

GOVERNMENT OF JAMMU AND KASHMIR
OFFICE OF THE EXCISE COMMISSIONER
EXCISE AND TAXATION COMPLEX,
3RD FLOOR, RAIL HEAD COMPLEX, JAMMU
Email Id:- excise.commr@jk.gov.in

Subject:- Fixation of Maximum Retail Price for the year 2020-21

**Reference:- Deputy Excise Commissioner (Accounts) Jammu's
letter No.DECAJ/766 dated 16.09.2020**

ORDER NO:- 107-EC/2020
DATED:- 16-09-2020

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 recommendations 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 the following brands (inclusive of all duties) to be applicable with immediate effect as contained in Annexure-R,S,T,U,V,W & X respectively to this order is hereby approved:-

1. Imported Indian Wine,
2. Imported Super Deluxe (Indian)brand,
3. Local Medium/Premium brand,
4. Imported Cider,
5. Imported RTD,
6. Imported Deluxe(Indian) and
7. Local beer brands

No brands shall be sold either below or above the MRP.

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


No:- EC/Exc/MRP/2020-21/2248-80

Dated:- 16-09-2020

Copy to the:-

01. Financial Commissioner, Finance Department, Civil Secretariat, J&K
02. Additional DGP, CRPF Ban Talab Jammu.
03. IGP, BSF Frontier Ploura Jammu

04. IGP, ITBP
05. Staff Officer to GOC in C, Northern Command
06. Chief Engineer, BRO
07. Chief Engineer, Sampark
08. Deputy Excise Commissioner (Executive) Jammu/Kashmir.
09. Deputy Excise Commissioner (Accounts) Jammu for inf.
10. Deputy Excise Commissioner (Executive) Kashmir.
11. Excise & Taxation Officer, City Excise Range (North/South) Jammu, Excise Range (Udhampur-Reasi), Excise Range Doda-Kishtwar-Ramban, Excise Range-Kathua, Excise Range-Samba, Excise Range-Rajouri-Poonch, Excise Range Srinagar-Budgam-Ganderbal, Distilleries, Accounts, Srinagar.
12. Excise & Taxation Officer, Eradication Wing, Jammu for inf.
13. Regional Manager, CSD Jammu
14. Area Manager, CSD Jammu
15. President , Jammu wine Trader Association, Jammu
16. All retails namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-7, JKEL-7B, JKEL-7C
M/s _____


16.9.02

Order NO-107 EC of 2020, Dated: 16-09-2020

ANNEXURE- R

MRP of IMPORTED INDIAN WINE BRANDS FOR THE YEAR 2020-21

IMPORTED INDIAN WINE				EX-JKEL-1A/1B 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 Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Brut Methode Tradionnelle	21.91	9890	10871	0	10295	11305	0	1170	640	0
2	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Vineyards Chenin Blanc	21.91	6833	7637	0	7146	7974	0	820	455	0
3	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Vineyards Sauvignon Blanc	22.78	7672	8653	0	8010	9021	0	915	515	0
4	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Vineyards Cabernet Shiraz	23.66	7652	8482	0	7990	8844	0	915	505	0
5	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Vineyards Dindori Reserve Shiraz	23.66	9038	0	0	9417	0	0	1070	0	0
6	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Madera Nashik Valley Red Wine	21.03	4504	0	0	4747	0	0	555	0	0

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ANNEXURE- "5"

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

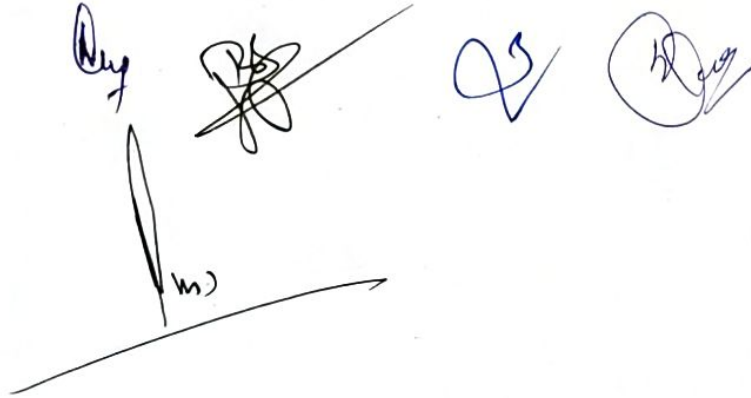
S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX-JKEL-1A PRICE PER CASE in Rs.			EX-JKEL-1 PRICE PER CASE in Rs.			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	Beam Global Spirits & Wine(I) Pvt. Ltd., Karora, Behror, Alwar Rajasthan	Teacher's 12 Years Golden Thistle Blended Scotch Whisky	75	19416	0	0	20380	0	0	2820	0	0

