Excise-II) Department, dated 11.09.2026
5) G.O.Ms.No.581, Revenue (Excise-II) Department, dated 11.09.2026
6) CR.No. 4841/2026/CPE/E3, Dated:08.10.2026, of Director,Excise and Prohibition, AP, Mangalagiri.

NOTICE OF DRAWL OF LOTS FOR GRANT OF LICENCE TO SELL INDIAN MADE FOREIGN LIQUOR & FOREIGN LIQUOR BY SHOP UNDER RULE 5 OF THE ANDHRA PRADESH EXCISE (GRANT OF LICENCE OF SELLING BY SHOP AND CONDITIONS OF LICENCE) RULES, 2024.

Gazette No. ATR.188/ 2026 Date: 10.10.2026

WHEREAS, the licence for the right of selling by Shop is to be granted for the licence period from 01-10-2026 to 30-09-2027 and whereas the Commissioner of Prohibition & Excise has fixed the number of Shops reserved for Geeta Kulalu Sub Caste-wise to be licenced in the Mandal /Nagar Panchayat / Municipality/ Municipal Corporation vide Cr.No. 4841/2026/CPE/E3, dt.08.10.2026.

I, B.Ramamohana Reddy , District Prohibition & Excise Officer / Licensing Authority Ananthapuramu District, in exercise of the powers vested in me under Rule 5 of Andhra Pradesh Excise (Grant of licence of selling by Shop and conditions of licence) Rules, 2024 issue the following Notification for information of the public and intending applicants who may enroll online for registration/ filing of application on or before 12:00 Midnight on 19.10.2026 or offline for registration / submission of application for consideration for grant of licence for the licence period mentioned above through drawl of lots on or before 12:00 Midnight on 19.10.2026 at

(01) No. of Shops fixed in Reserved A4 Shops (Geeta Kulalu) District:Ananthapuramu	**Venue for registration and submission of applications** Details of Designated Centers / All Proh. & Excise Stations in the District 1. Proh.& Excise Station, Rayadurg

The applicant, who will be granted the right to sell Indian Made Foreign Liquor/ Foreign Liquor by Shop as specified in the list appended to this Notification for the licence period from 01-10-2026 to 30-09-2027, shall be selected through drawl of lots.

The drawl of lots will be conducted at 8:00 AM on 21.10.2026 at **at O/o District Proh. & Excise Office, Ananthapuramu (**place of drawl of lots), by the authority as specified under Rule 10 of Andhra Pradesh Excise (Grant of Licence of Selling by Shop and Conditions of Licence) Rules, 2024. The terms and conditions governing the drawl of lots and details of the Mandals, Nagar Panchayats, Municipalities and Municipal Corporations where licences are to be granted are appended herewith.

The rates of Annual Retail Excise Tax, and Retail Excise Tax for Permit Rooms for the Shops in the different population slabs have been notified in G.O.Ms.No.581, Revenue (Excise-II) Department, dated.11.09.2026, and G.O.Ms.No.580, Revenue (Excise-II) Department, dated.11.09.2026 respectively, the copies of which are appended herewith.

10/10/26

(B.RAMAMOHANA REDDY)
District Proh & Excise Officer /
Licensing Authority,
Ananthapuramu

Gazette Sl. No.	Unit (Municipal Corporation/ Municipality /Nagar Panchayat / Mandal)	Name of the Unit in which the Shop is fixed (Municipal Corporation/ Municipality /Nagar Panchayat / Mandal)	Sub-Caste of Geetakulalu for which Shop is Reserved	Non-Refundable Application Fee in Rs.	License period	Annual Retail Excise Tax for 2026-27 (in Rs.)	Permit Room Retail Excise Tax for 2026-27 (in Rs.)
1	2	3	4	5	6	7	8
AT/147	Mandal	Rayadurg Rural Mandal	Gowda	**3,00,000/-**	**2026-27**	30,30,000	5,00,000

