

GOVERNMENT OF JAMMU AND KASHMIR
OFFICE OF THE EXCISE COMMISSIONER
3rd Floor, Rail Head Complex, Panama Chowk, Jammu
E-mail: excise.commr@jk.gov.in

Sub: - Fixation of Maximum Retail Price for the year 2020-21.
Reference: - Deputy Excise Commissioner, (Executive), Jammu's
letter Nos. 1647/MRP/2020-21/DECEJ/Exc/2744 dated
31.08.2020, 1647/MRP/2020-21/DECEJ/Exc/2745 dated
31.08.2020, Dy. Excise Commissioner, (Accounts), Jammu's
letter No. DECAJ/ACCTJ/658 dated 01.09.2020 and No.
DECAJ/ACCTJ/659 dated 01.09.2020.

Order No.77-EC of 2020
Dated: - 01.09.2020

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 JK Special Whisky, Low cost, Economy, Imported premium, Super Deluxe (BIO), Deluxe (BIO) brand, Imported Deluxe (Indian) brands of IMFL to be applicable with effect from 01.09.2020, as contained in Annexure-A, B, C, D, E, F and G 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.

Dated: - 01.09.2020

Encl: - Annexure-A, B, C, D, E, F and G.

No. EC/Exc/MRP/2020-21/1511-28

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.
Regional Manager, CSD, Jammu.
13. Area Manager, CSD.
14. President Jammu Wine Traders Association, Jammu.
15. 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 _____.





Order No: 77-EC of 2020 Dt: 01-09-2020

ANNEXURE-A

MRP OF JK SPECIAL WHISKY FOR THE YEAR 2020-21

Ex-Manufacturer Price Per Case:-

S. No	Category	Strength	Packing	Price in Rupees			
				750 ML 12 Pcs.	375 ML (24 Pcs.)	250 ML (36 Pcs.)	180 ML (50 Pcs.)
1	JK SPECIAL WHISKY	65	Bottles	418.00	480.00	505.00	550.00

Ex-Whole Sale Price Per Case:-

S.No	Category	Strength	Packing	Price in Rupees			
				750 ML 12 Pcs.	375 ML (24 Pcs.)	250 ML (36 Pcs.)	180 ML (50 Pcs.)
1	JK SPECIAL WHISKY	65	Bottles	2041.00	2106.00	2132.00	2179.00

MRP (inclusive of all taxes) per unit:-

S.No	Category	Strength	Packing	Price in Rupees			
				750 ML Per unit	375 ML per Unit	250 ML Per Unit	180 ML Per Unit
1	JK SPECIAL WHISKY	65	Bottles	295.00	155.00	105.00	75.00

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Order No: 77-EC of 2020 Dt: 01-09-2020.

ANNEXURE - "B"

MRP OF LOW COST IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2020-21

TOTAL NUMBER OF BRANDS 73

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	Brand Name	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	Oakland Bottlers Pvt. Ltd. Samba for M/s Oasis Distilleries	Every Day Prestige Whisky	75	625	705	815	2485	2569	2611	395	205	105
		Black Fort XXX Rum	75	625	705	815	2485	2569	2611	395	205	105
2	Oakland Bottlers Pvt. Ltd. IGC, SIDCO, Samba	Samba XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Silky Studs Prestige Whisky	75	625	705	815	2460	2544	2587	395	205	105
		OB Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
		OB Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
3	Devans Modern Breweries Limited, Talab Tillo, Jammu	Triple Horse Fine Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Kashmir XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Double Horse Malted Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Kashmi Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
		Kashmir Dry Gin	65	593	677	787	2228	2316	2367	365	190	95

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4	Trishul Bottlers, Sikanderpur, Jammu	Tiger XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Mission Kashmir XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Tiger Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Tiger Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
		Tiger Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
5	Trishul Bottlers, Sikanderpur, Jammu for M/s United Spirit Ltd.	Hayward's Fine Punch Whisky	75	625	705	815	2485	2569	2611	395	205	105
6	Trishul Bottlers, Sikanderpur, Jammu for M/s Jagatjit Ind.Ltd.	Shatranj Blended Whisky	75	625	705	815	2485	2569	2611	395	205	105
7	National Industrial Corporation Pvt. Limited	Standard Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Standard XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Standard Extra Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
		Standard Orange Flavoured Premix Gin	65	600	677	792	2235	2316	2372	365	190	95
8	Dogra Distilleries, Gangyal, Jammu	Knight No. 1 Special Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Double Cross XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Old Age XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Shalimar Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
		Chenab Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
		Himalaya No. 1 Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Himalaya XXX Rum	75	625	705	815	2460	2544	2587	395	205	105