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ANNEXURE - " T "

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

TOTAL NUMBER OF BRANDS 1					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	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
2	Tawi Bottlers, Nai Basti, Sunjwan, Samba for M/s Mohan Meakin Ltd.	Old Monk XXX Rum	Premium	75	985	985	985	3278	3278	3189	530	265	130

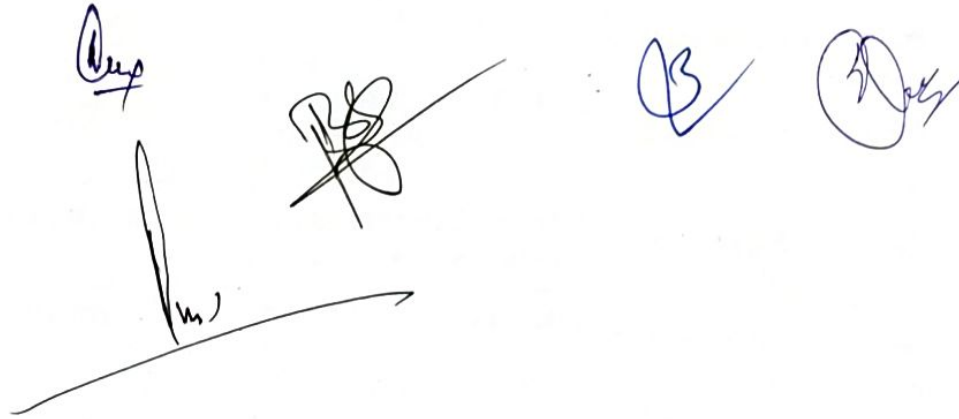
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ANNEXURE- "U"

MRP of Imported CIDER Brand For Sale In Civil For The Year 2020-21

Imported Cider Brand (2020-21)				EX-JKEL-1A PRICE PER CASE in Rs.				EX-JKEL-1 PRICE PER CASE in Rs.				MAXIMUM RETAIL PRICE / UNIT (Inclusive of all Taxes)				
Sr. No	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEG. BELOW % V/V	650 ML	500 ML	330 ML	275ml	650 ML	500 ML	330 ML	275ml	650 ML	500 ML	330 ML	275ml
1	Hygeia Fruit & Vegetable Processors Pvt. Ltd., Industrial Area, Nerchowk (Ratti) Distt. Mandi (H.P.)	Jolly Maker Cider	GLASS	8	1391	0	1696	1411	1540	0	1859	1547	190	0	110	95

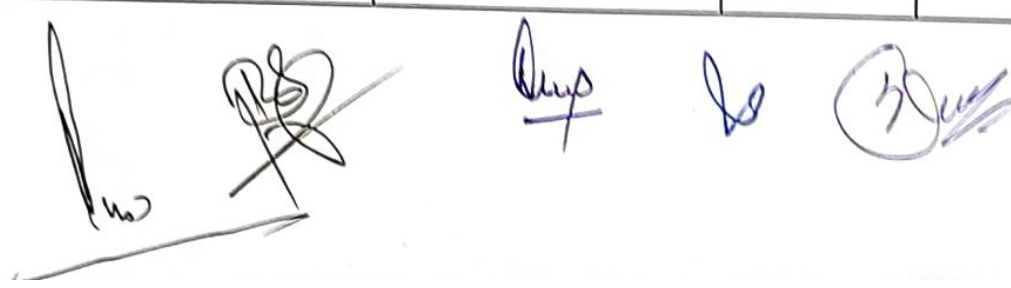
The image shows several handwritten signatures and initials in blue ink. On the left, there is a signature that appears to be 'Ayo' with a long vertical line below it. To its right is a large, stylized signature. Further right are two circular initials, one of which contains the letter 'B'. On the far right, there is another signature that looks like 'Ayo'.