SCHEDULE FOR SELECTION PROCESS OF SHOPS

10.10.2026	Publication of list of Shops in District Gazettes and commencement of submission of applications
19.10.2026 (Upto 12.00 Midnight)	Last date & time for online/offline registration and submission of applications
21.10.2026	Verification & preparation for drawl of lots
21.10.2026 (08.00 AM)	Drawl of lots by the District Collectors
21.10.2026	Intimation of Selection

10/10/26

(B.RAMAMOHANA REDDY)
District Proh & Excise Officer /
Licensing Authority,
Ananthapuramu

CONDITIONS GOVERNING DRAWL OF LOTS

(1) Eligibility and Procedure for online enrolment (Geetha Kulalu) :

(a) **Eligibility:-** The applicant shall be eligible to file applications for the Shops reserved for his/her sub-caste notified in that particular district only which is recorded in his caste and nativity certificate.

(b) **Number of applications:-** The applicant may submit any number of applications for any number of Shops / same Shop in the District which is recorded in his Caste and Nativity Certificate for participation in the selection process of Shop through online, Hybrid or offline mode.

Procedure:-

(c) Applicant shall open URL: https://gk.hpfsproject.com online and click on "Enroll" button, applicant shall provide all the required information for enrolment as per Form A3 (A) and password.

(d) After enrolment, applicant/user shall login into his account with his User ID (Registered Mobile number) and password.

(e) After logging in, the applicant/user will be able to initiate a new application against Shop Gazette serial number in "create application" screen.

(f) Applicant shall enter all the fields as seen in the "create application" screen and select the payment mode and accept the terms and conditions.

(g) Applicant can view the all the applications he has submitted and can view the status of each application.

(h) Applicant can download/ print Registration certificate in Form R1, Form A3 (B) and Entry pass E1 for the applications generated by clicking on Print icon.

(2) Submission of applications for enrolment for registration and selection for grant of licence: -

(1)(a) The applicant may submit any number of applications for any number of Shops for participation in the selection process of Shop through online or offline mode.

(b)Online model: In case the applicant opts for online mode for registration and submission of application through online mode, He shall fill in Form-A3(A) as per Rule 11 of Andhra Pradesh Excise (Grant of licence of selling by Shop and conditions of licence) Rules, 2024. He shall select Gazette Sl.No of the Shop notified in a Unit (Municipal Corporation/ Municipality /Nagar Panchayat / Mandal) and pay Rs.3,01,000 (Rs.3,00,000 towards the Non-refundable application fee and Rs. 1,000 towards Processing Fee) by way of Debit Card/Credit card/Net Banking. On successful payment, the applicant may download the documents in Form- A3(B), Registration certificate in Form-R1 and Entry Pass in Form-E1, which are system generated.

(c)Hybrid Model: In case the applicant opts for online mode for registration and submission of application through online mode, he shall fill in Form-A3(A) as per Rule 11 of Andhra Pradesh Excise (Grant of licence of selling by Shop and conditions of licence) Rules, 2024. He shall select the Gazette Sl.No of the Shop notified in a Unit (Municipal Corporation/ Municipality /Nagar Panchayat / Mandal) and select the payment mode as manual in CFMS. He shall take system generated e-challan number and proceed to any State Bank of India (SBI) branch and make payment of Rs.3,00,000 towards the Non-refundable application fee against the system generated e-challan number (transaction number). The applicant shall also pay Rs. 1,000 (Rupees one thousand only) towards Processing Fee by way of

Demand Draft / Bank Voucher / UPI in favour of Commissioner of Prohibition & Excise. After successful payment, application will be confirmed by the System as completed and he can download Form-A3(B), Form-R1 and Entry Pass in Form-E1, which are system generated.

(d) Offline Model: In case the applicant opts for offline mode for registration and submission of application through offline mode, he shall fill in Form-A3(A) as per Rule 11 of Andhra Pradesh Excise (Grant of licence of selling by Shop and conditions of licence) Rules, 2024. He shall select the Gazette Sl. No of the Shop notified in a Unit (Municipal Corporation/ Municipality /Nagar Panchayat / Mandal) and select the payment mode as offline. He shall pay Rs. 3 Lakhs towards Non-Refundable Application Fee by way of Citizen Challan facility provided in CFMS under appropriate Head of Account/Demand Draft drawn on a scheduled Commercial bank situated anywhere in India and also Grameena Banks situated in Andhra Pradesh sponsored by Scheduled Commercial Banks in favour of the licensing authority.

