

**Instruction No. 19/2025-Customs**

F.No.401/103/2021-Cus.III  
Government of India  
Ministry of Finance,  
Department of Revenue  
(Central Board of Indirect Taxes & Customs)  
Room No. 229A, North Block, New Delhi  
20-06-2025

To

All Principal Chief Commissioners/ Chief Commissioners of Customs/  
Customs (Preventive)/Customs & Central Taxes

All Principal Commissioners/Commissioners of Customs /Customs  
(Preventive)

All Pr. Director General/Director Generals under CBIC

**Subject: Extension of validity of the NOC for the Alcoholic  
Beverages Bottled in Origin & in Bulk-reg.**

Madam/Sir,

Reference is invited to the FSSAI Order dated 13.06.2025 issued from File No: TIC-B05/1/2021-IMPORTS-FSSAI (copy attached) on the above subject.

2. It has been decided by the FSSAI that for the imported consignments of alcoholic beverages bottled in origin & in bulk, containing more than 10 percent alcohol, which does not have an expiry date, the NOC issued as per the FSS (Import) Regulations, 2017 shall have a validity of 365 days. For consignments lying at ports Customs area beyond 365 days, on payment of visual inspection fee, visual inspection may be carried out for re-validation.

3. It is requested that necessary action may be taken to sensitize officers under your jurisdiction regarding the said matter.

4. The difficulties, if any, may be brought to the notice of the Board.

Hindi version follows.

Yours faithfully,

Encls: as above



(Neeraj Goyal)  
OSD (Cus-III)

Email: uscus.3-dor@gov.in

Copy to:- (for information and necessary action)

1. The Webmaster, CBIC

Dated: 13<sup>th</sup> June, 2025

**Order**

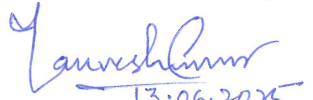
**Subject: Extension of validity of the NOC for the Alcoholic Beverages Bottled in Origin & in Bulk-reg.**

In exercise of the power conferred under regulation 14 (2) of Food Safety and Standards (Import) regulation 2017, for extension of validity of the NOC for the Alcoholic Beverages Bottled in Origin & in Bulk, it has been decided that for the imported consignments of alcoholic beverages bottled in origin & in bulk, containing more than 10 percent alcohol, which does not have an expiry date, the NOC issued as per the FSS (Import) Regulations, 2017 shall have a validity of 365 days. For consignments lying at ports Customs area beyond 365 days, on payment of visual inspection fee, visual inspection may be carried out for re-validation.

2. The revision in the validity of NOC for Alcoholic Beverages is done to facilitate ease of doing business while ensuring the safety of food imported into India. This office order supersedes previous order/direction issued in this regard.

3. This issues with the approval of the Competent Authority.

Yours sincerely,

  
13.06.2025  
**(Manvesh Kumar, IRS)**  
Director (Imports)  
[dir-imports@fssai.gov.in](mailto:dir-imports@fssai.gov.in)

**To**

1. All Authorised Officers, FSSAI, for compliance of the above order
2. JS(Customs), CBIC – with a request to circulate to all officials of Customs Department working as FSSAI Authorised Officers, for compliance.

**Copy for information to:**

1. PS to CEO
2. PA to ED (HR)
3. CITO (for uploading on the FSSAI website)