

GOVERNMENT OF JAMMU AND KASHMIR

OFFICE OF THE EXCISE COMMISSIONER

3rd Floor, Rall Head Complex, Panama Chowk, Jammu

E-mail: excise.commr@jk.gov.in

Order No. 83-EC of 2020

Dated: - 05.09.2020

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

Reference: - Deputy Excise Commissioner, Accounts Letter No. DECAJ/ACCTJ/680 dated 05.09.2020.

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 of the following brands (inclusive of all duties) to be applicable with immediate effect as contained in Annexure- J, K, L and M respectively to this order is hereby approved:-

1. Imported Beer,
2. Imported BIO Wine Brands
3. Low cost M/s Madeira Bottlers, Bari Bramana, Samba
4. Economy brands M/s Madeira Bottlers, Bari Bramana, Samba

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

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

5-9-2020
Dated: - 05.09.2020

No. EC/Exc/MRP/2020-21/1637-1677

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_____.

↓
M,
5/9/20

Order No: 83-EC of 2020. Dt: 05-09-2020.

ANNEXURE-J

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

| TOTAL NUMBER OF BRANDS 8 | | 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 | DEGREE BELOW % V/V | 650 ML | 500 ML | 330 ML | 325ML | 650 ML | 500 ML | 330 ML | 325ML | 650 ML | 500 ML | 330 ML | 325ML |
| 1 | United Breweries Ltd Ludhiana. | Kingfisher Premium Lager Beer | GLASS | 5 | 1010 | 0 | 1068 | 0 | 1153 | 0 | 1215 | 0 | 175 | 0 | 95 | 0 |
| 2 | United Breweries Ltd Ludhiana. | Kingfisher Strong Premium Beer | GLASS | 8 | 0 | 0 | 1063 | 0 | 0 | 0 | 1210 | 0 | 0 | 0 | 95 | 0 |
| 3 | Bombay Breweries Ltd. For United Breweries Ltd. | Kingfisher Premium Lager Beer | TIN | 5 | 0 | 1654 | 1081 | 0 | 0 | 1879 | 1229 | 0 | 0 | 145 | 95 | 0 |
| 4 | Bombay Breweries Ltd. For United Breweries Ltd. | Kingfisher Ultra Max Premium Strong Beer | GLASS | 8 | 1297 | 0 | 1497 | 0 | 1453 | 0 | 1664 | 0 | 210 | 0 | 120 | 0 |
| 5 | Bombay Breweries Ltd. For United Breweries Ltd. | Kingfisher Ultra Max Premium Strong Beer | TIN | 8 | 0 | 2155 | 0 | 0 | 0 | 2402 | 0 | 0 | 0 | 175 | 0 | 0 |
| 6 | Bombay Breweries Ltd. For United Breweries Ltd. | Heineken Lager Beer | GLASS | 5 | 1502 | 0 | 1743 | 0 | 1667 | 0 | 1921 | 0 | 235 | 0 | 135 | 0 |
| 7 | Bombay Breweries Ltd. For United Breweries Ltd. | Heineken Lager Beer | TIN | 5 | 0 | 2230 | 0 | 0 | 0 | 2481 | 0 | 0 | 0 | 180 | 0 | 0 |
| 8 | Bombay Breweries Ltd. For United Breweries Ltd. | Kingfisher Ultra Lager Beer | GLASS | 5 | 1252 | 0 | 1405 | 0 | 1406 | 0 | 1568 | 0 | 205 | 0 | 115 | 0 |
| 9 | Bombay Breweries Ltd. For United Breweries Ltd. | Kingfisher Ultra Lager Beer | TIN | 5 | 0 | 2070 | 0 | 0 | 0 | 2314 | 0 | 0 | 0 | 170 | 0 | 0 |
| 10 | Carlsberg India Pvt. Ltd Himachal Pradesh | Tuborg Strong Beer | TIN | 8 | 0 | 1577 | 0 | 0 | 0 | 1798 | 0 | 0 | 0 | 140 | 0 | 0 |
| 11 | Carlsberg India Pvt. Ltd Himachal Pradesh | Tuborg Strong Beer | GLASS | 8 | 1007 | 0 | 0 | 0 | 1150 | 0 | 0 | 0 | 175 | 0 | 0 | 0 |

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|----|--|-----------------------------------|-------|---|------|------|---|---|---|------|-----|---|---|-----|---|---|
| 12 | Carlsberg India Pvt. Ltd Himachal Pardesh | Carlsberg Elephant Strong Beer | TIN | 8 | 0 | 1974 | 0 | 0 | 0 | 2213 | 0 | 0 | 0 | 165 | 0 | 0 |
| 13 | Carlsberg India Pvt. Ltd Himachal Pardesh | Carlsberg Elephant Strong Beer | GLASS | 8 | 1215 | 590 | 0 | 0 | 0 | 1367 | 617 | 0 | 0 | 205 | 0 | 0 |

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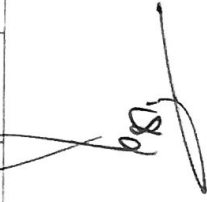
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ANNEXURE- "K"

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

| S. No | DISTILLERY / BOTTLING PLANT | BRAND | DEG | 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) | | | |
|-------|---|---------------------------------------|-------|-------------------------------------|--------|--------|---------------------------------|--------|--------|--|--------|--------|--|
| | | | | 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. C/o Veritas Logistics Pvt. Ltd, A-136/1, Okhla Industrial Area , Phase-II, New Delhi-20 produced at ORLANDO WINES, Barossa Valley Way, Rowland Flat, South Australia | Jacob's Creek Classic Shiraz Cabernet | 23.66 | 9668 | 0 | 0 | 10069 | 0 | 0 | 1145 | 0 | 0 | |
| 2 | Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd, A-136/1, Okhla Industrial Area , Phase-II, New Delhi-20 produced at ORLANDO WINES, Barossa Valley Way, Rowland Flat, South Australia | Jacob's Creek Classic Chardonnay | 22.78 | 9668 | 0 | 0 | 10069 | 0 | 0 | 1145 | 0 | 0 | |

ANNEXURE -L

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

| TOTAL NUMBER OF BRANDS | | 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 | 750 ML | 375 ML | 180 ML | 750 ML | 375 ML | 180 ML | 750 ML | 375 ML | 180 ML |
| 1 | Madeira Bottlers, Bari Brahmana, Samba | Madeira Extra Dry Gin | 65 | 593 | 677 | 787 | 2228 | 2316 | 2367 | 365 | 190 | 95 |







ANNEXURE - 'M'

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

| TOTAL NUMBER OF BRANDS 2 | | 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 | | | |
| Sr. No | DISTILLERY/BOTTTLING PLANT | NAME OF BRAND | | DEGREE PROOF | | | | | | | | | |
| | Madeira Bottlers, Bari Brahmama, Samba | Madeira No.1 Special Whisky | | 75 | 829 | 835 | 900 | 2842 | 2849 | 2839 | 445 | 225 | 110 |
| 1 | Madeira No.1 XXX Rum | Madeira No.1 XXX Rum | | 75 | 829 | 835 | 900 | 2842 | 2849 | 2839 | 445 | 225 | 110 |

Sup

SB

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Mr. S. Narayan

[Signature]