

OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Fixation of Maximum Retail Price of the brands meant for sale in Civil Market in Jammu & Kashmir Only 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/1131 dated 02-11-2020.

ORDER No.: 189 OF 2020
DATED: 18 - 11 - 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-JKEL-JKEL-1A/1B/1W price, Ex-JKEL-1 price and Maximum Retail Price of imported BIO Wine brands, imported BIO Super Deluxe brands, imported Deluxe (Indian) brands, imported Premium (Indian) brands and imported Beer (Indian) brands as per Annexure-"B-1", "B-2", "B-3", "Y" & "Z", to this order is hereby approved for the year 2020-21. The brand shall not be sold either below or above fixed rate.

The Deputy Excise Commissioner, (Accounts), Jammu shall recover the prescribed label fee from the applicant as per clause 11 of the current Excise Policy-2020-21 (S.O. 275 dated 31-08-2020).

Rahul Sharma

(Rahul Sharma), KAS
Excise Commissioner
Jammu & Kashmir

Encl.: Annexure-"B-1", "B-2", "B-3", "Y" & "Z".

No.: EC/Exc/MRP/2020-21/ 4167-95

Dated: 18 -11-2020

Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner, (Accounts), Jammu.

4. Deputy Excise Commissioner, (Distilleries), Jammu.
5. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipur, Anantnag-Pulwama-Shopian-Kulgam, Distilleries, Eradication.
6. Programmer, I/c web site www.jkexcise.nic.in.
7. President Wine Association, Jammu
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C and JKEL-7, JKEL-7B, M/s
9. All wholesalers namely JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W, M/s
10. Order file/concerned file.

Order No. 189 EC of 2020, dated: 18-11-2020

ANNEXURE- "Y"

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. Shahjanpur Rajasthan.	Kingfisher Premium Lager Beer	TIN	5	0	1657	1082	0	0	1882	1230	0	0	145	95	0
2	United Breweries Ltd. Shahjanpur Rajasthan.	Kingfisher Ultra Max Premium Strong Beer	GLASS	8	1298	0	1498	0	1454	0	1665	0	210	0	120	0
3	United Breweries Ltd. Shahjanpur Rajasthan.	Kingfisher Ultra Max Premium Strong Beer	TIN	8	0	2158	0	0	0	2406	0	0	0	175	0	0
4	United Breweries Ltd. Shahjanpur Rajasthan.	Kingfisher Ultra Lager Beer	GLASS	5	1253	0	1407	0	1407	0	1570	0	205	0	115	0
5	United Breweries Ltd. Shahjanpur Rajasthan.	Kingfisher Ultra Lager Beer	TIN	5	0	2073	0	0	0	2317	0	0	0	170	0	0

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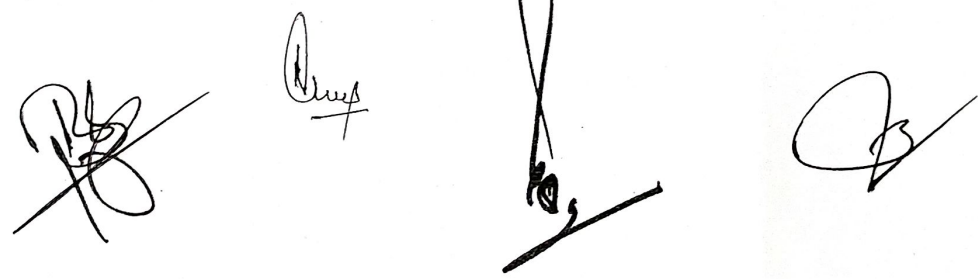
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ORDER No. 189 EC of 2020, Dated: 18-11-2020

ANNEXURE - " Z "

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

IMPORTED PREMIUM 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)		
Sr. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
				(Fig. in Rs.)								
1	Alcobrew Distilleries India Pvt. Ltd., Derabassi, Punjab.	White & Blue Premium Whisky	75	3848	3853	3806	4336	4341	4283	680	340	170
2	Alcobrew Distilleries India Pvt. Ltd., Derabassi, Punjab.	White Hills Reserve Whisky	75	3737	3814	3698	4216	4299	4167	665	340	165
3	Radico Khaitan Ltd. Bareilly Road, Rampur, U.P.	8 PM Premium Black Whisky	75	4083	4125	4232	4590	4635	4743	720	365	185
4	Khoday India Limited, Bangalore	Red Knight Malt Whisky	75	4071	4096	4020	4577	4604	4514	715	360	175



Order No: 189 of 2020 Dated: 18-11-2020.

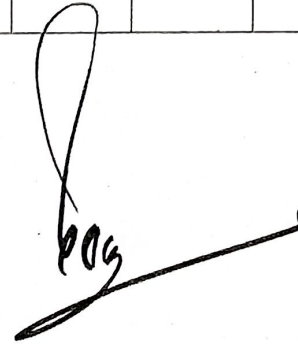
ANNEXURE- " B-1 "

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	Alcobrew Distilleries India Pvt. Limited., Derabassi, Punjab.	Golfer's Shot Barrel Aged Whisky	75	5791	5757	5915	6434	6398	6561	980	490	250









ORDER NO. 109 EC OF 2020, DATED: 18-11-2020

ANNEXURE-" B-2"

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-1 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	The Glenmorangie Distillery Company, Tain, Ross-Shire, IV 19 1PZ, Scotland, Imported and Distributed by Aspri Spirits Pvt. Ltd., D-19/1, Ground Floor, Okhla Industrial Area Phase 2, New Delhi.	Glenmorangie 10YO The Original Single Malt Scotch Whisky	70.10	35840	0	0	37461	0	0	4385	0	0

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ORDER NO. EC OF 2020, DATED:

ANNEXURE- "B-3"

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

IMPORTED BIO 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	Thomas Hardy & Sons, Reynell RD, Reynella SA 5161 Australia, Imported and Distributed by M/s Sula Vineyards Pvt. Ltd., C/o Veritac Logistics Pvt.Ltd., A-136/1, Okhla Industrial Area, Phase 2, New Delhi.	Hardys Stamp of Australia Riesling Gewurztraminer	20.16	7110	0	0	7435	0	0	850	0	0
2	Thomas Hardy & Sons, Reynell RD, Reynella SA 5161 Australia, Imported and Distributed by M/s Sula Vineyards Pvt. Ltd., C/o Veritac Logistics Pvt.Ltd., A-136/1, Okhla Industrial Area, Phase 2, New Delhi.	Hardys Stamp of Australia Shiraz Cabernet	23.66	8106	0	0	8460	0	0	965	0	0
3	Champagne Moet & Chandon 9, Avenue de Champagne-51200 Epernay- France, Imported and Distributed by Aspri Spirits Pvt.Ltd., D-19/1, Ground floor, Okhla Industrial Area Phase 2, New Delhi	Moet & Chandon Imperial Brut Champagne	21.03	41678	0	0	43040	0	0	4805	0	0