The applicant shall also pay Rs. 1,000 (Rupees one thousand only) towards Processing Fee by way of Demand Draft / Bank Voucher / UPI in favour of Commissioner of Prohibition & Excise. He shall enter the Challan/ Demand Draft number in the system. He shall note the application number which is system generated and needs to go to Designated Center as per gazette notification and submit the Challan/ Demand Draft / Bank Voucher / UPI (transaction number) in original. After successful acknowledgement on payment, he can download Form- A3(B), Form-R1 and Entry Pass in Form-E1, which are system generated.

In complete offline mode, the Applicant can also directly go to the notified Application Reception Centers with his details. The staff on duty at the counter will digitize the application after receiving of the Challan/ Demand Draft (towards Non-refundable application fee), Demand Draft / Bank Voucher / UPI (towards Processing Fee) drawn as specified above and after verifying the Challan / Demand Draft / Bank Voucher / UPI, acknowledgement, Entry pass and other system generated documents will be printed and provided to the Applicant. The DPEO / SHOs of the concerned station shall be responsible to receive genuine Challan/ Demand Draft and safely hold till these are remitted into Treasury.

3. The applicant(s) shall also enclose the following along with the application:

   (i) Two recent passport size photographs along with photostat copy of Voter ID Card/Driving Licence / Passport / Bank Passbook/ AADHAR card/ Any other government approved Identity Card.
   (ii) Caste and Nativity Certificate issued by the Competent Authority.
   (iii) In case the applicant submits caste certificate showing his caste included in a group of sub-castes, he shall submit supplementary sub-caste certificate issued by the caste certificate issuing authority in the following proforma

GOVERNMENT OF ANDHRA PRADESH
REVENUE DEPARTMENT

SUPPLEMENTARY CASTE (SUB-CASTE) CERTIFICATE

(Issued for applying to Reserved Liquor shop under Excise Policy 2026-27)

This is to certify that Sri/Smt/Kum _____ S/o/D/o/W/o_____ has been issued Integrated Certificate vide Serial no._____, Dated:_____ of this Office, and he/she belongs to _____ Caste and _____ Sub-caste, which is recognized as BC (Group-B).

Signature :
Date :
Mandal & District :
Designation & Seal of the Tahsildar :

4. No applicant of a Sub-Caste under Geeta Kulalu shall be eligible to file application for the Shop (s) reserved for other Sub-Caste (s). The persons belonging to Settibalija Caste in erstwhile Greater Rayalaseema Districts namely Kurnool, Kadapa, Ananthapuramu, Chittoor, Nellore and Prakasam Districts being OCs, as informed by BC Welfare Department, are not eligible to file applications for grant of license for the Shops reserved for Geeta Kulalu.

(3) <u>Entry Pass (Rule 6)</u>

The applicant shall submit/upload passport size photograph which shall be reflected in the Entry pass (system-generated). Such an Entry Pass should be brought by the applicant on the day of drawl of lots for getting entry into the place of drawl of lots. Persons without presenting Entry Pass will not be allowed to enter into the place of drawl of lots.

(4) Disqualifications for participation: (Rule 7, 9)

The following persons shall not be eligible for participation in the selection process, namely:

(a) A person who is below the age of 21 years.
(b) A person who has been convicted of any offences specified in clause(d) of sub section (1) of Section 31 of the Act in respect of which he has been penalized or convicted within the preceding ten years
(c) A person who has been convicted or whose licence has been cancelled for breach of any of the conditions of licence granted under Section 31 of the Act within the preceding ten years;
(d) A person who has been held guilty either in a departmental proceeding or in a Court, of an offence under Section 37 or 37 A of the Act for adulteration of toddy by mixing any article injurious to public health or otherwise within the preceding ten years.
(e) A person who is a defaulter of excise revenue; or
(f) A person who is adjudged as an insolvent by a competent Court

Provided that if such disqualification comes to the notice of the licensing authority before the licence is granted but after the selection process is completed, the selection authority shall conduct the selection process afresh after eliminating the disqualified applicant.

