

**GOVERNMENT OF JAMMU AND KASHMIR**

**OFFICE OF THE EXCISE COMMISSIONER**

3<sup>rd</sup> Floor, Rail Head Complex, Panama Chowk, Jammu

E-mail: [excise.commr@jk.gov.in](mailto:excise.commr@jk.gov.in)

**Sub: - Fixation of Maximum Retail Price for the year 2020-21.**


**Reference: - Deputy Excise Commissioner, (Accounts), Jammu's  
letter No. DECAJ/ACCTJ/660 dated 02.09.2020.**

**Order No.80-EC of 2020**

**Dated: - 02.09.2020**

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-wholesale price and Maximum Retail Price (inclusive of all duties) of Medium/Premium brands of IMFL and Local beer brands to be applicable with immediate effect as contained in Annexure-H and I to this order is hereby approved.

No Brand shall be sold either below or above the M.R.P.

  
(Rajesh Kumar Shavan) KAS  
Excise Commissioner, J&K.

**Encl: - Annexure-H and I.**

**No. EC/Exc/MRP/2020-21/1572-87**

**Dated: - 02.09.2020**

Copy to the:-

1. Financial Commissioner, Finance Department, J&K Government.
2. Additional DGP, CRPF, Ban Talab, Jammu.
3. IGP, BSF, Frontier, Ploura.
4. IGP, ITBP.
5. Staff Officer to GOC-in-C Northern Command.
6. Chief Engineer, BRO.
7. Chief Engineer, Sampark.
8. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
9. Deputy Excise Commissioner (Accounts), Jammu for information.
10. Deputy Excise Commissioner (Distilleries), Jammu for information.

11. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Distilleries, Accounts Kashmir.
12. Excise and Taxation Officer, Eradication Wing, Jammu for information.
13. Regional Manager, CSD, Jammu.
14. Area Manager, CSD.
15. President Jammu Wine Traders Association, Jammu.
16. All retailers namely JKEL-2, JKEL-3, JKEL-3-A, JKEL-4, JKEL-4A, JKEL-4-B, JKEL-4-C, JKEL-7, JKEL-7B, JKEL-7C M/s \_\_\_\_\_.

Jm,  
2/9/020

ORDER No. 80-Gcy Lolo AM. 02.09.2020

ANNEXURE - "H"

MRP OF LOCAL IMFL- MEDIUM/PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2020-21

(1)