9	Trikuta Bottlers, IGC, SIDCO, Samba	Trikuta No. 1 Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Trikuta XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Sky Blue Extra Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
		Sky Blue Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
10	Ranson Industries, Gangyal, Jammu	Ranson Club Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Ranson Club XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Ranson Club Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
		Ranson Club Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
11	Madeira Bottlers, Bari Brahmna, Samba	Royal Club XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Royal Club Fine Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Glory Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
		Raspberry Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
12	New India Distilleries, Nai Basti, Sunjwan, Samba	Gold Band XXX Rum	75	625	705	792	2460	2544	2563	395	205	105
		Gold Band Whisky	75	625	705	792	2460	2544	2563	395	205	105
		Gold Band Gin	65	593	677	787	2228	2316	2367	365	190	95
		Vegas Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
		Gold Band Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
		K.Bottlers Special Whisky	75	625	705	815	2460	2544	2587	395	205	105

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13	Kashmir Bottlers, IGC, SIDCO, Samba	K. Bottlers Special XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		K. Bottlers Special Gin	65	593	677	787	2228	2316	2367	365	190	95
		K. Bottlers Special Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	187	95
14	Srhgam Bottlers, IGC, SIDCO, Samba	Srhgam Whisky	75	625	705	815	2460	2544	2587	395	201	105
		Srhgam XXX Rum	75	625	705	815	2460	2544	2587	395	201	105
		Srhgam Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
		Srhgam Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
		Srhgam's Gold Crown Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Srhgam's Gold Crown XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Srhgam's Silver Bell Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
		Srhgam's Silver Bell Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
15	Kashmir Distilleries Pvt. Ltd. Bari Brahmana, Samba	Flying Bird Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Flying Bird XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Flying Bird Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
		Flying Bird Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
16	Basanter Bottlers, IGC, SIDCO, Samba	Chinar Fine Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Chinar XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Chinar Ice Blue Gin	65	593	677	787	2228	2316	2367	365	190	95

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17	Rockland Distilleries Pvt. Ltd. Bari Brahmana, Samba	Chinar Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
		Star One Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Star XXX Rum	75	625	705	815	2460	2544	2587	395	205	105
		Star Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
		Star Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95
19	Chenab Bottlers, IGC, SIDCO, Samba	Chenab Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Chenab Rum	75	625	705	815	2460	2544	2587	395	205	105
		Chenab Dry Gin	65	593	677	787	2228	2316	2367	365	190	95

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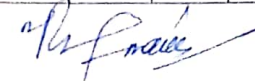
ANNEXURE - "C"

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

Sr No	DISTILLERY/BOTTLING PLANT	NAME OF BRAND	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	Trishul Bottlers, Sikanderpur, Jammu for M/s United Spirit Limited	Older Adventurer Matured Cane Rum	75	829	835	900	2868.0	2874.0	2864.0	450	225	115
		Kerala Blended Malt Whisky	75	829	835	900	2868.0	2874.0	2864.0	450	225	115
		Old Tavern Whisky	75	829	835	900	2868.0	2874.0	2864.0	450	225	115
		McDowell's Diplomat Whisky	75	829	835	900	2868.0	2874.0	2864.0	450	225	115
		Kerala Malted Whisky Deluxe	75	829	835	900	2868.0	2874.0	2864.0	450	225	115
2	Trishul Bottlers, Sikanderpur, Jammu for M/s Jagatjit Industries Limited	Bonnie Special Whisky	75	829	835	900	2868.0	2874.0	2864.0	450	225	115
		Binnie's Fine Whisky	75	829	835	900	2868.0	2874.0	2864.0	450	225	115
3	Trishul Bottlers, Jammu	Black Cat Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
4	Devans Modern Breweries Limited, Talab Tillo, Jammu	Godfather XXX Rum	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		Sultan Malted Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		Sultan XXX Rum	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		Moodmaker Deluxe Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
5	Trikuta Bottlers, IGC, SIDCO, Samba	Magic King Malted Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		7 PM Fine Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110

