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OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Fixation of Maximum Retail Price of Local IMFL brands and Local Beer brands meant for sale in Civil Market in Jammu & Kashmir only for the year 2021-22.

Reference: 1. Notification S.O. 114 dated 31-03-2021
2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/ACCT/1854 dated 02-04-2021.

ORDER No.: 04 -EC OF 2021

DATED: 02-04-2021

In exercise of the powers conferred under Rule 38, sub rule 31 clause (b) sub clause (iv) of the J&K Liquor License and Sale Rules, 1984, read with S.O. 114 dated 31-03-2021 and recommendation of the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020, the ex-manufacturer price, ex-wholesale price and Maximum Retail Price of Local Beer, Local Medium and Local Economy Brands, as per Annexure-"D", "E" & "F", respectively to this order is hereby approved for the year 2021-22. The brand shall not be sold above the fixed rate.

The bottling of local manufacturing plants who have not deposited the prescribed license fee as per Excise Policy 2021-22 shall be stopped forthwith till the time the prescribed fee is deposited.

Rahul Sharma
(Rahul Sharma), KAS,
Excise Commissioner,
Jammu & Kashmir

Encl.: Annexure-"D", "E" & "F"

No.: EC/Exc/MRP/2021-22/ 76-85

Dated: 02-04-2021

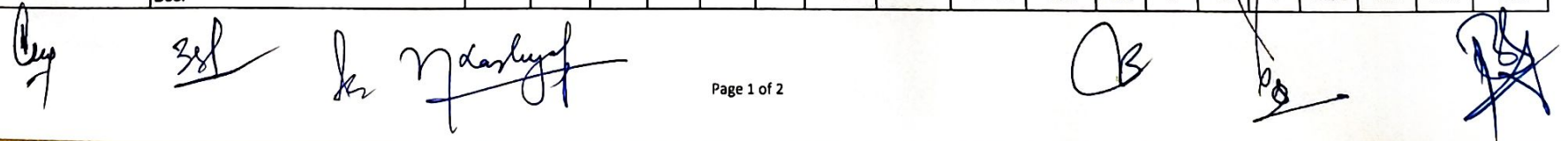
Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Accounts), Jammu.
3. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
4. Principal Training Institute Nagrota.
5. Deputy Excise Commissioner, (Distilleries), Jammu.
6. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora,
7. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B.
8. All wholesalers namely JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W.
9. All Manufacturers namely JKEL-6, B-1, D-2.
10. Order file/concerned file.





ORDER NO. 4 EC OF 2021 DATED :
ANNEXURE-"D"




MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 22				Ex-Manufacturer Price Per Case (EBP)				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2021-22) Inclusive of all Taxes				Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee				
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VVV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong International Quality Beer	Glass	8	514	0	630	0	958.00	0.00	1085.00	0.00	150	0	85	0	4.30	0.00	3.83	0.00
	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong International Quality Beer	Tin	8	0	837	633	0	0.00	1522.00	1088.00	0.00	0	115	85	0	0.00	0.00	3.63	0.00
2	Devans Modern Breweries Ltd. Samba.	Godfather Lager International Quality Beer	Glass	5	514	0	630	0	958.00	0.00	1085.00	0.00	150	0	85	0	4.30	0.00	3.83	0.00
	Devans Modern Breweries Ltd. Samba.	Godfather Lager International Quality Beer	Tin	5	0	837	633	0	0.00	1522.00	1088.00	0.00	0	115	85	0	0.00	0.00	3.63	0.00
3	Devans Modern Breweries Ltd. Samba.	Godfather Supreme Super Strong Beer	Glass	8	514	0	630	0	958.00	0.00	1085.00	0.00	150	0	85	0	4.30	0.00	3.83	0.00
	Devans Modern Breweries Ltd. Samba.	Godfather Supreme Super Strong Beer	Tin	8	0	837	633	0	0.00	1522.00	1088.00	0.00	0	115	85	0	0.00	0.00	3.63	0.00
4	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong Premium Beer	Glass	8	514	0	630	0	958.00	0.00	1085.00	0.00	150	0	85	0	4.30	0.00	3.83	0.00
	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong Premium Beer	Tin	8	0	837	633	0	0.00	1522.00	1088.00	0.00	0	115	85	0	0.00	0.00	3.63	0.00
5	Devans Modern Breweries Ltd. Samba.	Godfather Premium Original Quality Beer	Glass	8	514	0	630	0	958.00	0.00	1085.00	0.00	150	0	85	0	4.30	0.00	3.83	0.00
	Devans Modern Breweries Ltd. Samba.	Godfather Premium Original Quality Beer	Tin	8	0	837	633	0	0.00	1522.00	1088.00	0.00	0	115	85	0	0.00	0.00	3.63	0.00
6	Devans Modern Breweries Ltd. Samba.	Kotsberg Finest Pils Beer	Glass	5	825	0	1038	0	1281.00	0.00	1510.00	0.00	190	0	110	0	2.85	0.00	1.56	0.00
	Devans Modern Breweries Ltd. Samba.	Kotsberg Finest Pils Beer	Tin	5	0	1260	1038	0	0.00	1962.00	1510.00	0.00	0	145	110	0	0.00	1.60	1.56	0.00
7	Devans Modern Breweries Ltd. Samba.	Kotsberg Premier Pils Beer	Glass	5	825	0	1038	0	1281.00	0.00	1510.00	0.00	190	0	110	0	2.85	0.00	1.56	0.00
	Devans Modern Breweries Ltd. Samba.	Kotsberg Premier Pils Beer	Tin	5	0	1260	1038	0	0.00	1962.00	1510.00	0.00	0	145	110	0	0.00	1.60	1.56	0.00
8	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Premier Beer	Glass	8	825	0	1038	0	1281.00	0.00	1510.00	0.00	190	0	110	0	2.85	0.00	1.56	0.00
	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Premier Beer	Tin	8	0	1260	1038	0	0.00	1962.00	1510.00	0.00	0	145	110	0	0.00	1.60	1.56	0.00
9	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Premier Wheat Beer	Glass	5	1145	0	1460	0	1614.00	0.00	1948.00	0.00	230	0	140	0	0.12	0.00	3.46	0.00
	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Premier Wheat Beer	Tin	5	0	1675	0	0	0.00	2394.00	0.00	0.00	0	175	0	0	0.00	3.88	0.00	0.00
10	Devans Modern Breweries Ltd. Samba.	Six Fields Cult Finest Strong Wheat Beer	Glass	8	1145	0	1460	0	1614.00	0.00	1948.00	0.00	230	0	140	0	0.12	0.00	3.46	0.00
	Devans Modern Breweries Ltd. Samba.	Six Fields Cult Finest Strong Wheat Beer	Tin	8	0	1675	0	0	0.00	2394.00	0.00	0.00	0	175	0	0	0.00	3.88	0.00	0.00
11	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Finest Strong Beer	Glass	8	530	0	650	0	975.00	0.00	1106.00	0.00	150	0	85	0	2.12	0.00	2.48	0.00
	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Finest Strong Beer	Tin	8	0	860	650	0	0.00	1546.00	1106.00	0.00	0	120	85	0	0.00	3.30	2.48	0.00
12	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Super Strong Beer	Glass	8	530	0	650	0	975.00	0.00	1106.00	0.00	150	0	85	0	2.12	0.00	2.48	0.00
	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Super Strong Beer	Tin	8	0	867	650	0	0.00	1553.00	1106.00	0.00	0	120	85	0	0.00	2.85	2.48	0.00
13	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Premium Strong Beer	Glass	8	530	0	650	0	975.00	0.00	1106.00	0.00	150	0	85	0	2.12	0.00	2.48	0.00



	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Premium Strong Beer	Tin	8	0	867	650	0	0.00	1553.00	1106.00	0.00	0	120	85	0	0.00	2.85	2.48	0.00
14	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Premium Strong Beer	Glass	8	570	0	720	0	1016.00	0.00	1179.00	0.00	155	0	90	0	1.87	0.00	2.79	0.00
	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Premium Strong Beer	Tin	8	0	957	720	0	0.00	1647.00	1179.00	0.00	0	125	90	0	0.00	1.81	2.79	0.00
15	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Super Strong Beer	Glass	8	594	0	720	0	1041.00	0.00	1179.00	0.00	160	0	90	0	3.65	0.00	2.79	0.00
	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Super Strong Beer	Tin	8	0	957	720	0	0.00	1647.00	1179.00	0.00	0	125	90	0	0.00	1.81	2.79	0.00
16	Devans Modern Breweries Ltd. Samba.	Godfather Strong Beer	Glass	8	514	0	630	0	958.00	0.00	1085.00	0.00	150	0	85	0	4.30	0.00	3.83	0.00
	Devans Modern Breweries Ltd. Samba.	Godfather Strong Beer	Tin	8	0	837	633	0	0.00	1522.00	1088.00	0.00	0	115	85	0	0.00	0.00	3.63	0.00
17	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Finest Quality Beer	Glass	8	825	0	1038	0	1281.00	0.00	1510.00	0.00	190	0	110	0	2.85	0.00	1.56	0.00
	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Finest Quality Beer	Tin	8	0	1260	1038	0	0.00	1962.00	1510.00	0.00	0	145	110	0	0.00	1.61	1.56	0.00
18	Devans Modern Breweries Ltd. Samba.	Kotsberg Premium Pils Beer	Glass	5	825	0	1038	0	1281.00	0.00	1510.00	0.00	190	0	110	0	2.85	0.00	1.56	0.00
	Devans Modern Breweries Ltd. Samba.	Kotsberg Premium Pils Beer	Tin	5	0	1260	1038	0	0.00	1962.00	1510.00	0.00	0	145	110	0	0.00	1.61	1.56	0.00
19	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Super Premium Beer	Glass	8	825	0	1038	0	1281.00	0.00	1510.00	0.00	190	0	110	0	2.85	0.00	1.56	0.00
	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Super Premium Beer	Tin	8	0	1260	1038	0	0.00	1962.00	1510.00	0.00	0	145	110	0	0.00	1.61	1.56	0.00
20	Basanter Breweries Pvt. Limited Samba.	Sea Hawk Ultra Super Strong Beer	Glass	8	514	0	630	0	958.00	0.00	1085.17	0.00	150	0	85	0	4.30	0.00	3.83	0.00
	Basanter Breweries Pvt. Limited Samba.	Sea Hawk Ultra Super Strong Beer	Tin	8	0	837	633	0	0.00	1522.00	1088.00	0.00	0	115	85	0	0.00	0.00	3.63	0.00
21	New India Breweries, Samba for Viiking Beverages Pvt. Ltd. Mumbai, MH	Goa King's Maxx Super Strong Premium Lager Beer	Glass	8	514	0	0	633	974.00	0.00	0.00	1098.00	150	0	0	85	2.26	0.00	0.00	3.17
	New India Breweries, Samba for Viiking Beverages Pvt. Ltd. Mumbai, MH	Goa King's Maxx Super Strong Premium Lager Beer	Tin	8	0	810	0	0	0.00	1519.00	0.00	0.00	0	115	0	0	0.00	0.03	0.00	0.00

