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**OFFICE OF THE EXCISE COMMISSIONER**

**JAMMU AND KASHMIR**  
EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU  
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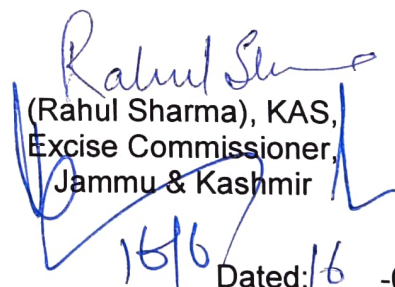
**Subject:** Fixation of Maximum Retail Price of Local Beer Brand meant for sale in Civil Market in Jammu & Kashmir only for the year 2021-22.

**Reference:** 1. Notification S.O. 114 dated 31-03-2021  
2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/Exc/ACCTJ/50 dated 16-06-2021.

**ORDER No.:** 67 -EC OF 2021

**DATED:** 16 - 06 - 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 Beer Brand, as per Annexure-"A-3" 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-"A-3"

**No.:** EC/Exc/MRP/2021-22/ 2369-91

**Dated:** 16 -06-2021

**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, Eradication, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam.
7. Programmer, Incharge website [www.jkexcise.nic.in](http://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, JKEL-1B, JKEL-1W.
10. All Manufacturers namely JKEL-6, B-1, D-2.
11. Order file/concerned file.

ORDER NO. 67 EC OF 2021 DATED : 16-6-2021  
ANNEXURE-"A-3"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

| TOTAL NUMBER OF BRANDS 01 |  |                                |                     |                   | Ex-Manufacturer Price Per Case (EBP) |       |       |       | Ex-Wholesale (JKEL-1) Price Per Case |       |       |       | MRP Per Unit (2021-22) Inclusive of all Taxes |       |       |       | Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee |       |       |       |
|---------------------------|--|--------------------------------|---------------------|-------------------|--------------------------------------|-------|-------|-------|--------------------------------------|-------|-------|-------|---|-------|-------|-------|---|-------|-------|-------|
| Sr. No.                   | Name of Breweries                      | Brand Name                     | Category of Packing | Degree Below %V/V | 650ml                                | 500ml | 330ml | 325ml | 650ml                                | 500ml | 330ml | 325ml | 650ml   | 500ml | 330ml | 325ml | 650ml   | 500ml | 330ml | 325ml |
| 1                         | Basanter Breweries Pvt. Limited Samba. | Kingfisher Strong Premium Beer | Tin                 | 8                 | 0                                    | 769   | 0     | 0     | 0.00                                 | 1476  | 0     | 0     | 0   | 115   | 0     | 0     | 0.00  | 2.79  | 0.00  | 0.00  |

*(Handwritten signatures and initials in blue ink)*