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6	Trikuta Bottlers, IGC, SIDCO, Samba for M/s Saraya Distillery (A unit of Saraya Industries Ltd. New Delhi)	Sailor Fine Whisky	75	829	835	900	2868.0	2874.0	2864.0	450	225	115
7	Trikuta Bottlers, IGC, SIDCO, Samba for M/s Rock & Storm Distilleries Ltd, Punjab	Big Boss Premium Whisky	75	829	835	900	2868.0	2874.0	2864.0	450	225	115
8	Dogra Distilleries, Gangyal, Jammu	White Stag Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		White Stag XXX Rum	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		Captain's Choice XXX Rum	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
9	Tawi Bottlers, Nai Basti, Sunjwan, Samba	Black Crazy Horse Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		Black Crazy Horse XXX Rum	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		HM Real Premium Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
10	Tawi Bottlers, Sunjwan, Samba for M/s Mohan Meakin Ltd.	Diplomat Deluxe Whisky	75	829	835	900	2868.0	2874.0	2864.0	450	225	115
11	National Industrial Corporation Pvt. Limited. Bari Brahmna, Samba	Black Bull XXX Rum	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		Dimpy Deluxe Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		Hawain Superior White Rum	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		Hawain Matured White Rum	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
12	New India Distilleries, Sunjwan, Samba	HM Malted Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
13	Oakland Bottlers Pvt. Ltd. IGC, SIDCO, Samba	OB Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		OB XXX Rum	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		Oakland V.S.O.P. Brandy	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
14	Madeira Bottlers, Bari Brahmna, Samba	Blue Star Special Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		Blue Star XXX Rum	75	829	835	900	2842.0	2849.0	2839.0	445	225	110

15	Khoday Industries Limited, Bari Brahmna, Samba	Metro Fine Whisky	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
		Khoday XXX Rum	75	829	835	900	2842.0	2849.0	2839.0	445	225	110
16	Srhgam Bottlers, IGC, SIDCO, Samba for M/s Kaya Blenders & Distillers Ltd.Patiala, Punjab	Royal Patiala Whisky	75	829	835	900	2868.0	2874.0	2864.0	450	225	115
		Jullie Whisky	75	829	835	900	2868.0	2874.0	2864.0	450	225	115

Order No: 77-EC of 2020 Dt: 01-09-2020.

ANNEXURE- "D"

MRP of Imported Premium Brands For Sale In Civil For The Year 2020-21

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX-JKEL-1A PRICE PER CASE in Rs.			EX-JKEL-1 PRICE PER CASE in Rs.			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	Pernod Ricard India Pvt. Ltd.	Seagram's Royal Stag Classic Whisky	75	4072	4116	4229	4578	4625	4740	715	360	185
2	Pernod Ricard India Pvt. Ltd.	Seagram's Imperial Blue Hand Picked Grain Whisky	75	3793	3837	3808	4276	4324	4285	675	340	170
3	Radico Khaitan Ltd., Rampur(U.P.)	Magic Moments Grain Vodka Triple Distilled	75	4112	4175	4035	4621	4689	4531	720	365	180
4	Radico Khaitan Ltd., Rampur(U.P.)	8 PM Gold Deluxe Whisky	75	3608	3599	3458	4077	4067	3907	650	325	155
5	Radico Khaitan Ltd., Rampur(U.P.)	Magic Moments Remix Flavoured Vodka Green Apple	65	4371	4434	4293	4901	4969	4809	760	385	190
6	Radico Khaitan Ltd., Rampur(U.P.)	Magic Moments Remix Flavoured Vodka Lemon Grass & Ginger	65	4371	4434	4293	4901	4969	4809	760	385	190
7	Radico Khaitan Ltd., Rampur(U.P.)	Magic Moments Remix Flavoured Vodka Orange	65	4371	4434	4293	4901	4969	4809	760	385	190
8	Radico Khaitan Ltd., Rampur(U.P.)	Magic Moments Remix Flavoured Vodka Chocolate	65	4371	4434	4293	4901	4969	4809	760	385	190
9	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Luxury Whisky	75	3761	3763	3708	4242	4244	4177	670	335	165
10	United Spirits Limited, Pathankot	Royal Challenge Gold Whisky (1000ml)	75	3978	1953	1874	4476	2289	2197	935	190	95
11	United Spirits Limited, C/o. CDBL, BANUR	Royal Challenge Gold Whisky (1000ml)	75	3978	1953	1874	4476	2289	2197	935	190	95
12	Radico Khaitan Ltd.	Pluton Bay Rare Exotic Rum	75	3955	3963	3924	4451	4460	4411	700	350	175
13	Radico Khaitan Ltd.	Reagal Talons Rare Generation Whisky	75	3789	3813	3750	4272	4298	4223	675	340	165
14	United Spirits Limited, C/o. CDBL, BANUR	Mcdowells No.1 Platinum Classic Whisky	75	4204	4157	4195	4720	4670	4703	735	365	185
15	United Spirits Limited, C/o. CDBL, BANUR	Captain Morgan The Original Rum	75	3755	3765	3791	4235	4246	4267	670	335	170
16	Boutique Spirit Brands Pvt. Ltd., At Unique Liquor, Derabassi, Distt. SAS Nagar, Punjab	Jordy's Bar Premium Exquisite Whisky	75	4080	4116	4253	4586	4625	4766	715	360	185
17	Boutique Spirit Brands Pvt. Ltd., At Unique Liquor, Derabassi, Distt. SAS Nagar, Punjab	Gladius Blended 10 year Old Gold Reserva Rum	75	3934	3968	3906	4429	4465	4391	695	350	175
18	Boutique Spirit Brands Pvt. Ltd., At Unique Liquor, Derabassi, Distt. SAS Nagar, Punjab	Cliff Hanger Premium Handcrafted Vodka	75	4388	4472	4262	4919	5010	4776	765	390	185
19	Boutique Spirit Brands Pvt. Ltd., At Unique Liquor, Derabassi, Distt. SAS Nagar, Punjab	Cliff Hanger Green Apple Premium Handcrafted Vodka	75	4388	4472	4262	4919	5010	4776	765	390	185

