

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. 923/DECAJ dated 30-09-2020.

ORDER No.: 152 OF 2020
DATED: 29 - 10 - 2020

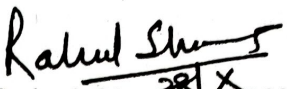
Whereas, vide Order No. 99-EC of 2020 dated 12-09-2020 issued under endorsement No. EC/Exc/MRP/2020-21/2040-66 dated 12-09-2020, the Maximum Retail Price of the brands of liquor for sale through CSD was fixed for the year 2020-21; and

Whereas, in terms of Order No. 04 EC/Camp/Sgr of 2020 dated 29-09-2020 issued under endorsement No. EC/SS/Sgr/226-32 dated 29-09-2020, it was ordered that the MRP already issued on margin of 15% profit/handling charges vide Order No. 99-EC of 2020 dated 12-09-2020 will also in addition include balance 7% margin on the stocks in Depots/URCs; and

Whereas, in view of Order No. 04 EC/Camp/Sgr of 2020 dated 29-09-2020, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. 923/DECAJ dated 30-09-2020 has furnished revised MRP in respect of liquor meant for CSD supplies for the year 2020-21 consisting of Annexure-"A-1", duly recommended by the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 and has requested to approve the same so that the brands of liquor are made available to the CSD supplies in the Union Territory of J&K.

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, and in supersession of Order No. 99-EC of 2020 dated 12-09-2020, the revised

Maximum Retail Price of brands of liquor for sale through CSD (inclusive of all taxes) applicable with effect from 29-09-2020 (i.e. the date of issuance of Order No. 04 EC/Camp/Sgr of 2020) are mentioned in Annexure-"A-1" to this order. No brand shall be sold either below or above fixed rate.


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

Encl.: Annexure-"A-1".

No.: EC/Exc/MRP/2020-21/ 3528-52

Dated: 29-10-2020

Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Srinagar
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. Deputy Excise Commissioner, Toll Post Lakhapur.
7. 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
8. Regional Manager, CSD, Jammu.
9. Area Manager, CSD, BD Bari, Jammu.
10. Area Manager, CSD, Udhampur.
11. Order file/concerned file.

Order No: 152-8-2020 Dated: 29-10-2020

ANNEXURE - " A-1 "

<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				
76001	100 Pipers Blended Deluxe 750ml	4520.06	7001.00	898
76003	Ballantines Finest Blended 750ml (BIO)	7696.36	10740.62	1181
76005	Chivas Regal Blended 12 yrs old (BIO)	17107.93	21281.60	2341
76007	Scotch Whisky VAT 69 Blended 750 ml	4717.73	7222.41	927
76009	Johnnie Walker Double Black Blended 750ml (BIO)	10616.49	12904.18	2839
76010	Teachers Highland Cream 750ml	4752.67	7261.54	932
76011	Old Smuggler 750ml	4991.83	7529.40	966
76012	Teachers 50 750ml	7255.71	10064.95	1292
76018	Black Dog Triple Gold Reserve Blended 750ml	8273.73	11205.13	1438
76021	Black Dog Centenary Black Reserve 750ml	5033.15	7575.68	972
76023	Johnnie Walker Gold Label Reserve 750ml (BIO)	14883.33	17683.00	3890
76024	Talisker Single Malt Aged 10 Yrs (BIO)	13612.41	16359.40	3599
76025	Johnnie Walker Black Label 750ml (BIO)	15711.06	19717.10	2169
76026	Johnnie Walker Red Label 750ml (BIO)	7231.8	10220.30	1124
76027	XXX Tequila Silver 750ml (BIO)	10293.53	13545.20	1490
76031	The Glenlivet Single Malt 12 yrs old 750ml (BIO)	18413.98	22744.40	2502
76037	Chivas Regal Aged 18 Yrs Gold Signature 750ml(BIO)	38145.96	44739.90	4921
76038	Scotch Whisky Black & White Blended 750 ml	5000.23	7538.81	967
76041	100 Pipers 12 Yrs Blended 750ml	7108.38	9899.94	1270
Matured Rum				
78151	Black Bull 750ml	615	2003.66	257
78152	Contessa 5 yrs Old 750ml	776.8	2354.97	302
78153	Lord Nelson 5-8yrs Old 750ml	669	2064.14	265
78154	Old Monk 7yrs Old 750ml	774	2351.83	302
78155	Old Smuggler Mature XXX	633.49	2648.06	340

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78156	Tropicana White 3-5yrs Old 750ml			
78165	8 PM Bermuda XXX Original Carribean	669	2064.14	265
78170	White Hawain Matured 750ml	694.65	2262.96	290
78178	Old Port Dlx 750ml	595	1981.26	254
78185	Bacardi Carta Blanca 750ml	707.25	2277.07	292
78191	Old Fox Matured XXX Premium 750ml	1376.08	3479.76	447
78193	IGL No.1 XXX 750ml	579	1963.34	252
78194	Jolly Roger Premium xxx 750ml	513.9	1890.42	243
78195	Madira XXX	726.39	2752.11	353
78198	Bacardi Limon Original White 750ml	736.97	2310.36	296
78201	Rum Hercules xxx 750 ml	1865.66	4028.09	517
78202	Sunny xxx 750ml	630.26	2644.44	339
78203	GR Genius xxx 750ml	693.12	2261.24	290
78205	Beach House xxx 750ml	736.5	2309.83	296
78206	Grenade Reserve xxx 750ml	706.4	2276.12	292
78207	Premium xxx 1965 Spirit of Victory 750ml	1947.18	4119.39	529
78208	Commander N Chief Caribbean Gold 750ml	944	2542.23	326
78209	Bacardi Classic Black Original Prem Crafted 750 ml	787.92	2367.42	304
		1107.13	3178.54	408
Beer				
79006	Beer King Fisher Strong Premium 650ml			
79016	King Fisher Lager 650ml	285.29	736.48	90
79029	Lager Beer Woodpecker Refreshing 650ml	261.85	711.63	87
79044	Hunter Super Strong Prem Beer 650ml	506.53	970.99	119
		446.25	907.10	111
Beer - 330ml x 24 x C/s.				
79014	King Fisher Premium Lager 330ml Can	398.55	863.21	53
79015	Beer King Fisher Premium Lager 330ml Bottle	245.19	700.65	43
Beer - 500ml x 24 x C/s.				
79026	Hunter Super Strong Prem CAN Beer	678.4	1386.90	85
BRANDY				

