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OFFICE OF THE EXCISE COMMISSIONER
JAMMU AND KASHMIR
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

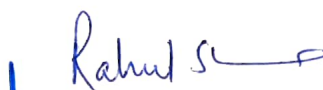
Subject: Fixation of Maximum Retail Price of imported IMFL Premium and Deluxe/Super Deluxe brands meant for sale in Civil Market in Jammu & Kashmir only for the year 2021-22.

Reference: 1. Notification S.O. 114 dated 31-03-2021
2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/ACCTJ/25 dated 17-04-2021.

ORDER No.: 18 -EC OF 2021

DATED: 17 - 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-JKEL-1A price, ex-JKEL-1 price and Maximum Retail Price of imported Premium and Deluxe/Super Deluxe brands, as per Annexure-"K" and "L", respectively to this order is hereby approved for the year 2021-22. The brand shall not be sold above the fixed rate.


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

Encl.: Annexure-"K" & "L".

No.: EC/Exc/MRP/2021-22/ 554-71

Dated: 17-04-2021

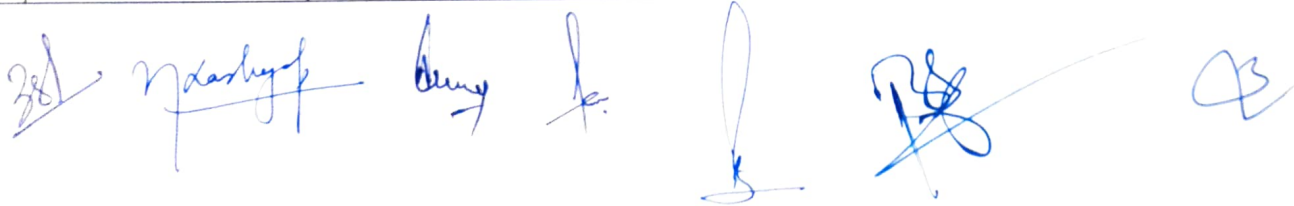
Copy to the:

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.
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.
9. Order file/concerned file.

ORDER NO. 18 EC OF 2021 DATED : 17-04-2021
ANNEXURE - "K"

MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 04				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 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	M/s Radico Khaitan Limited, at Unique Liquors, Derabassi, S.A.S.Nagar (Mohali), Punjab.	Magic Moments Grain Vodka Triple Distilled	75	4045	4105	3961	4387	4449	4292	640	325	160	0.00	1.03	3.82
		Magic Moments Remix Green Apple Flavoured Vodka	65	4301	4361	4216	4653	4715	4557	675	345	165	0.86	3.96	0.32
		Magic Moments Remix Chocolate Flavoured Vodka	65	4301	4361	4216	4653	4715	4557	675	345	165	0.86	3.96	0.32
		Magic Moments Remix Lemon Grass & Ginger Flavoured Vodka	65	4301	4361	4216	4653	4715	4557	675	345	165	0.86	3.96	0.32



ORDER NO. 18

EC OF 2021 DATED: 17-04-2021

ANNEXURE - "L"

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

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 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	M/s Radico Khaitan Limited, at Unique Liquors, Derabassi, S.A.S.Nagar (Mohali), Punjab.	Morpheus XO Blended Premium Brandy	75	5820	5820	5721	6233	6233	6123	880	440	215	3.10	1.55	0.07