Order NO: 77-EC of 2020 Dt: 01-09-2020.

ANNEXURE-"E"

MRP OF IMPORTED SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL FOR THE YEAR 2020-21

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX-JKEL-1A PRICE PER CASE in Rs.			EX-JKEL-1 PRICE PER CASE in Rs.			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	Pernod Ricard India Pvt. Ltd. Distilled at Banfshiri Glenlivet Distillery product of Scotland	The Glenlivet Single Malt Scotch Whisky	75.36	32992	0	0	34499	0	0	4045	0	0
2	M/s Chivas Brothers Ltd. Distillers Keith Scotland Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Chivas Regal Aged 12 Years Blended Scotch Whisky	75.36	26838	0	0	28099	0	0	3305	0	0
3	Distilled, blended & Bottled in Scotland Imported and Distributed by United Spirits Ltd C/o Tuls Global Logistics Pvt Ltd Panvel Maharashtra.	Johnny Walker Black Label Blended Scotch Whisky	75.36	25525	0	0	26733	0	0	3150	0	0
4	M/s Grey Goose- BMP, 16130 Gensac-LA, Palue, France, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Grey Goose Vodka	70.10	28652	0	0	29985	0	0	3525	0	0

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ANNEXURE- "F"
MRP OF IMPORTED DELUXE (BIO) BRANDS FOR SALE IN CIVIL FOR THE YEAR 2020-21

IMPORTED DELUXE (BIO) BRANDS				EX-JKEL-1A PRICE PER CASE in Rs.			EX-JKEL-1 PRICE PER CASE in Rs.			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
				(Fig. in Rs.)								
1	M/s S.A, Arenal, Jalisco, EMB, BMP For Tradall S.A, F-30300 Beaucaire- Mexico Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Camino Real Taquila	70.10	12902	0	0	13741	0	0	1675	0	0
2	M/s George Ballantine & Son Ltd. Distillers Dumbarton Scotland Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Ballantine's Finest Blended Scotch Whisky	75.36	13268	0	0	14126	0	0	1720	0	0
3	PRODUCED AND BOTTLED IN AHUS, SWEDEN By M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Absolut Vodka	70.10	13215	0	0	14070	0	0	1715	0	0
4	Pernod Ricard India Pvt. Ltd. Produced and Bottled in Ahus, Sweden, the Absolut company AB 117 97 Stockhoom. Sweden	Absolut Citron Lemon Flavored Vodka	70.10	14325	0	0	15236	0	0	1850	0	0
5	Irish Distillers Ltd, Robinhood Road, Clodalkin, Dublin 22, Ireland, imported and distributed by Pernod Ricard India Pvt. Ltd., C/o Veritas Loogistic Pvt. Ltd.	Jameson Irish Whisky	70.10	16631	0	0	17423	0	0	2105	0	0
6	DCM S.p.A., via F. Sacchetti 20,20099 Sesto San Giovanni (MI) Italy, Plant in Novi Ligure (AL) Italy, Imported and distributed by Aspri Spirits Pvt. Ltd.,D-19/1, Ground Floor, Okhla Industrial Area Phase 2, New Delhi 11020	Skyy Vodka	70.10	13191	0	0	13991	0	0	1705	0	0

