

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


Subject: Fixation of Maximum Retail Price of Local Beer Brands and Ex-Brewery Price of Local Draught Beer for the year 2020-21.

Reference: 1. Notification S.O. 275 dated 31-08-2020.
2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/ACCTJ/1237 dated 19-11-2020, letter No. DECAJ/ACCTJ/1433 dated 11-12-2020 and letter No. DECAJ/ACCTJ/1647 dated 09-01-2021.

ORDER No.: 259 OF 2021
DATED: 11 - 01 - 2021

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/ACCTJ/1237 dated 19-11-2020 read with, letter No. DECAJ/ACCTJ/1433 dated 11-12-2020 and letter No. DECAJ/ACCTJ/1647 dated 09-01-2021 furnished Ex-Manufacturer Price, Ex-JKEL-1 Price and Maximum Retail Price of Local Beer Brands 5 litres Tin for Sale in Civil Market in Union Territory of Jammu & Kashmir for the year 2020-21 as per Annexure-"B-5", and Ex-Brewery Price of Local Draught Beer for Sale in Civil (Bars/Social Occasions) in Union Territory of Jammu & Kashmir for the year 2020-21 as per Annexure-"B-6" recommended by the Committee constituted in terms of Order No. 37-EC of 2020 dated 06-06-2020 with the request to approve the same.

Now, therefore, 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. 275 dated 31-08-2020 and recommendation of the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020, the Ex-Manufacturer Price, Ex-JKEL-1 Price and Maximum Retail Price of Local Beer Brands 5 litres Tin for Sale in Civil Market in Union Territory of Jammu & Kashmir for the year 2020-21 as per Annexure-"B-5", and Ex-Brewery Price of Local Draught Beer for Sale in Civil (Bars/Social Occasions) in Union Territory of Jammu & Kashmir for the year 2020-21 as per Annexure-"B-6" is hereby approved. The brand shall not be sold either below or above fixed rate.


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

Encl.: Annexure-"B-5" & "B-6".

No.: EC/Exc/MRP/2020-21/ 5622-45

Dated: 11 - 01 - 2021

Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner, (Accounts), Jammu
4. Deputy Excise Commissioner, (Distilleries), Jammu.
5. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipur, Anantnag-Pulwama-Shopian-Kulgam, Distilleries, Eradication.
6. Programmer, I/c web site www.jkexcise.nic.in.
7. President Wine Association, Jammu
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C and JKEL-7, JKEL-7B, M/s
9. All wholesalers namely JKEL-1, M/s
10. All manufacturers namely B-1
11. Order file/concerned file.

Order No. 259EC of 2020, Dated : 11-01-2021

ANNEXURE - " B-5 "

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2020-21

TOTAL NUMBER OF BRANDS 10

EX-
MANUFACTUR
ER PRICE PER
TIN

EX-JKEL-1
PRICE PER TIN

MAXIMUM RETAIL
PRICE PER TIN
(Inclusive of all taxes)
2020-21

Sr. No	NAME OF BREWERY	BRAND NAME	CATEGOR Y	Degree Below %VV	5 LTR	5 LTR	5 LTR
1	Devans Modern Breweries Ltd. Samba.	Kotsberg Finest Pils Beer	Tin	5	1250	1586	2530
2	Devans Modern Breweries Ltd. Samba.	Kotsberg Original Pils Beer	Tin	5	1250	1586	2530
3	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Super Premium Beer	Tin	8	1250	1586	2530
4	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Premier Beer	Tin	8	1250	1586	2530
5	Devans Modern Breweries Ltd. Samba.	Kotsberg Premier Pils Beer	Tin	5	1250	1586	2530
6	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Premium Wheat Beer	Tin	5	1398	1741	2750
7	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Finest Wheat Beer	Tin	5	1398	1741	2750
8	Devans Modern Breweries Ltd. Samba.	Six Fields Cult Finest Strong Wheat Beer	Tin	8	1398	1741	2750
9	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Premier Wheat Beer	Tin	5	1398	1741	2750
10	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Finest Quality Beer	Tin	8	1250	1586	2530