Order NO-107-EC of 2020, Dated: 16-09-2020

ANNEXURE-^{"V"}

MRP OF IMPORTED BREEZER (RTD) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2020-21

IMPORTED BREEZER (RTD)					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	CATEGORY	DEG. BELOW % V/V	275 ML	275 ML	275 ML
1	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Orange	Glass Bottle	4.80	1115.00	1242.00	80.00
2	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Cranberry	Glass Bottle	4.80	1115.00	1242.00	80.00
3	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Jamaican Passion	Glass Bottle	4.80	1115.00	1242.00	80.00
4	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Blackberry Crush	Glass Bottle	4.80	1115.00	1242.00	80.00
5	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Cosmopolotan-Cranberry	Glass Bottle	8.00	1444.00	1584.00	95.00
6	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Appletni-Apple Flavour	Glass Bottle	8.00	1444.00	1584.00	95.00
7	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Mojito	Glass Bottle	8.00	1444.00	1584.00	95.00



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ANNEXURE- " W "

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	1000 ML	750 ML	375 ML	180 ML	1000 ML	750 ML	375 ML	180 ML	1000 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)															
1	Beam Spirits & Wine (I) Pvt., Ltd., Karora, Tehsil Behror, Distt. Alwar, Rajasthan	Teacher's Highland Cream Blended Scotch Whisky (1000ml)	75	9474	0	0	0	10412	0	0	0	2050	0	0	0
2	Beam Spirits & Wine (I) Pvt., Ltd., Karora, Tehsil Behror, Distt. Alwar, Rajasthan	Teacher's 50 Scottish Reserve Blended Scotch Whisky	75	12670	13175	13226	13426	13864	14409	14464	14673	2695	2100	1055	535

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ANNEXURE - "X"

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

TOTAL NUMBER OF BRANDS 25					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 Super Strong High Power Beer	Glass	8	514	0	630	0	966	0	1094	0	155	0	85	0
2	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong High Power Beer	Tin	8	0	837	633	0	0	1534	1097	0	0	120	85	0
3	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong International Quality Beer	Glass	8	514	0	630	0	966	0	1094	0	155	0	85	0
4	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong International Quality Beer	Tin	8	0	837	633	0	0	1534	1097	0	0	120	85	0
5	Devans Modern Breweries Ltd. Samba.	Godfather Lager International Quality Beer	Glass	5	514	0	630	0	966	0	1094	0	155	0	85	0
6	Devans Modern Breweries Ltd. Samba.	Godfather Lager International Quality Beer	Tin	5	0	837	633	0	0	1534	1097	0	0	120	85	0
7	Devans Modern Breweries Ltd. Samba.	Godfather Supreme Super Strong Beer	Glass	8	514	0	630	0	966	0	1094	0	155	0	85	0
8	Devans Modern Breweries Ltd. Samba.	Godfather Supreme Super Strong Beer	Tin	8	0	837	633	0	0	1534	1097	0	0	120	85	0
9	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong Premium Beer	Glass	8	514	0	630	0	966	0	1094	0	155	0	85	0

10	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong Premium Beer	Tin	S	0	837	633	0	0	1534	1097	0	0	120	85	0
11	Devans Modern Breweries Ltd. Samba.	Godfather platinum Strong Beer	Glass	S	514	0	630	0	966	0	1094	0	155	0	85	0
12	Devans Modern Breweries Ltd. Samba.	Godfather platinum Strong Beer	Tin	S	0	837	633	0	0	1534	1097	0	0	120	85	0
13	Devans Modern Breweries Ltd. Samba.	Godfather Premium Original Quality Beer	Glass	S	514	0	630	0	966	0	1094	0	155	0	85	0
14	Devans Modern Breweries Ltd. Samba.	Godfather Premium Original Quality Beer	Tin	S	0	837	633	0	0	1534	1097	0	0	120	85	0
15	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Super Strong Beer	Glass	S	530	0	650	0	982	0	1115	0	155	0	85	0
16	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Super Strong Beer	Tin	S	0	867	650	0	0	1566	1115	0	0	125	85	0
17	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Finest Strong Beer	Glass	S	0	0	650	0	0	0	1115	0	0	0	85	0
18	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Premium Strong Beer	Glass	S	530	0	650	0	982	0	1115	0	155	0	85	0
19	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Premium Strong Beer	Tin	S	0	867	650	0	0	1566	1115	0	0	125	85	0
20	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Original Strong Beer	Glass	S	530	0	650	0	982	0	1115	0	155	0	85	0
21	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Original Strong Beer	Tin	S	0	867	650	0	0	1566	1115	0	0	125	85	0
22	Devans Modern Breweries Ltd. Samba.	Godfather Super S Strong Beer	Glass	S	570	0	720	0	1024	0	1188	0	160	0	90	0
23	Devans Modern Breweries Ltd. Samba.	Godfather Super S Strong Beer	Tin	S	0	957	720	0	0	1660	1188	0	0	130	90	0