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79052	Bejois Blended Grapes 750ml	736.44	2309.76	296
79054	Morpheus XO Blended Premium 750ml	2095.96	4286.03	550
79056	Brihans Napoleon 750ml	984	2587.03	332
79057	Brandy Golconda 750ml	505.65	2504.88	321
79080	Courier Napoleon Finest Pure Grape 750ml	923.7	2519.49	323
79081	Mansion House French Brandy 750ml	965	2565.75	329
79090	Black & Gold French Brandy VSOP 750ml	1145	2767.35	355
GIN				
79104	Dry Gin Beefeater London 750ml (BIO)	7954.06	11165.90	1228
VODKA				
79129	Grey Goose 750ml (BIO)	8389.79	10409.60	2290
79130	Vodka Ketel One 750ml (BIO)	8257.1	11263.30	1239
79152	Magic Moment Remix Flavored Green Apple 750ml	1405.78	3316.46	426
79153	Magic Moment Remix Flavored Orange 750ml	1405.78	3316.46	426
79156	Vodka Smirnoff Triple Distilled 750ml	1554.83	3679.96	472
79157	Vodka Smirnoff Orange Triple Distilled 750ml	2182.53	4382.98	562
79159	Vodka Smirnoff Green Apple Triple Distilled 750ml	2198.83	4401.24	565
79162	Magic Moments Grain 750 ml,	1313.18	2955.71	379
79164	Absolut (BIO) 750ml	7467.06	10379.50	1142
79169	Premium Super VERVE Magic Moments 750ml	1982.08	4158.48	534
Whisky				
79182	Peter Scott 750ml	2292.35	4506.00	578
79183	Prestige Blended Malt 750ml	791	2370.90	304
79194	Royal Challenge 750ml	1165.88	3244.30	416
79198	Mc. Dowell No.1 750ml	873.6	2917.00	374
79200	Mc. Dowell's Signature	1830.38	3988.60	512
79201	Whytehall Classic Deluxe Whisky 750ml	917.21	2965.80	381
79209	Maqintosh Premium 750ml	1277	2915.20	374
79226	Whisky Antiquity Blue Ultra Prem. 750ml	2435.82	4666.70	599
79230	Blenders Pride Rare Premium 750ml	1948.46	4121.30	529

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79232	Royal Stag Deluxe 750ml	1148.27	3224.60	414
79233	Officers Choice Prestige 750ml	648.7	2665.10	342
79243	After Dark Fine Grain 750ml	1770.18	3467.60	445
79247	" 8 PM" Rare 750ml	788.68	2821.90	362
79311	Red Knight Malt 750ml	1110.42	3182.20	408
79312	Premium Whisky Whyte & Blue 750ml	1266.48	3357.00	431
79316	Master's Imperial Premium 750ml	2799.15	5073.60	651
79320	IGL Supreme 750ml	471.8	2013.40	258
79322	Blenders Pride Reserve 750ml	2360.79	4582.60	588
79323	Golfer's Shot Barrel Aged 750ml	2350.16	4570.70	587
79324	Dennis Special 750ml	988.92	2592.50	333
79325	Whisky Officers Blue Pure Grain 750ml	909.48	2957.20	380
Wine				
79267	Carlo Rossi Red Wine 750ml	5154.78	6942.00	764
79268	Carlo Rossi White Wine 750ml	5154.78	6942.00	764
79274	Sula Brut Methode Traditionnelle 750ml	3507.5	4922.00	541
79275	Sula Vineyards Zinfandel 750ml	3139.56	4509.90	496
79285	Madera Nashik Valley White 750ml	1467.46	2637.10	290
79286	Madera Nashik Valley Red 750ml	1474.22	2644.70	291
79287	Sparkling Sula Seco Methode Classique 750ml	2608.86	3915.60	431
79288	Sula Vineyards Chenin Blanc White 750ml	2519.13	3815.00	420
79353	Jacob's Creek Cabernet Classic Shiraz 750ml (BIO)	6814.01	8800.30	968
79354	Jacob's Creek Classic Chardonnay 750ml (BIO)	6814.01	8800.30	968
Wine - 375ml x 24 x C/s				
79261	Sula Brut Methode Traditionnelle 375ml	4121.82	5610.00	309
79262	Sula Cabernet Shiraz Red 375ml	3172.18	4546.40	250
Low Alcoholic Liquor				
M2 Magic Moments Electra (24xc/s)				
79146	Cosmopolitan Cranberry Flavour 275ml	953.5	1273.10	67
79147	Appletini Apple Flavour 275ml	953.5	1273.10	67

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79148	Agent Orange- Orange Flavour 275ml	953.5	1273.10	67
79276	Bacardi Breezer Cranberry 275ml	571.43	868.10	46
79277	Bacardi Breezer Orange 275ml	571.43	868.10	46
79278	Bacardi Breezer Lemon Splash 275ml	571.43	868.10	46

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