

**OFFICE OF THE EXCISE COMMISSIONER**

**JAMMU AND KASHMIR**

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

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**Subject:** Fixation of Maximum Retail Price of Local IMFL brands 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/1750 dated 25-01-2021.

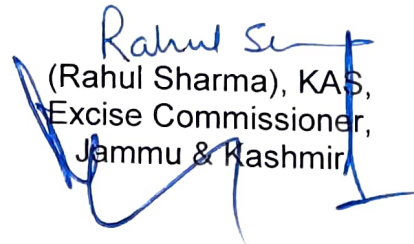
**ORDER No.: 298 OF 2021**

**DATED: 12 - 02 - 2021**

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/ACCTJ/1750 dated 25-01-2021 furnished Ex-Manufacturer Price, Ex-JKEL-1 Price and Maximum Retail Price of local IMFL brands meant for Sale in Civil Market in Union Territory of Jammu & Kashmir for the year 2020-21 as per Annexure-"B-9" recommended by the Committee constituted in terms of Order No. 37-EC of 2020 dated 06-06-2020 with the request to approve the same; and

Whereas, the receipts of prescribed label fee remitted by the concerned unit holders have also been received by this office.

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 Ex-Manufacturer Price, Ex-JKEL-1 Price and Maximum Retail Price of local IMFL brands for Sale in Civil Market in Union Territory of Jammu & Kashmir for the year 2020-21 besides the 'differential amount recoverable on account of rounding fee' as per Annexure-"B-9" is hereby approved. The brands shall not be sold either below or above fixed rate.

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

**Encl.:** Annexure-"B-9".

**No.:** EC/Exc/MRP/2020-21/ 6642-69

**Dated:** 12 -02-2021

**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](http://www.jkexcise.nic.in).
7. President Wine Association, Jammu .....
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s .....
9. All wholesalers namely JKEL-1, M/s .....
10. All manufacturers namely JKEL-6, D-2 .....
11. M/s Devans Modern Breweries Limited, Talab Tillo, Jammu.
12. M/s Trishul Bottelrs, Sikanderpur, Jammu.
13. Order file/concerned file.

ORDER No. EC OF 2021, DATED:

ANNEXURE - " B-9 "

## MRP OF LOCAL IMFL- MEDIUM/PREMIUM 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			DIFFERENTIAL AMOUNT RECOVERABLE ON ACCOUNT OF ROUNDING FEE		
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	750 ML	375 ML	180 ML
1	Devans Modern Breweries Limited, Talab Tillo, Jammu	Devans Master Barrel Premium Whisky	Premium	75	1970	1990	2080	4307	4328	4336	675	340	170	4.43	3.27	2.13
2	Trishul Bottlers, Sikanderpur, Jammu, for M/s United Spirits Limited, Bengaluru.	John Exshaw VSOP Brandy	Premium	75	1330	1335	1440	3648	3653	3676	580	290	145	0.15	0	0