ORDER NO. 45 OF 2021 DATED :

ANNEXURE - "E "

MRP OF LOCAL IMFL -MEDIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 6				Ex-Manufacturer Price (EDP) Per Case			Ex-Wholesale(JKEL-1) Price Per Case			MRP/Unit (2021-22) Inclusive of all Taxes			Differential Amount, on account of rounding-off /fixation of MRP, Recoverable as rounding.		
Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Trishul Bottlers, Sikanderpur, Bishnah. Jammu, for M/s United Spirit Limited	Kerala Malted Whisky	75	829	835	900	3017	3023	3005	465	235	115	0.82	2.52	0.12
		Olde Adventure Rum	75	829	835	900	3017	3023	3005	465	235	115	0.82	2.52	0.12
3	Trishul Bottlers, Sikanderpur, Bishnah. Jammu, for Jagatjit Industries Limited, Punjab	Bonnie Special Whisky	75	829	835	900	3017	3023	3005	465	235	115	0.82	2.52	0.12
4	Madeira Bottlers, Bari Brahma, Samba, J&K.	Madeira No.1 Special Whisky	75	829	835	900	2992	2998	2981	465	235	115	4.02	4.13	0.89
		Madeira No.1 XXX Whisky	75	829	835	900	2992	2998	2981	465	235	115	4.02	4.13	0.89
5	Tawi Bottlers, Sujwan, Nai Basti, Samba	HM Real Premium Whisky	75	829	835	900	2992	2998	2981	465	235	115	4.02	4.13	0.89

**ORDER NO. 4-50 OF 2021 DATED:
ANNEXURE - "F"**

MRP OF IMFL ECONOMY BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2021-22

TOTAL NUMBER OF BRANDS 7				Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL-1) Price/Case In Rupees			MRP/Unit (2021-22) Inclusive of all Taxes			Differential Amount, on account of rounding-off/fixation of MRP, Recoverable as rounding Fee		
Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Madeira Bottlers, SIDCO Industrial Complex, Bari Brahmaana,	Madeira Extra Dry Gin	65	625	705	800	2354	2437	2468	380	195	100	0.90	0.12	2.34
		Royal Club Fine Whisky	75	625	705	800	2569	2653	2675	410	210	105	3.31	1.26	0.70
		Royal Club XXX Rum	75	625	705	800	2569	2653	2675	410	210	105	3.32	1.26	0.70
2	Trishul Bottlers, Sikanderpur, Tehsil Bishnah, Jammu, for United Spirits Limited	Hayward's Punch Fine Whisky	75	625	705	800	2696	2779	2796	425	220	110	2.01	3.17	1.82
3	Srhgam Bottlers, IGC, SIDCO, Samba, J&K.	Srhgam XXX Rum	75	625	705	800	2569	2653	2675	410	210	105	3.31	1.26	0.70
		Srhgam Whisky	75	625	705	800	2569	2653	2675	410	210	105	3.31	1.26	0.70
		Srhgam Dry Gin	65	625	705	800	2354	2437	2468	380	195	100	0.91	0.12	2.34