

Tipplers complain of popular liquor brands missing

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As Delhi returned to the old Excise Policy on Thursday, which saw the exit of private players from retail business, many Government-run retail shops reported an empty look with most of the popular brands missing from the shelves, thus leaving tipplers disappointed as they had to return empty-handed.

Some of them also complained that unlike in the earlier Excise Policy which now stands scrapped following alleged "irregularities," there was no discount on liquor available in the current policy.

The liquor-vend operators assured that the process is likely to get streamlined in the coming days once supply smoothens. The liquor vends were also seen stocking the booze as the supply arrived late. However, customers complained that some of the most



popular brands such as Royal Stag, Royal Challenge, Blenders Pride etc. beers, wines and rum were not available in the liquor stores. Sanjay Sharma, owner of a liquor vend, said that the supply was very less, due to which there was very limited purchase options. Several brands were also not available with the suppliers.

"More supply is likely in coming days, but things will take time to normalize. Also, no discounts are available on the sale of liquor. Every customer's first question is if any

discount is offered on the liquor," he said.

Another retail liquor store owner, who did not wish to be named, said that there were very limited options available as far as the brands were concerned, and that too were in a very less quantity. "The stock is awaited, and it is likely to reach soon. We are sitting idle since morning as the brands are not available. The customers are also going empty handed," he rued. Unlike in a past few days, this time no long queues of tipplers were seen in the city.

Most of them had already stocked the liquor at the discounted prices. Abhijit Bhasin, a booze lover, said, "My favorite brand is not available at the liquor shop. I had to return empty handed. I did not stock any liquor at the time of discount offer as that time also my brand was not available.

"I had great expectation this time, but in vain. I hope things will normalize soon," Bhasin said. Shubham Sharma and Chaitanya Arora, who also came to purchase the liquor, too shared similar story saying that they were looking for the Royal Stag, but instead end up purchasing Royal Green, the only brand available.

"The beers of our choice were not available and the shop owners had no clue about the stock arrival. Plus, there is no discount available now and we have to buy the liquor at the old prices. This means shelling out more," they said.

'Liquor vends to rise to 500 by month end'

NEW DELHI: On the non-availability of liquor stock on the first day of the implementation of the old Excise Policy in Delhi and the opening of Government liquor shops, Director General, Confederation of Indian Alcoholic Beverage Companies (CIABC) Vinod Giri, on Thursday said that by the end of the month the number of liquor vends will rise to 500.

"On the positive side, most major L1 licences are in place. Many brands are already supplied to and available in retail vends. However, consumers may find some popular products, especially imported ones, missing on shelves as they are still under process," he said.