(5) Impersonation not allowed (Rule 8)

No person shall submit application on behalf of any other person unless he or she holds a power of attorney from such person and specifically permitted by the licensing authority concerned.

(6) Announcement of names of persons who filed applications: (Rule 11(8)(b)

At the commencement of drawl of lots the licensing authority shall first announce the names of persons and the number of persons who have filed applications for a particular Shop, which has been taken up for drawl of lots.

(7) Minimum four applications required for conducting selection process:-

i. Rule - 11 (8) (c) No selection for grant of a Shop licence shall be conducted, unless a minimum of four applications are received for that particular shop. In such case, the last date and time fixed for receipt of applications for that particular Shop shall be extended till such date, as the Commissioner of Prohibition and Excise may direct.

Provided that in case four or more applications are not received even after extension of last date and time and no selection process is conducted, the non-refundable application fee(s) for that particular Shop shall be returned/ refunded to the applicant(s).

ii. Rule 11 (8) (d) Where there are four or more applications received for a notified Shop, the selection among the applicants for grant of licence shall be conducted through drawl of lots by the District Collector, irrespective of the presence of the applicants.

iii. Rule 11 (8) (a) The Selection process shall be taken up Shop-wise, as notified in the District Gazette
Provided that the Commissioner may, for sufficient reason(s) to be recorded in writing, withdraw any Shop from the Selection process before the same is commenced.

(8) Confirmation Register:-

Every person whose application has been accepted shall sign his name or affix his thumb-impression against the relevant entry in the register maintained for the purpose.

(9) Postponement of drawl of lots :- (Rule 11(7))

If the authority under whose aegis drawl of lots is conducted, considers that the drawl of lots should be postponed for a future time and date for any reason he may do so after recording the reasons thereof.

(10) "One Person – One License": In order to ensure that the benefit of reserved Shops with reduced RET covers most of the members of the Geeta Kulalu and to realise the objectives of reserving these Shops, one person shall be allowed to hold one Shop License only and in case he/she is selected for more than one Shop, it shall be the responsibility of the selected applicant to inform the authorities concerned of his choice of Shop for grant of license. His / her selection for other Shops shall be cancelled and such Shop (s) may be allotted to the reserve applicant (s).

(11) Payment of 1st installment of Retail Excise Tax by the successful applicant:- (Rule 15(4))

The annual Retail Excise Tax shall be payable either in one lump sum or in four equal installments at the option of the licensee. In case the licensee opts for payment of annual Retail Excise Tax in installments, he shall pay the first installment of annual Retail Excise Tax on the day of selection or succeeding bank working day by way of challan. He shall also submit a Bank Guarantee in Form A-5, for the amount equal to one fourth of the annual Retail Excise Tax valid till the expiry of the Licence period, issued by a Scheduled Bank situated in Andhra Pradesh, within thirty days of his selection and pay the balance installments as per the payments schedule prescribed in Rule 15 (4)

Installment of Annual RET	Due Date for remittance
1st Installment	On the day of selection or on the succeeding Bank working day
2nd Installment	20th December
3rd Installment	20th March
4th Installment	20th June

In case the Licensee fails to remit the Retail Excise Tax instalment on the due date prescribed under sub-rule (4) of Rule 15, he may remit the instalment amount subsequently subject to payment of penal interest as per Rules and Retail Excise Tax additionally as detailed below:

Within 10 days from the due date	10% of the Instalment balance amount
From 11th day to 20thday from the due date	20% of the Instalment balance amount
From 21st day to 30th day from the due date	30% of the Instalment balance amount

In case the licensee fails to submit Bank Guarantee within (30) days of his selection, his selection stands cancelled.

(12) Procedure to be followed in case of non-payment of 1st installment of Retail Excise Tax:- (Rule 16 and Rule 17)

In case of failure to remit **1st installment** of the Retail Excise Tax **on the day of selection or the succeeding working day**, the shop

shall be allotted to the reserve applicant or action will be taken as per the provisions of Rule 17 to dispose the Shop.