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ANNEXURE- " B-6 "

EX-BREWERY PRICE OF LOCAL DRAUGHT BEER FOR SALE IN CIVIL (BARS/SOCIAL OCCASIONS) FOR THE YEAR 2020-21

Sr. No.	BREWERY	BRAND NAME	CATEGORY	DEGREE UPTO %VV	EX-MANUFACTURER PRICE PER KEG IN RUPEES (INCLUDING ASSESSMENT FEE)		
					30 LTR	20 LTR	5 LTR
1	Devans Modern Breweries Ltd., Samba	Godfather Super 8 Strong Beer	Draught Keg	8	3677	2450	0
2	Devans Modern Breweries Ltd., Samba	Godfather Super Strong High Power Beer	Draught Keg	8	2577	0	0
3	Devans Modern Breweries Ltd., Samba	Godfather Super 8 Premium Strong Beer	Draught Keg	8	3677	2450	0
4	Devans Modern Breweries Ltd., Samba	Godfather Super 8 Finest Strong Beer	Draught Keg	8	3677	2450	0
5	Devans Modern Breweries Ltd., Samba	Godfather Super Strong International Quality Beer	Draught Keg	8	2577	0	0
6	Devans Modern Breweries Ltd., Samba	Godfather Super Strong Premium Beer	Draught Keg	8	2577	0	0
7	Devans Modern Breweries Ltd., Samba	Godfather Lager International Quality Beer	Draught Keg	5	2577	0	0
8	Devans Modern Breweries Ltd., Samba	Godfather Supreme Super Strong Beer	Draught Keg	8	2577	0	0

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9	Devans Modern Breweries Ltd., Samba	Godfather Platinum Strong Beer	Draught Keg	8	2577	0	0
10	Devans Modern Breweries Ltd., Samba	Godfather Premium Original Quality Beer	Draught Keg	8	2577	0	0
11	Devans Modern Breweries Ltd., Samba	Six Fields Blanche Finest Wheat Beer	Draught Keg	5	6127	0	1444
12	Devans Modern Breweries Ltd., Samba	Six Fields Blanche Premium Wheat Beer	Draught Keg	5	6127	0	1444
13	Devans Modern Breweries Ltd., Samba	Six Fields Cult Finest Strong Wheat Beer	Draught Keg	8	6127	0	1444
14	Devans Modern Breweries Ltd., Samba	Godfather The Legendry Super Strong Beer	Draught Keg	8	3677	0	0
15	Devans Modern Breweries Ltd., Samba	Godfather The Legendry Premium Strong Beer	Draught Keg	8	3677	0	0
16	Devans Modern Breweries Ltd., Samba	Godfather The Legendry Original Strong Beer	Draught Keg	8	3677	0	0
17	Devans Modern Breweries Ltd., Samba	Kotsberg Finest Pils Beer	Draught Keg	5	3677	0	1296
18	Devans Modern Breweries Ltd., Samba	Kotsberg Original Pils Beer	Draught Keg	5	3677	0	1296
19	Devans Modern Breweries Ltd., Samba	Kotsberg Strong Super Premium Beer	Draught Keg	8	4777	0	1296
20	Devans Modern Breweries Ltd., Samba	Kotsberg Strong Premier Beer	Draught Keg	8	3677	0	1296
21	Devans Modern Breweries Ltd., Samba	Kotsberg Premier Pils Beer	Draught Keg	5	3677	0	1296
22	Devans Modern Breweries Ltd., Samba	Six Fields Blanche Premier Wheat Beer	Draught Keg	5	6127	0	0
23	Devans Modern Breweries Ltd., Samba	Kotsberg Strong Finest Quality Beer	Draught Keg	8	3677	0	0