TOTAL NUMBER OF BRANDS 54

EX-MANUFACTURER PRICE/CASE IN RUPEES

EX-JKEL-1 PRICE/CASE IN RUPEES

MRP/UNIT (2020-21) INCLUSIVE OF ALL TAXES IN RUPEES

Sr. No	DISTILLERY/BOTTLING PLANT	NAME OF BRAND	CATEGORY	DEGREE PROOF	EX-MANUFACTURER PRICE/CASE IN RUPEES			EX-JKEL-1 PRICE/CASE IN RUPEES			MRP/UNIT (2020-21) INCLUSIVE OF ALL TAXES IN RUPEES		
					750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	National Industrial Corporation Pvt. Limited. Bari brahmana, Samba	Black & Gold Rare Premium Whisky	Premium	75	1860	1860	1880	4189	4189	4122	655	330	165
		Hawain Matured Premium White Rum	Premium	75	1707	0	0	4025	2199	2111	635	190	95
		Nicol's Black & Gold French Brandy V.S.O.P.	Premium	75	1860	1860	1880	4189	4189	4122	655	330	165
		Black Bull Matured Premium Rum	Premium	75	1525	0	0	3831	2199	2111	605	190	95
2	Tawi Bottlers, Nai Basti, Sunjwan, Samba for M/s Mohan Meakin Ltd.	Old Monk Legend XXX Rum	Premium	75	2724	2724	2724	5139	5139	5050	785	395	195
		Old Monk Supreme XXX Rum	Premium	75	1823	0	0	4175	2225	2136	655	195	95
		Old Monk Extra Special XXX Rum	Medium	75	1192	1192	1293	3500	3500	3519	560	280	140
		Old Monk XXX Rum	Medium	75	1192	1192	1192	3500	3500	3411	560	280	140
		Knight Rider Premium Vodka	Medium	75	1192	1192	1193	3500	3500	3412	560	280	140
		Old Monk Legend XXX Rum(1000 ml)	Premium	75	2727	0	0	5142	2225	2136	790	195	95
3	Devans Modern Breweries Limited, Talab Tillo, Jammu	Devans Old Vat Premium Blended Whisky	Premium	75	2260	2280	2390	4617	4638	4668	715	360	180
		Devans Old Vat Classic Blended Whisky	Premium	75	2260	2280	2390	4617	4638	4668	715	360	180
		Devans Old Vat Premier Blended Whisky	Premium	75	2260	2280	2390	4617	4638	4668	715	360	180
		Devans Old Vat Ultra Premier Blended Whisky	Premium	75	2260	2280	2390	4617	4638	4668	715	360	180
		Devans Old Vat Reserve Premium Blended Whisky	Premium	75	2260	2280	2390	4617	4638	4668	715	360	180
		Devans Master Barrel Reserve Whisky	Premium	75	2190	2225	2275	4542	4580	4545	705	355	175

*(Handwritten signatures and initials)*

Order No. B-FC of 2020 dt. 01.09.2020

2

4	Trikuta Bottlers, SIDCO, Samba for M/s Saraya Distillery (A unit of Saraya Industries Ltd. New Delhi)	Paradise Duet Premix Gin (Lemon Flavoured)	Medium	65	1143	1216	1303	3171	3250	3265	515	265	135
		Pan Elachi Paradise Liqueur	Medium	65	1055	1140	1215	3077	3168	3171	505	260	130
		Spark Green Apple Premium Grain Vodka	Premium	65	1785	1790	1820	3884	3889	3843	615	310	155
		Spark Premium Grain Vodka	Medium	75	1160	1165	1260	3466	3471	3484	555	280	140
5	Trikuta Bottlers, SIDCO, Samba for M/s Rock & Storm Distilleries Pvt. Ltd. Distt. Sunam, Punjab	Pan Banarasi Liqueur	Medium	75	1160	1165	1260	3466	3471	3484	555	280	140
		Dennis Special Whisky	Premium	75	1687	1717	1828	4030	4062	4092	635	320	160
		Commander n Chief Caribbean Gold XXX Rum	Medium	75	1180	1190	1300	3487	3498	3527	560	280	140
6	Oakland Bottlers Pvt. Ltd. IGC, SIDCO, Samba	Shekers Premium Triple Distilled Improved Apple Grain Vodka	Premium	65	1061	1101	1162	3084	3127	3114	505	255	130
		Shekers Premium Triple Distilled Improved Orange Grain Vodka	Premium	65	1061	1101	1162	3084	3127	3114	505	255	130
		Shekers Premium Triple Distilled Improved Lime Grain Vodka	Premium	65	1061	1101	1162	3084	3127	3114	505	255	130
		Heniskot Blended Grape Brandy	Premium	75	1489	1489	1639	3792	3792	3865	600	300	155
		Heniskot Blended Matured Whisky	Premium	75	1918	1918	2008	4251	4251	4259	665	335	165
		Saturday Aged 1 Whisky	Premium	75	1585	1585	1684	3895	3895	3913	615	310	155
		Shekers Premium Triple Distilled Grain Vodka	Medium	75	1180	1180	1216	3461	3461	3412	555	280	140
		Famous Original Fantasy Gin	Medium	65	910	910	1000	2922	2922	2941	480	240	120
7	Oakland Bottlers Pvt. Ltd. IGC, SIDCO, Samba for M/s India Glycols Limited	Soulmate Premium Whisky	Premium	75	2071	2071	2172	4441	4441	4460	690	345	175
		V20 Green Apple Vodka	Premium	65	2424	2454	2505	4568	4600	4576	710	355	180
		Beach House XXX Premium Rum	Premium	75	1200	1202	1232	3509	3511	3454	565	280	140
8	Dogra Distilleries, Gangyal, Jammu	ILA Pan Elaichi Liqueur	Medium	75	1030	1090	1200	3301	3365	3395	535	270	135
		DD Vodka	Medium	75	1190	1200	1240	3472	3483	3438	560	280	140
		DD Green Apple Flavoured Vodka	Medium	65	1190	1200	1240	3222	3232	3197	525	265	130
		DD Duet Premix Gin (Lemon Flavoured)	Medium	65	1060	1070	1130	3083	3093	3080	505	255	125
		Black Angel VSOP Brandy	Medium	75	1145	1270	1335	3424	3558	3539	550	285	140
		Black Angel Reserve Malted Whisky	Medium	75	1280	1230	1260	3568	3515	3459	570	285	140

