

OFFICE OF THE EXCISE COMMISSIONER

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

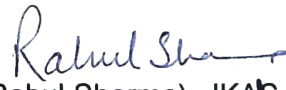
Subject: Fixation of Maximum Retail Price of imported Deluxe/ Super Deluxe (BIO) Brand meant for sale in Civil Market in Jammu & Kashmir only for the year 2021-22.

Reference: 1. Notification S.O. 114 dated 31-03-2021
2. Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 issued vide No. DECAJ/Exc/Acctts/258 dated 10-08-2021 and No. DECAJ/Exc/Acctts/349-53 dated 01-09-2021.
3. Deputy Excise Commissioner (Accounts) Jammu's letter No. DECAJ/ACCTJ/371 dated 13-09-2021.

ORDER No.: 186 - EC OF 2021

DATED: 15 - 09 - 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-1B price, ex-JKEL-1 price and Maximum Retail Price of imported Deluxe/Super Deluxe (BIO) Brands as per Annexure-"A-20" to this order is hereby approved for the year 2021-22. The brands shall not be sold above the fixed rate.


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

Encl.: Annexure-"A-20"

No.: EC/Exc/MRP/2021-22/ 5967-89

Dated: 15-09-2021

Copy to the:

1. Financial Commissioner (Additional Chief Secretary), 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, Eradication, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam.
7. Programmer, Excise Department, I/c website www.jkexcise.nic.in.
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B.
9. All wholesalers namely JKEL-1 & JKEL-1B.
10. Order file/concerned file.

ORDER NO. 186

EC OF 2021 DATED: 15-9-2021

ANNEXURE - "A-20"

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

TOTAL NUMBER OF BRANDS 05				Ex-JKEL-1B 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/Importer	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Produce of England, Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., A-136/1, Okhla Industrial Area, Phase-2, New Delhi-11020	Bombay Sapphire Gin	82.37	13362	0	0	14076	0	0	1615	0	0	0.64	0.00	0.00
2	M/s Grey Goose-BMP, 16130 Gensac-LA, Palue, France, Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., A-136/1, Okhla Industrial Area, Phase-2, New Delhi-110020	Grey Goose Vodka	70.10	24323	0	0	25476	0	0	2870	0	0	1.64	0.00	0.00
3	M/s S.A. Arenal, Jalisco, EMB, BPM for Tradall S.A. F-30300 Beaucaire-Mexico, Imported & Distributed by M/s Bacardi India Pvt. Ltd.	Camino Real Blanco Tequila	70.10	12902	0	0	13598	0	0	1565	0	0	3.22	0.00	0.00
4	Produce of Mexico, Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., A-136/1, Okhla Industrial Area, Phase-2, New Delhi-110020	Patron XO Café Coffee Liqueur	61.34	27086	0	0	28349	0	0	3185	0	0	0.61	0.00	0.00
5	M/s John Dewars and Sons Limited, Perthshire, Scotland, Imported and Distributed By M/s Bacardi India Pvt. Ltd.	Dewars White Label Blended Scotch Whisky	75.00	13004	0	0	13704	0	0	1575	0	0	1.56	0.00	0.00