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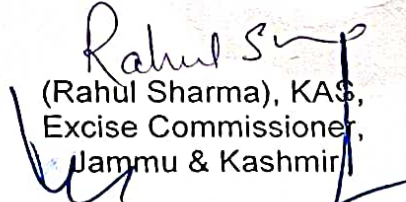
**OFFICE OF THE EXCISE COMMISSIONER**  
**JAMMU AND KASHMIR**  
EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU  
\*\*\*

**Subject:** Fixation of Maximum Retail Price of Local Economy, Local Medium/Premium, Local Deluxe/Super Deluxe, Imported Deluxe/Super Deluxe (BIO) Wine, and Imported Deluxe/ Super Deluxe (BIO) and Imported 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/Exc/ACCTJ/112 dated 03-07-2021.

ORDER No.: 98 -EC OF 2021  
DATED: 6 - 07 - 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 (JKEL-1) price and Maximum Retail Price of Local Economy, Local Medium/Premium and Local Deluxe/Super Deluxe brands as per Annexure-"A-5", "A-6" & "A-9", ex-JKEL-1A price, ex-JKEL-1 price and Maximum Retail Price of imported Deluxe/Super Deluxe brands as per Annexure-"A-10", ex-JKEL-1B price, ex-JKEL-1 price and Maximum Retail Price of imported Deluxe/Super Deluxe (BIO) brands as per Annexure-"A-8", and ex-JKEL-1W price, ex-JKEL-1 price and Maximum Retail Price of imported Deluxe/Super Deluxe (BIO) Wine brands as per Annexure-"A-7" 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-5", "A-6", "A-7", "A-8", "A-9" & "A-10".

No.: EC/Exc/MRP/2021-22/ 3059-3079

Dated: 6 -07-2021

Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Accounts), Jammu.

ORDER NO. 98 & OF 2021 DATED: 6-07-2021  
ANNEXURE - "A-5"

MRP OF IMFL ECONOMY BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2021-22

TOTAL NUMBER OF BRANDS 01				Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL-1) Price/Case In Rupees			MRP/Unit (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	Rockland Distilleries Pvt. Ltd., SIDCO Industrial Complex, Bari Brahmna, Distt. Samba, J&K.	Royal Choice Whisky	75	625	705	800	2569	2653	2675	410	210	105	3.31	1.26	0.70

ORDER NO. 98 OF 2021 DATED : 6-07-21

ANNEXURE - "A-6"

MRP OF LOCAL MEDIUM/PREMIUM IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 05				Ex-Manufacturer Price Per Case			Ex-Wholesale (JKEL-1) Price Per Case			MRP/Unit (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	Kashmir Bottlers, IGC, SIDCO, Distt. Samba, J&K.	All Season Golden Collection Reserve Whisky	75	1454	1454	1454	3667	3667	3581	550	275	135	2.40	1.20	1.64
2	Trikuta Bottlers, IGC, SIDCO, Samba, for M/s Rock & Storm Distilleries Pvt. Ltd., Punjab.	Dennis Special Whisky	75	1470	1475	1500	3684	3689	3629	550	275	135	0.22	0.00	0.10
		Blue Eyes Pure Grain Vodka	75	1410	1460	1490	3621	3673	3618	545	275	135	3.30	0.81	0.44
3	Tawi Bottlers, Nai Basti, Sujwan, Distt. Samba, J&K for M/s Mohan Meakin Limited.	Knight Rider Premium Vodka	75	1192	1192	1293	3395	3395	3413	515	260	130	2.31	3.66	2.03
		Knight Rider Premium Green Apple Vodka	65	1293	1293	1414	3256	3256	3306	495	250	125	0.14	2.58	0.46

*[Handwritten signatures and initials]*

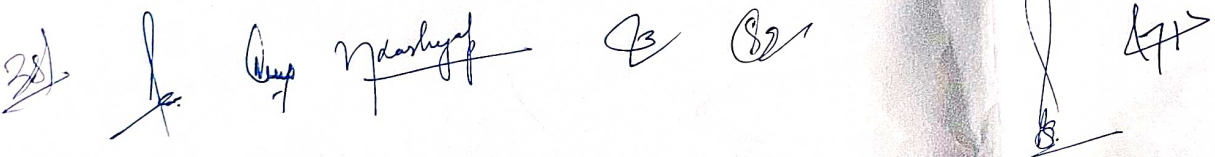
*[Handwritten initials]*



ORDER NO. 982 EC OF 2021 DATED: 06-07-21  
ANNEXURE -"A-7"