*[Signature]*

*[Signature]*

*[Signature]*

*[Signature]*

*[Signature]*

*[Signature]*

ORDER No. Bon EC y 2020 d/w. 02.09.2020

3

9	Trishul Bottlers, Sikanderpur, Jammu for M/s Jagatjit Industries Limited, Hamira, Pnjab	AC Black Pure Grain Whisky	Premium	75	2444	2520	2611	4840	4921	4929	745	380	190
		Aristocrat Premium Rare Whisky	Premium	75	1959	1959	2060	4321	4321	4340	675	340	170
		IICE Bare It All Vodka Premium	Premium	75	1929	1959	2182	4289	4321	4470	670	340	175
		IICE Bite The Apple Vodka Premium	Premium	65	2444	2515	2677	4589	4665	4760	710	360	185
10	Trishul Bottlers, Sikanderpur, Jammu for M/s United Spirits Limited	Bagpiper Deluxe Whisky	Medium	75	1285	1290	1390	3599	3605	3623	575	290	145
		Mc Dowell's Green Label Whisky	Medium	75	1285	1290	1390	3599	3605	3623	575	290	145
		Carew's Dry Gin	Medium	65	880	880	1110	2916	2916	3083	480	240	125
		Romanov Premium Vodka	Medium	75	1300	1300	1345	3616	3616	3575	575	290	145
		White Mischief Ultra Pure Vodka	Medium	75	1170	1170	1260	3476	3476	3484	560	280	140
		Mc Dowell's Blue Riband Duet (Gin & Lime Flavoured)	Medium	75	1300	1310	1400	3365	3376	3393	545	275	135
		Mc Dowell's No.1 Celebration Matured XXX Rum	Medium	75	1250	1250	1350	3562	3562	3580	570	285	145
11	Trishul Bottlers, Sikanderpur, Jammu	Lucknavi Paan Elaichi Liqueur	Medium	75	1110	1275	1360	3387	3563	3566	545	285	145
		Doctor Brandy	Medium	75	1170	1200	1285	3451	3483	3486	555	280	140
12	Kashmir Bottlers, SIDCO, Samba for M/s Oasis Distilleries Limited	All Seasons Golden Collection Reserve Whisky	Premium	75	2190	2276	2322	4568	4660	4620	710	360	180

