

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

Subject: Fixation of Maximum Retail Price of brands of liquor for sale through CSD 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/1338 dated 02-12-2020.

ORDER No.: 208 OF 2020

DATED: 4 - 12 - 2020

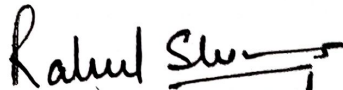
Whereas, vide Order No. 152 of 2020 dated 29-10-2020 issued under endorsement No. EC/Exc/MRP/2020-21/3528-52 dated 29-10-2020, the revised Maximum Retail Price of the brands of liquor for sale through CSD in J&K was fixed for the year 2020-21; and

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/ACCTJ/1338 dated 02-12-2020 has again furnished revised MRP of 21 brands in respect of CSD to be imported from Punjab and the MRP of 14 fresh brands in respect of CSD duly recommended by the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 consisting of Annexure "A-2" and Annexure "A-3" respectively; and

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu has submitted that the revision of 21 brands was required as the State of Punjab vide Notification dated 28th October 2020 has enhanced the Export Duty from Rs 0.80 per PL to Rs 7.35 per PL, and has recommended for approval of the revised MRP of 21 brands as per Annexure "A-2" and MRP of 14 fresh brands as per Annexure "A-3" meant for CSD.

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 Maximum Retail Price of 14 fresh brands of liquor as per Annexure "A-3" meant

for CSD (inclusive of all taxes) and the revised MRP of 21 brands as per Annexure "A-2" in partial modification of Order No. 152 of 2020 dated 29-10-2020 meant for sale through CSD (inclusive of all taxes) is hereby approved, subject to the condition that the applicants have deposited the prescribed label fee as per clause 11 of the current Excise Policy 2020-21 (S.O. 275 dated 31-08-2020) with the Committee. No brand shall be sold either below or above fixed rate.


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

Encl.: Annexure-"A-2" & "A-3".

No.: EC/Exc/MRP/2020-21/ 4664-76

Dated: 4-10-2020

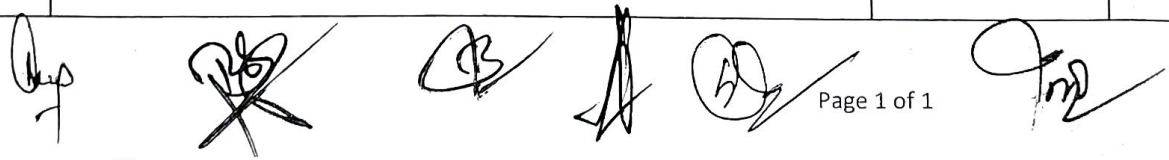
Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu
2. Staff Officer to GOC-in-C Northern Command.
3. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
4. Deputy Excise Commissioner, (Accounts), Jammu
5. Deputy Excise Commissioner, (Distilleries), Jammu.
6. 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
7. Regional Manager, CSD, Jammu.
8. Area Manager, CSD, BD Bari, Jammu.
9. Area Manager, CSD, Udampur.
10. Order file/concerned file.

ORDER No. 208 EC of 2020, Dated : 4-12-2020

ANNEXURE - " A-2 "

Index No.	Nomenclature	Supplier Rate including expenses	Whole Sale Rate	MRP per Unit (Including all duties)
		Per Case	Per Case	Per Bottle
Scotch Whisky				
76001	100 Pipers Blended Deluxe 750ml	4565.15	7051.52	905
76007	Scotch Whisky VAT 69 Blended 750 ml	4762.83	7272.92	933
76011	Old Smuggler 750ml	5036.92	7579.90	973
76018	Black Dog Triple Gold Reserve Blended 750ml	8319.16	11256.01	1445
76021	Black Dog Centenary Black Reserve 750ml	5078.24	7626.18	979
76038	Scotch Whisky Black & White Blended 750ml	5045.33	7589.32	974
BRANDY				
79057	Brandy Golconda 750ml	550.75	2555.39	328
VODKA				
79156	Vodka Smirnoff Triple Distilled 750ml	1599.92	3730.46	479
79157	Vodka Smirnoff Orange Triple Distilled 750ml	2219.89	4424.83	568
79159	Vodka Smirnoff Green Apple Triple Distilled 750ml	2236.19	4443.08	570
Whisky				
79194	Royal Challenge 750ml	1210.97	3294.84	423
79198	Mc. Dowell No.1 750ml	918.69	2967.48	381
79200	Mc. Dowell's Signature	1875.47	4039.08	518
79226	Whisky Antiquity Blue Ultra Prem. 750ml	2480.9	4717.16	605
79230	Blenders Pride Rare Premium 750ml	1993.96	4171.79	535
79232	Royal Stag Deluxe 750ml	1193.36	3275.11	420
79233	Officers Choice Prestiege 750ml	693.79	2715.59	349
79311	Red Knight Malt 750ml	1155.52	3232.73	415
79312	Premium Whisky Whyte & Blue 750ml	1311.58	3407.52	437
79323	Golfer's Shot Barrel Aged 750ml	2395.26	4621.24	593
79325	Whisky Officers Blue Pure Grain 750ml	954.58	3007.68	386



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ANNEXURE - " A-3 "

<u>Index</u>		<u>Supplier Rate</u> <u>including</u> <u>expenses</u>	<u>Whole Sale Rate</u>	<u>MRP per Unit</u> <u>(Including all</u> <u>duties)</u>
<u>No.</u>	<u>Nomenclature</u>	<u>Per Case</u>	<u>Per Case</u>	<u>Per Bottle</u>
Scotch Whisky				
76032	Glenmorangie Highland Single Malt The Original 10YO 750ml (BIO)	13473.18	16103.01	3543
Beer - 500ml x 24 x C/s.				
79027	Beer Foster's Lager 500ml Can	429.31	1122.87	69
79030	Beer Budweiser Prem King of Beers 500ml Can	722.65	1433.81	88
79032	Beer Budweiser Magnum 500ml Can	900.13	1621.94	99
Wine				
79280	Fratelli Wines Classic Chenin 750ml	2888.07	4228.19	465
79282	Fratelli Wines Cabernet Sauvignon 750ml	3817.34	5268.97	580
79283	Fratelli Wines Classic Shiraz 750ml	2701.48	4019.21	442
79284	Fratelli Wines Chardonnay 750ml	4407.81	5930.30	652
79289	Fratelli Wines Cabernet Franc Shiraz 750ml	4007.17	5481.58	603
79297	Fratelli Wines Sauvignon Blanc 750ml	4015.54	5490.95	604
79298	Chandon Brut Wine 750ml Glass Bottle	7353.18	9229.11	1015
79355	Wine Fratelli Gran Cuvee Brut Sparkling 750ml	6542.4	8321.04	915
Low Alcoholic Liquor (Breezer) - 325ml X 24				
79400	White Fox Refresh Naughty Orange Vodka Mixed Ready to Drink 325ml Can	638.94	987.33	52
79401	White Fox Refresh Tangy Lemon Vodka Mixed Ready to Drink 325ml Can	638.94	987.33	52