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24	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Super Strong Beer	Glass	8	594	0	720	0	1050	0	1188	0	165	0	90	0
25	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Super Strong Beer	Tin	8	0	957	720	0	0	1660	1188	0	0	130	90	0
26	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Premium Strong Beer	Glass	8	570	0	720	0	1024	0	1188	0	160	0	90	0
27	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Premium Strong Beer	Tin	8	0	957	720	0	0	1660	1188	0	0	130	90	0
28	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Finest Strong Beer	Glass	8	570	0	720	0	1024	0	1188	0	160	0	90	0
29	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Finest Strong Beer	Tin	8	0	957	720	0	0	1660	1188	0	0	130	90	0
30	Devans Modern Breweries Ltd. Samba.	Kotsberg Original Pils Beer	Glass	5	825	0	1038	0	1292	0	1522	0	195	0	110	0
31	Devans Modern Breweries Ltd. Samba.	Kotsberg Original Pils Beer	Tin	5	0	1260	1038	0	0	1978	1522	0	0	150	110	0
32	Devans Modern Breweries Ltd. Samba.	Kotsberg Finest Pils Beer	Glass	5	825	0	1038	0	1292	0	1522	0	195	0	110	0
33	Devans Modern Breweries Ltd. Samba.	Kotsberg Finest Pils Beer	Tin	5	0	1260	1038	0	0	1978	1522	0	0	150	110	0
34	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Super Premium Beer	Glass	8	825	0	1038	0	1292	0	1522	0	195	0	110	0
35	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Super Premium Beer	Tin	8	0	1260	1038	0	0	1978	1522	0	0	150	110	0
36	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Premier Beer	Glass	8	825	0	1038	0	1292	0	1522	0	195	0	110	0
37	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Premier Beer	Tin	8	0	1260	1038	0	0	1978	1522	0	0	150	110	0







38	Devans Modern Breweries Ltd. Samba.	Kotaberg Premier Pils Beer	Glass	5	825	0	1038	0	1292	0	1522	0	195	0	110	0
39	Devans Modern Breweries Ltd. Samba.	Kotaberg Premier Pils Beer	Tin	5	0	1260	1038	0	0	1978	1522	0	0	150	110	0
40	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Premium Wheat Beer	Glass	5	1145	0	1460	0	1628	0	1965	0	230	0	135	0
41	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Premium Wheat Beer	Tin	5	0	1675	0	0	0	2414	0	0	0	175	0	0
42	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Finest Wheat Beer	Glass	5	1145	0	1460	0	1628	0	1965	0	230	0	135	0
43	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Finest Wheat Beer	Tin	5	0	1675	0	0	0	2414	0	0	0	175	0	0
44	Devans Modern Breweries Ltd. Samba.	Six Fields Cult Finest Strong Wheat Beer	Glass	8	1145	0	1460	0	1628	0	1965	0	230	0	135	0
45	Devans Modern Breweries Ltd. Samba.	Six Fields Cult Finest Strong Wheat Beer	Tin	8	0	1675	0	0	0	2414	0	0	0	175	0	0
46	New India Breweries, Sujwan, Samba for Viiking Beverages Pvt. Ltd. Mumbai	Goa King's Maxx Super Strong Premium Lager Beer	Glass	8	514	0	630	0	982	0	1111	0	155	0	85	0
47	New India Breweries, Sujwan, Samba for Viiking Beverages Pvt. Ltd. Mumbai	Goa King's Maxx Super Strong Premium Lager Beer	Tin	8	0	837	0	0	0	1559	0	0	0	125	0	0
48	New India Breweries, Sujwan, Samba for Viiking Beverages Pvt. Ltd. Mumbai	Goa King's Premium Pilsner Beer	Glass	5	460	0	690	0	925	0	1174	0	150	0	90	0
49	New India Breweries, Sujwan, Samba for Viiking Beverages Pvt. Ltd. Mumbai	Goa King's Premium Pilsner Beer	Tin	5	0	910	0	0	0	1636	0	0	0	130	0	0

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