(13) <u>Other requirements to be fulfilled by the selected applicant: (Rule 15(3))</u>

The successful applicant shall submit Bank Guarantee in Form A-5, for the amount equal to one fourth of the annual Retail Excise Tax valid till the expiry of the license period, issued by a Scheduled Bank situated in Andhra Pradesh, within thirty days of his selection.

(14) <u>Re-allotment in case of failure to furnish B.G.:-</u>

In case of failure to furnish the Bank Guarantee as required under Rule 15[3] within the time specified, the selection made for the concerned shop shall be cancelled by the District Collector and the amounts already paid shall be forfeited to the Government. In such a case the shop may be re-allotted **to the reserve applicant selected under the provisions of Rule 11 (8)(e)**, and if no one is available, action may be taken to re-notify the Shop or take action under Rule-17 with prior permission of the Commissioner of Prohibition and Excise.

The first applicant shall continue to be responsible for the Retail Excise Tax of that Shop till the next successful applicant takes over

(15) Permit room licence

No Shop shall be permitted to be established without obtaining the Permit Room licence in Form A-4(B) (Rule 24-A)

The selected applicant shall pay the RET towards Permit Room either in one lump sum or in three equal installments as detailed below:

a) First Instalment: On the day of selection or on the succeeding bank working day
b) Second Instalment: On or before 20th January
c) Third Instalment: On or before 20th May

Provided that in case where the Permit Room licence is granted after the commencement of the licensing period, the annual Retail Excise Tax shall be levied proportionately for the remaining duration of the licensing year. For the purpose of this calculation, any part of a month shall be considered as a full month."

(16) Selected applicant to execute counterpart agreement:- (Rule 18)

The successful applicant after making payment as required under Rule 15(4) and furnishing B.G as required under Rule 15(3), shall execute a counterpart agreement in conformity with the tenor of the licence in Form A-6 on the stamp paper of the requisite value as per the provisions of the Indian Stamps Act, 1899 before taking out a licence for the sale of Indian Liquor and Foreign Liquor.

(17) The licensee shall adhere to the Mandatory compliances (Rule 18-A)

(1) Every selected applicant shall execute an undertaking binding himself to comply with the following mandatory conditions:

(i) That he shall adhere to the Maximum Retail Price (MRP) prescribed:

(ii) That he shall not engage in, participate in, facilitate or be associated with any activity relating to Non-Duty Paid Liquor (NDPL);

(iii) That he shall not engage in, participate in, facilitate or be associated with any activity relating to spurious liquor;

(iv) That he shall not indulge in or permit any brand mixing, adulteration or dilution of IMFL/FL;

(v) That he shall maintain e-Inventory of IMFL and FL in such manner and subject to such procedures, standards and directions, with deviation permitted only towards transportation and handling losses, as may be prescribed by the Department from time to time;

(vi) That he shall be bound by and submit himself to the penalties and consequences prescribed under sub-rule (2) for any violation of the mandatory conditions specified herein.

(2) Any first violation of the compliances prescribed under sub-rule (1) (i), (ii), (iv) & (v) shall attract a penalty of ₹10,00,000 (Rupees Ten Lakh only) and the second violation shall entail cancellation of licence after giving a reasonable opportunity of being heard with a notice period of (7) days and shall render the licensee ineligible for future applications for grant of licence under AP Excise Act, 1968 and rules made thereunder.

(18) Selection of Premises:- (Rule 24)

The successful applicant after fulfilling the formalities under Rule 15 before obtaining licence shall select suitable premises for sale of IMFL & FL in conformity with Rule 24 and obtain a licence in form A-4 from the District Prohibition & Excise Officer to commence business.

(19) The licensee shall adhere to ethical business practices (Rule 40-A)

The licensee shall strictly adhere to the prescribed Rules, maintain transparency in business transactions and refrain from irregularities so as to ensure ethical business practices duly providing consumer interface with the following:

(1) Every licensee shall prominently display the Maximum Retail Prices (MRP) of all brands available for sale in the Shop and cause digital display and announcement of MRP at the time of every sale transaction, as may be prescribed.

