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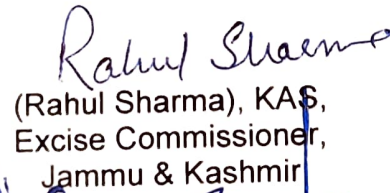
OFFICE OF THE EXCISE COMMISSIONER
JAMMU AND KASHMIR
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Fixation of Maximum Retail Price of imported IMFL Deluxe/ Super Deluxe and Premium 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/Exc/ACCTJ/31 dated 25-05-2021.

ORDER No.: 37 -EC OF 2021
DATED: 27 - 05 - 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 Deluxe/Super Deluxe and Premium brands, as per Annexure- "N" and "O", 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-"N" & "O".
No.: EC/Exc/MRP/2021-22/ 1547-69

Dated: 27 -05-2021

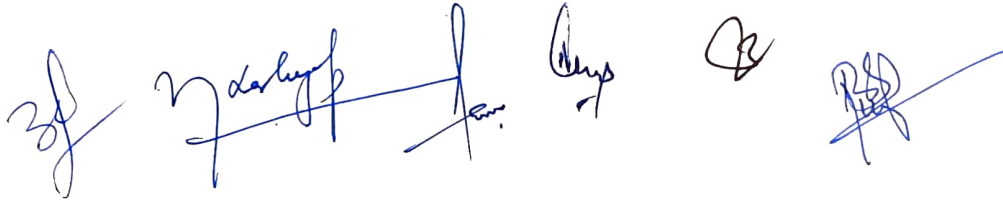
Copy to the:

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. Programmer, Excise Department, l/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-1A.
10. Order file/concerned file.

ORDER NO. 37- EC OF 2021 DATED : 27-5-2021
ANNEXURE - "O"

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

TOTAL NUMBER OF BRANDS 02				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 Pernod Ricard India Pvt., Ltd., Derabassi, S.A.S.Nagar (Mohali), Punjab.	Seagram's Royal Stag Classic Whisky	75	4056	4099	0	4398	4443	0	645	325	0	3.59	1.40	0.00
		Seagram's Imperial Blue Hand Picked Grain Whisky	65	3777	3822	0	4108	4155	0	605	305	0	0.80	0.00	0.00



ORDER NO. - 37 - EC OF 2021 DATED : 27.5.2024

ANNEXURE - "N"

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 Pernod Ricard India (P) Ltd., Derabassi, S.A.S.Nagar (Mohali), Punjab.	Seagram's Blenders Pride Ultra Premium Whisky	75	5933	5943	0	6350	6361	0	895	450	0	3.09	3.33	0.00