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
7	Tequilas Del Senor-S.A. de C.V. Guadalajara, Jalisco-Mexico, Imported and distributed by Aspri Spirits Pvt. Ltd., D-19/1, Ground Floor, Okhla Industrial Area Phase 2, New Delhi 11020	Imported Don Angel Tequila Blanco	66.59	12726	0	0	13506	0	0	1650	0	0
8	Distell International LTD, Glasgow, Scotland, G74 5BU, Imported and Distributed by Aspri Spirits Pvt. Ltd., D-19/1, Ground Floor, Okhla Industrial Area phase 2, New Delhi 110020	Scottish Leader Original Blended Scotch Whisky	70.10	13561	0	0	14380	0	0	1750	0	0
9	Produce of England Imported and Distributed by Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd. A-136/1, Okhla Indl Area. Phase-2. New Delhi-11020	Bombay Sapphire Gin	82.37	13969	0	0	14797	0	0	1800	0	0

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ANNEXURE- G PAGE OF

MRP OF IMPORTED DELUXE (INDIAN) BRANDS FOR THE YEAR 2020-21

IMPORTED DELUXE (INDIAN) BRANDS				EX-JKEL-1A PRICE PER CASE in Rs.			EX-JKEL-1 PRICE PER CASE in Rs.			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	Bacardi India Pvt. Ltd Karnataka	Bacardi Carta Blanca Superior White Rum	75	6196	6161	6258	6872	6834	6931	1045	520	265
2	Pernod Ricard India Pvt. Ltd.	Seagram's 100 Pipers Deluxe Blended Scotch Whisky	75	11161	11207	11255	12234	12284	12328	1795	900	450
3	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Ultra Premium Whisky	75	6225	6235	6351	6903	6914	7032	1045	525	265
4	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Reserve Collection Whisky	75	7758	7801	7850	8559	8605	8651	1280	645	325
5	Pernod Ricard India Pvt. Ltd.	Royal Stag Barrel Select Whisky	75	4760	4874	4854	5321	5444	5415	825	425	210
6	United Spirits Limited	Signature Premier Grain Whisky	75	6713	6781	6750	7430	7503	7463	1120	565	280
7	United Spirits Limited	Signature Rare Aged Whisky	75	6244	6216	6405	6924	6893	7090	1050	525	270
8	United Spirits Limited, Unit-Pathankot, P.O. Mirthal, Pathankot	Antiquity Blue Ultra Premium Whisky	75	8382	8379	8379	9233	9229	9222	1375	690	345
9	United Spirits Limited, Unit-II, Parmori, District Nasik, Maharashtra	Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky	75	12599	12582	12805	13787	13769	14002	2010	1005	510
10	United Spirits Limited, Unit-II, Parmori, District Nasik, Maharashtra	Black Dog Triple Gold Reserve Blended Scotch Whisky	75	16594	16655	16625	18102	18167	18128	2615	1315	655
11	Beam Spirits & Wine (I) Pvt., Ltd.	Teacher's Highland Cream Blended Scotch Whisky	75	10462	10612	10552	11479	11641	11569	1690	860	425
12	Beam Spirits & Wine (I) Pvt., Ltd.	Jim Beam Kentucky Straight Bourbon Whisky	75	13006	180	12964	14226	374	14174	2075	0	515
13	Distilled, blended & Bottled in Scotland Imported and Distributed by United Spirits Ltd C/o Tulsii Global Logistics Pvt Ltd Panvel Maharashtra	Johnnie Walker Red label Blended Scotch Whisky	75.36	13951	0	173	15247	180	360	2215	0	0
14	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Black & White Blended Scotch Whisky	75	13243	0	173	14482	180	360	2110	0	0
15	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Vat 69 Blended Scotch Whisky	75	10917	11093	11082	11970	12160	12141	1755	895	445
16	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Smirnoff Triple Distilled Vodka	75	6961	6942	6914	7698	7677	7640	1160	580	290
17	Alcobrew Distilleries India Pvt. Ltd Derabassi, Punjab	Old Smuggler Blended Scotch Whisky	75	10794	0	10881	11838	0	11924	1740	0	440

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
18	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Green Apple Premium Flavoured Vodka	75	6834	6927	6848	7561	7661	7569	1140	0	285
19	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Orange Premium Flavoured Vodka	75	6834	6927	6848	7561	7661	7569	1140	580	285
20	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Super Premium Vodka	75	6223	6180	6322	6901	6854	7001	1045	520	265
21	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Morpheus XO Blended Premium Brandy	75	6187	6180	6191	6862	6854	6859	1040	520	260
22	Boutique Spirit Brands Pvt. Ltd., At Unique Liquor, Derabassi, Distt. SAS Nagar, Punjab	Zeus XO Blended Extra Smooth Brandy	75	5363	5393	5353	5972	6004	5954	915	460	230
23	Seam Global Spirits & Wine(1) Pvt. Ltd. Alwar Rajasthan	Teacher's Origin Blended Scotch Whisky	75.00	15405	0	0	16817	0	0	2435	0	0