*[Handwritten signature]*

*[Handwritten signature]*

*[Handwritten signature]*

*[Handwritten signature]*

*[Handwritten signature]*

*[Handwritten signature]*

Order NO: 80-EC of 2020 Dt: 02-09-2020

1

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

TOTAL NUMBER OF BRANDS 20					EX-MANUFACTURER PRICE PER CASE				EX-JKEL-1 PRICE PER CASE				MAXIMUM RETAIL PRICE PER UNIT (Inclusive of all taxes) 2020-21			
Sr. No	NAME OF BREWERY	BRAND NAME	CATEGORY	Degree Below %V/V	650ML	500ML	330ML	325ML	650ML	500ML	330ML	325ML	650ML	500ML	330ML	325ML
1	Devans Modern Breweries Ltd. Samba.	Godfather Strong Beer	Glass	8	514	0	630	0	966.00	0.0	1094.0	0.00	155	120	85	0
2	Devans Modern Breweries Ltd. Samba.	Godfather Strong Beer	Tin	8	0	837	633	0	0.00	1534.0	1097.0	0.00	0	120	85	0
3	Devans Modern Breweries Ltd. Samba.	Godfather Electra Premium Strong Beer	Glass	8	514	0	630	0	966.00	0.0	1094.0	0.00	155	0	85	0
4	Devans Modern Breweries Ltd. Samba.	Godfather Electra Premium Strong Beer	Tin	8	0	837	633	0	0.00	1534.0	1097.0	0.00	0	120	85	0
5	Devans Modern Breweries Ltd. Samba.	Kotsberg Premium Pils Beer	Glass	5	825	0	1038	0	1292.00	0.0	1522.0	0.00	195	0	110	0
6	Devans Modern Breweries Ltd. Samba.	Kotsberg Premium Pils Beer	Tin	5	0	1260	1038	0	0.00	1978.0	1522.0	0.00	0	150	110	0
7	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Finest Quality Beer	Glass	8	825	0	1038	0	1292.00	0.0	1522.0	0.00	195	0	110	0
8	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Finest Quality Beer	Tin	8	0	1260	1038	0	0.00	1978.0	1522.0	0.00	0	150	110	0
9	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Premium Wheat Beer	Glass	5	1145	0	1460	0	1628.00	0.0	1965.0	0.00	195.00	0.00	198.00	0.00
10	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Premium Wheat Beer	Tin	5	0	1675	0	0	0.00	2414.0	0.0	0.00	0.00	300.00	0.00	0.00
11	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Finest Strong Beer	Glass	8	530	0	0	0	982.00	0.0	0.0	0.00	195.00	0.00	0.00	0.00
12	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Finest Strong Beer	Tin	8	0	860	650	0	0.00	1558.0	1115.0	0.00	0.00	300.00	198.00	0.00

*[Handwritten signatures and initials]*

13	Basanter Breweries Pvt. Limited Samba.	Sea Hawk Ultra Super Strong Beer	Glass	8	514	0	630	0	966.00	0.0	1094.0	0.00	155	0	85	0
14	Basanter Breweries Pvt. Limited Samba.	Sea Hawk Ultra Super Strong Beer	Tin	8	0	837	633	0	0.00	1534.0	1097.0	0.00	0	245	85	0
15	Basanter Breweries Pvt. Limited Samba.	Sea Hawk Exotic Super Strong Beer	Tin	8	0	730	533	0	0.00	1422.0	992.0	0.00	0	115	80	0
16	Basanter Breweries Pvt. Limited Samba.	Kingfisher Strong Premium Beer	Glass	8	514	0	0	0	982.00	0.0	0.0	0.00	155	0	0	0
17	Basanter Breweries Pvt. Limited Samba.	Kingfisher Strong Premium Beer	Tin	8	0	855	633	0	0.00	1578.0	1114.0	0.00	0	125	85	0
18	Basanter Breweries Pvt. Limited Samba.	Zingaro Super Strong Premium Beer	Glass	8	446	0	0	0	911.00	0.0	0.0	0.00	150	0	0	0
19	Basanter Breweries Pvt. Limited Samba.	Story Beer	Tin	8	0	950	705	0	0.00	1653.0	1173.0	0.00	0	130	90	0
20	Basanter Breweries Pvt. Limited Samba.	Story Beer	Glass	8	550	0	660	0	1003.00	0.0	1125.0	0.00	160	0	90	0


 A series of handwritten signatures and initials in black ink, including a large signature on the left, a signature with an arrow pointing to the right, a signature in the middle, and a signature on the right that appears to read 'R. Francis'.