

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 meant for sale in Civil Market in Jammu & Kashmir only for the year 2021-22.

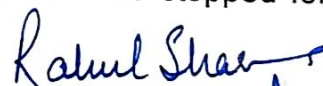
Reference: 1. Notification S.O. 114 dated 31-03-2021
2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/ACCT/1856 dated 03-04-2021.

ORDER No.: 06 -EC OF 2021

DATED: 03 - 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 Medium/ Premium, Local Economy & Local Deluxe/ Super Deluxe Brands of IMFL, as per Annexure-"G", "H" & "I", 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), KAS
Excise Commissioner
Jammu & Kashmir

Encl.: Annexure-"G", "H" & "I".

No.: EC/Exc/MRP/2021-22/ 125-42

Dated: 03 -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 Udhampur-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. 06 OF 2021 DATED: 03-04-2021

ANNEXURE - "G"

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

TOTAL NUMBER OF BRANDS 20				Ex-Manufacturer Price 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 fee		
Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu, J&K.	Paradise Duet Premix Gin Lime Flavoured	65	1100	1216	1303	3031.00	3151.00	3166.00	470	245	120	4.02	4.31	0.00
		Pan Elaichi Special Paradise Liqueur	65	1055	1140	1215	2984.00	3072.00	3075.00	460	240	120	0.05	4.38	2.86
		Devans Old Vat Premier Blended Whisky	75	2260	2280	2390	4480.00	4501.00	4530.00	655	330	165	3.06	2.68	1.19
		Devans Old Vat Reserve Premium Blended Whisky	75	2260	2280	2390	4480.00	4501.00	4530.00	655	330	165	3.06	2.68	1.19
		Devans Old Vat Ultra Premier Blended Whisky	75	2260	2280	2390	4480.00	4501.00	4530.00	655	330	165	3.06	2.68	1.19
		Devans Old Vat Premium Blended Whisky	75	2260	2280	2390	4480.00	4501.00	4530.00	655	330	165	3.06	2.68	1.19
		Devans Master Barrel Premium Whisky	75	1970	1990	2080	4179.00	4200.00	4208.00	615	310	155	1.69	2.00	1.52
2	National Industrial Corp.Pvt. Ltd. Bari Brahmana, Samba.	Nicol's Black and Gold French Brandy VSOP	75	1860	1860	1880	4064.00	4064.00	4000.00	600	300	150	1.46	0.72	3.18
3	Dogra Distilleries, Gangyal Industrial Area, Jammu, J&K.	DD Duet Premix Gin (Lemon Flavoured)	65	1060	1070	1130	2989.00	2999.00	2986.00	465	235	115	4.41	4.07	0.72
		ILA Pan Elaichi Liqueur	75	1030	1090	1200	3201.00	3264.00	3293.00	490	250	125	2.20	2.06	0.88
		DD Vodka	75	1190	1200	1240	3368.00	3378.00	3334.00	510	255	125	0.78	0.00	0.00
		DD Green Apple Flavoured Vodka	65	1190	1200	1240	3124.00	3135.00	3101.00	480	240	120	2.08	0.33	2.04
4	Oakland Bottlers Pvt. Ltd., Phase-1, SIDCO, IGC, Samba, J&K.	Famous Original Fantasy Gin	65	910	910	1000	2833.00	2833.00	2851.00	445	220	110	4.43	0.00	0.05
		Shekers Premium Tripple Distilled Grain Vodka	75	1180	1180	1216	3357.00	3357.00	3309.00	510	255	125	2.18	1.10	0.36
		Heniskot Blended Grape Brandy	75	1489	1489	1639	3679.00	3679.00	3749.00	550	275	140	0.86	0.43	1.25
5	Tawi Bottlers, Sujwan, Nai Basti, Samba, J&K.	Old Monk XXX Rum	75	985	985	985	3179.00	3179.00	3093.00	485	245	120	0.03	2.52	2.29
		Old Monk Supreme XXX Rum	75	1823	0	0	4051.00	0.00	0.00	600	0	0	3.12	0.00	0.00
		Old Monk Extra Special XXX Rum	75	1192	1192	1293	3395.00	3395.00	3413.00	515	260	130	2.31	3.66	2.02
6	Trishul Bottlers, Sikanderpur, Tehsil Bishnah, Jammu, J&K	Carew's Dry Gin	65	880	880	1100	2827.00	2827.00	2979.00	440	220	115	0.20	0.10	0.94
		Mc Dowell's Blue Riband Duet Gin & Lime Flavoured	65	1300	1310	1400	3264.00	3274.00	3291.00	500	250	125	4.12	1.42	0.93

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Order No. 06 of 2021 Dated 03-04-2021

ANNEXURE - "H"

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	Chenab Bottlers, IGC, Phase-1, SIDCO, Samba, J&K.	Chenab XXX Rum	75	625	705	800	2569	2653	2675	410	210	105	3.31	1.26	0.70
		Chenab Whisky	75	625	705	800	2569	2653	2675	410	210	105	3.31	1.26	0.70
		Chenab Dry Gin	65	625	705	800	2354	2437	2468	380	195	100	0.91	0.12	2.34
3	Ranson Industries, Gangyal Industrial Area, Jammu	Ranson Club XXX Rum	75	625	705	800	2569	2653	2675	410	210	105	3.31	1.26	0.70
		Ranson Club Whisky	75	625	705	800	2569	2653	2675	410	210	105	3.31	1.26	0.70
		Ranson Club Dry Gin	65	625	705	800	2354	2437	2468	380	195	100	0.91	0.12	2.34
		Ranson Club Orange Flavoured Premix Gin	65	625	705	800	2354	2437	2468	380	195	100	0.91	0.12	2.34

ORDER NO. 06 OF 2021 DATED: 03-04-2021

ANNEXURE - "I"

MRP OF LOCAL DELUXE/SUPER DELUXE IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 3				Ex-Manufacturer Price 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 fee			
Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml
1	Tawi Bottlers, Sujwan, Nai Basti, Samba, for M/s Mohan Meakin Ltd., Mohan Nagar, U.P.	Old Monk Legend XXX Rum	75	2727	0	0	0	4991.0	0	0	0	960	0	0	0	3.32	0	0	0
		Old Monk Legend XXX Rum	75	0	2724	2724	2724	0	4988.0	4988.0	4902.0	0	720	360	180	0	2.88	1.43	4.24
2	Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu, J&K	Devans Gian Chand Indian Single Malt Whisky	75	0	26000	0	0	0	29170.0	0.00	0.00	0	3820	0	0	0	0	0	0
		Devans Akhnoor Indian Single Malt Whisky	75	0	23000	0	0	0	26050.0	0.00	0.00	0	3420	0	0	0	0	0	0

Deep Singh

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