(2) Every licensee shall maintain the hardware and software prescribed by the Department for acceptance of digital payments and may accept both cash and digital modes of payment at the choice of the consumer.

(3) Every licensee shall prominently display the QR Code, as prescribed by the Department and contact details, including email address, of the officers concerned to facilitate submission of consumer feedback, complaints and grievances, if any.

(4) Every licensee shall display QR Code to download AP Excise Suraksha App to facilitate consumers to verify the genuineness of liquor products and applicable MRP.

(5) A toll-free helpline (14405) shall be prominently displayed for registering liquor consumer complaints / feedback.

(20) The licensee shall provide digital infrastructure, end-to-end traceability, CCTV, Accounts & Monitoring (Rule 46)

(1) Every licensee shall comply with the end-to-end Track and Trace and e-Inventory system by installing required

infrastructure as prescribed by the Department and shall ensure digital recording and reconciliation of the quantity dispatched, received, sold and closing stock at every stage.

(2) The licensee shall bear the applicable charges for the hardware, software and associated maintenance services at the Shop for digital recording and reconciliation of IMFL and FL stocks. Such charges shall be determined by the Commissioner of Prohibition & Excise after due assessment of the system requirements, scope of services, actual cost and prevailing market rates together with applicable taxes in consultation with relevant stakeholders.

(3) Every licensee shall install and maintain four CCTV cameras at the licensed premises, one each covering the sales counter, IMFL & FL stocks, customers and the permit room, with 24x7 operation and connectivity conforming to the specifications prescribed by the Department.

(4) The CCTV feeds, transaction and inventory data shall be made available to the AI-enabled Command Control Centre established by the Department for real-time monitoring, generation of alerts and enforcement action.

(5) Deliberate disruption, disabling or tampering with the CCTV system or feed shall attract a penalty of ₹50,000 for the first offence and ₹1,00,000 for the second offence, and cancellation of the licence after giving a reasonable opportunity of being heard with seven days' notice for the third offence.

(6) Every licensee shall provide such digital infrastructure, connectivity, access and cooperation as may be prescribed by the Department for implementation and enforcement of the sub-Rule (5).

(7) The Licensee shall maintain full and day to day accounts of IMFL and FL received and disposed of in Form R1 the pages of which are machine numbered serially. He shall also maintain such other returns as may be required by the Commissioner of Prohibition and Excise, and he shall, for each month, send monthly statements and returns before the 5th of the following month in the forms as may be fixed by the Commissioner to the District Prohibition and Excise Officer and local Prohibition and Excise Inspector. All registers should be got authenticated before use by the District Prohibition and Excise Officer.

(8) The transportation of IMFL and FL from APSBCL Depots to Shops shall be carried under GPS tracking mechanism as prescribed by the Commissioner of Prohibition and Excise."

(21) The licensee shall implement mechanism / system for recycling of used IMFL and FL bottles (Rule 46-A)

The licensee shall implement mechanism / system for recycling of used IMFL and FL bottles as may be designed and prescribed by the Department, without any additional financial burden on the consumer.

(22) <u>Licence in Form A-4 will be governed by</u> :

1. The A.P. Excise Act, 1968 and rules made thereunder.

2. A.P. Intoxicating liquors (Prohibition of Advertisements) Act 1978

3. The A.P. Excise (Grant of licence of selling by shop and conditions of licence) Rules, 2024.

4. A.P. Excise (Import, Export and Transport of Indian made Foreign Liquor and Foreign Liquor – Permits) Rules, 2005.

5. The orders issued by the Commissioner of Prohibition & Excise, Andhra Pradesh from time to time as the Chief controlling authority in all matters connected with the administration of the Andhra Pradesh Excise Act.

For any discrepancies and un-intended omissions in the list of Shops, the Department will not be held responsible. The intending applicants for participation in the selection process may approach the Commissioner's office/ Deputy Commissioner's Office / District Proh & Excise Officer's office to obtain correct information.

10/10/26

(B.RAMAMOHANA REDDY)
District Proh & Excise Officer /
Licensing Authority,
Ananthapuramu