

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.

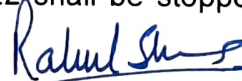
Reference: 1. Notification S.O. 114 dated 31-03-2021
2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/ACCT/11 dated 06-04-2021.

ORDER No.: 13 -EC OF 2021

DATED: 08 - 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 Brands, as per Annexure-"J" to this order is hereby approved for the year 2021-22. The brands 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-"J"

No.: EC/Exc/MRP/2021-22/ 297-319

Dated: 08 -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, Anantnag-Pulwama-Shopian-Kulgam, Accounts, Kashmir, Eradication.
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. 13 OF 2021 DATED :
ANNEXURE - "J"

MRP OF LOCAL MEDIUM/PREMIUM 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	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Dogra Distilleries, Industrial Area, Gangyal, Jammu, J&K.	Black Angel Reserve Malted Whisky	75	1280	1230	1260	3461.00	3409.00	3355.00	525	260	130	3.84	2.75	3.87
		Black Angel VSOP Brandy	75	1145	1270	1335	3321.00	3451.00	3433.00	505	260	130	1.80	0.06	1.38
2	Trikuta Bottlers, IGC, SIDCO, Samba, for M/s Rock & Storm Distilleries Ltd., Punjab.	Big Boss Premium Whisky	75	829	835	900	3017.00	3023.00	3005.00	465	235	115	0.82	2.53	0.12