

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 and imported Deluxe/ Super Deluxe (BIO) Wine 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. Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 issued vide No. DECAJ/Exc/Accts/258 dated 10-08-2021 and No. DECAJ/Exc/Accts/349-53 dated 01-09-2021.

ORDER No.: 173 - EC OF 2021

DATED: 03 - 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-wholesale price and Maximum Retail Price of imported Deluxe/Super Deluxe (BIO) Wine Brand as per Annexure-"A-21" and ex-JKEL-1B price, ex-JKEL-1 price and Maximum Retail Price of imported Deluxe/Super Deluxe (BIO) Brands as per Annexure-"A-22" to this order is hereby approved for the year 2021-22. The brands shall not be sold above the fixed rate.

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

Encl.: Annexure-"A-21" & "A-22"
No.: EC/Exc/MRP/2021-22/ 5616 - 35

Dated: 03 - 09 - 2021

Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Accounts), Jammu with the request to furnish Annexure-"A-20" depicting correct name of the brand "Camino Real Blanco Tequila", so that the same is considered for approval.
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, JKEL-1W.
10. Order file/concerned file.

ORDER NO. 173 EC OF 2021 DATED: 03-09-2021
ANNEXURE -"A-22"

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

TOTAL NUMBER OF BRANDS 02				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	Distilled, Blended & Bottled in Scotland. Imported and Distributed By M/s United Spirits Limited C/o Tulsı Global Logistics Pvt. Ltd.Panvel Maharashtra.	Johnnie Walker Red Label Blended Scotch Whisky	75.36	13543	0	0	14265	0	0	1635	0	0	0.00	0.00	0.00
2	Distilled, Blended & Bottled in Scotland. Imported and Distributed By M/s United Spirits Limited C/o Tulsı Global Logistics Pvt. Ltd.Panvel Maharashtra.	Johnnie Walker Black Label Blended Scotch Whisky	75.36	25525	0	0	26726	0	0	3010	0	0	4.14	0.00	0.00

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ORDER NO. 173 EC OF 2021 DATED: 03-09-2021
ANNEXURE -"A-21"

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

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1 ⁴ 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 Italy, 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.	Martini Prosecco Sparkling Wine	20.15	11886	0	0	12476	0	0	1395	0	0	0.14	0	0

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