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

TOTAL NUMBER OF BRANDS 02				Ex-JKEL-1W 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	By Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt.Ltd., A-136/1, Okhla Industrial Area, Phase-II, New Delhi-20, Produced at Orlando Wines, Barossa Valley Way, Rowland Flat, South Australia.	Jacob's Creek Classic Shiraz Cabernet	23.66	9624	0	0	10123	0	0	1140	0	0	3.97	0	0
2	By Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt.Ltd., A-136/1, Okhla Industrial Area, Phase-II, New Delhi-20, Produced at Orlando Wines, Barossa Valley Way, Rowland Flat, South Australia.	Jacob's Creek Classic Chardonnay	22.78	9624	0	0	10123	0	0	1140	0	0	3.97	0	0



ORDER NO. 98 - EC OF 2021 DATED: 06-07-21

ANNEXURE -"A-8"

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

TOTAL NUMBER OF BRANDS 01

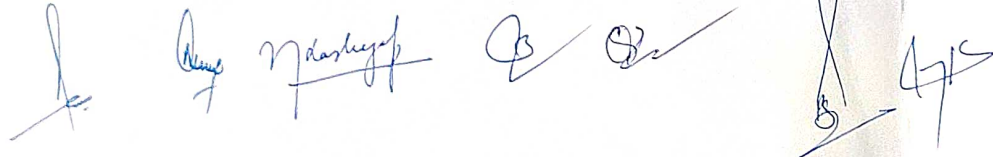
Ex-JKEL-1B Price Per Case  
In Rupees

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	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		
				750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Produced and Bottled in Ahus, Sweden, The Absolut Company AB-11797 Stockholm, Sweden & Imported & Distributed By M/s Pernod Ricard India Pvt. Ltd.	Absolut Citron Lemon Flavoured Vodka	70.10	14325	0	0	15078	0	0	1725	0	0	0.42	0.00	0.00

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ORDER NO. 98 OF 2021 DATED: 6-07-21

ANNEXURE - "A-9"

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

TOTAL NUMBER OF BRANDS 01				Ex-Manufacturer Price Per Case			Ex-Wholesale (JKEL-1) Price Per Case			MRP/Unit (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	Trikuta Bottlers, IGC, SIDCO, Samba, for M/s. Rock & Storm Distilleries Pvt. Ltd., Punjab.	Barents Premium Gold Reserve Whisky	75	3490	3500	3550	5785.00	5795.00	5761.00	820	410	205	0.59	0.00	1.69

ORDER NO. 98- EC OF 2021 DATED : 6-07-21  
ANNEXURE -"A-10"

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

TOTAL NUMBER OF BRANDS 05			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	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml
1	Beam Global Spirits & Wine (India) Pvt. Ltd., Karora, Tehsil Behror, Distt. Alwar, Rajasthan.	Teacher's Highland Cream Blended Scotch Whisky	75	9319	9770	9870	10118	9872	10341	10445	10696	1795	1405	710	365	3.13	0.90	1.23	3.35
2	Beam Global Spirits & Wine (India) Pvt. Ltd., Karora, Tehsil Behror, Distt. Alwar, Rajasthan.	Teacher's 50 Scottish Reserve Blended Scotch Whisky	75	12375	12391	12694	12776	13050	13067	13382	13460	2340	1755	900	450	4.34	1.07	2.82	0.00
3	Beam Global Spirits & Wine (India) Pvt. Ltd., Karora, Tehsil Behror, Distt. Alwar, Rajasthan.	Teacher's Origin Blended Scotch Whisky	75	0	13491	0	0	0	14211	0	0	0	1905	0	0	0.00	4.25	0.00	0.00
4	Beam Global Spirits & Wine (India) Pvt. Ltd., Karora, Tehsil Behror, Distt. Alwar, Rajasthan.	Teacher's Golden Thistle 12YO Blended Scotch Whisky	75	0	15240	0	0	0	16030	0	0	0	2135	0	0	0.00	0.81	0.00	0.00
5	Beam Global Spirits & Wine (India) Pvt. Ltd., Karora, Tehsil Behror, Distt. Alwar, Rajasthan.	Jim Beam Kentucky Straight Bourbon Whisky	75	0	9475	0	9576	0	10034	0	10132	0	1365	0	345	0.00	0.31	0.00	1.45