

**GOVERNMENT OF JAMMU AND KASHMIR  
OFFICE OF THE EXCISE COMMISSIONER,  
EXCISE AND TAXATION COMPLEX, RAILHEAD COMPLEX, JAMMU**

**Public Notice**

**Subject: Imposition of additional retail Excise duty on liquor.**

In view of SO No. 161 dated: 17-05-2020 issued by the Finance Department under endorsement NO. Et/Estt/Misc./2020 dated: 17-05-2020, an additional retail excise duty @ 50% on MRP shall be charged on sale of all kinds of liquor (IMFL/JK Special Whisky/BEER/Wine/RTD/CIDER etc.) in the UT of J&K on retail sale of liquor from wine shops. Consequent upon this, the retail sale price of the popular brand of liquor shall be as under-

IMFL				
(retail sale price after 50 % Hike)				
S.No	Name of the Brand	750 ML	375 ML	180 ML
1	100 Piper Scotch Whisky	2595	1305	653
2	100 Pipers B Scotch Why. 12 years	3660	0	0
3	Absolute Vodka	3038	0	0
4	Antiquity Whisky	1973	990	495
5	Bacardi Carta S White Rum	1508	750	383
6	Bagpiper Whisky	750	375	188
7	Ballantine Fine B S Whisky	3053	0	0
8	Binnie Fine Whisky	540	270	135
9	Black Dog Centenary Black Reserve	2895	1448	743
10	Black Dog Triple Gold Reserve	3758	1890	945
11	Blender Pride Ultra Premium Whisky	1523	765	390
12	Blender Pride Reserve Whisky	1853	930	473
13	Blue Riband Duet	735	368	180
14	Blue Diamond Gin n Lime	675	338	173

15	Black & Gold Whisky	870	443	218
16	Bonnie Special Whisky	555	285	143
17	Black Crazy Horse/ Black Bull Rum/ Whisky/Big Boss Whisky / Rum	555	285	143
18	Carew Dry Gin	615	308	165
19	Chivas Regal	5918	0	0
20	DD Duet Plain Gin Lemon	660	330	165
21	DD Vodka	728	368	180
22	DD Green Apple	683	345	173
23	Double Horse Whisky	488	248	128
24	Eristoff Distilled P Vodka	1035	518	263
25	Fuel Vodka	1005	503	248
26	Grey Goose Vodka	6270	0	0
27	Glenlivet Single Malt	7230	0	0
28	Gold Band Gin	450	233	120
29	Gold Band Orange Gin	450	233	120
30	Gold Band Rum/ Whisky	488	248	128
31	Green Label Whisky	750	375	188
32	Himalya Whisky / Rum	488	248	128
33	Haywards Fine Punch Why	488	248	128
34	Heniskot B. Matured Whisky	893	465	233
35	Imperial Blue Whisky	945	480	240
36	IICE All Vodka Prem	893	450	233
37	IICE Apple/Orange	960	488	248
38	Jacobs Shiraz/ Classic Chardonney	2115	0	0
39	Jhoney Walker Black Label	5603	0	0
40	Jhoney Walker Red Label	3173	0	0
41	Kashmir Dry Gin	450	233	120
42	KB Gin/ Orange	450	233	120
43	Kashmir XXX Rum	488	248	128
44	KB Whisky/ Rum	488	248	128
45	KB Blue Blended Whisky	960	488	248
46	Kerala Malted Whisky	555	285	143
47	Magic Moment Apple/ Ginger/ Chocolate/ Orange Vodka	1073	548	263



48	Magic Moment Vodka Plain	1013	518	248
49	MC BR Duet Gin & Lime	705	353	180
50	Mc Dowel No. 1 Luxury Whisky	923	465	233
51	Mc Dowel No. 1 Reserve Whisky	923	465	233
52	Mc Dowel No. 1 Platinum Whisky	1020	510	255
53	Mc Dowel No. 1 XXX Rum	743	375	188
54	MC Diplomat Whisky	540	270	135
55	Mission Kashmir XXX Rum	488	248	128
56	Morpheus XO Brandy	1508	758	375
57	O B Whisky	555	285	143
58	OB Dry Gin	450	233	120
59	OB Orange Gin	450	233	120
60	OB Rum	555	285	143
61	Olde Adventure Rum	555	285	143
62	Old Monk Legand XXX Rum	1065	533	263
63	Old Monk Supreme XXX Rum	870	0	0
64	Old Monk Legand XXX Rum	1425	0	0
65	Old Monk E. Spl. XXX Rum	735	368	188
66	Old Monk XXX Rum	683	345	165
67	Old Vat Premium/ Classic/ Whisky	953	480	240
68	Old Vat Reserve Prem Whisky	1005	510	263
69	Paan Elachi ILA	698	353	180
70	Paan Elachi Paradise	660	338	173
71	Pan Banarsi/Spark Grain Vodka	728	360	180
72	Pan Elaichi Luknavi	713	375	188
73	Pluton Bay Rum	975	488	248
74	Peter Scot	1658	833	420
75	Red Knight Whisky	1005	510	255
76	Regal Talons Rare Whisky	945	480	240
77	Romanov Vodka	750	375	188
78	Royal Challenge Gold Whisky	1020	510	255
79	Royal Challenge Gold Whisky(1000)	1298	0	0
80	Royal Stag Barrel Select Whisky	1200	615	308
81	Royal Stag Classic Whisky	1005	510	263
82	Sargam Dry Gin	450	233	120

83	Sargam Whisky/ Rum	488	248	128
84	Sarham Orange Gin	450	233	120
85	Shatranj Blended Whisky	488	248	128
86	Signature Premium Whisky	1613	818	405
87	Signature Rare Whisky	1515	758	390
88	Smirnoff Vodka	1665	833	413
89	Smirnoff Vodka Green Apple/ Orange	1733	885	443
90	Shekers Premium T D Grain Vodka	758	383	188
91	Shekers Prem T D Lime Grain Vodka	705	360	180
92	Shekers Prem T D Apple Grain / Orange Vodka	765	383	195
93	Sula Brut Met. Trad	2153	1185	0
94	Sula Vinyards Chenin	1500	840	0
95	Sula Vinyards Sauvignon/ Cabernet	1680	0	0
96	Standard Whisky/ Rum	488	248	128
97	Standard Dry Gin/ Orange Gin	450	233	120
98	Teacher 50 (12 Years) Blended	3203	1613	818
99	Teachers Highland Cream Blended	2573	1305	653
100	Tiger / Ranson Club/ Royal Club / Knight No 1(Rum/ Whisky)	488	248	128
101	Tiger Dry Gin/Orange Gin	450	233	120
102	Triple Horse Fine Whisky	488	248	128
103	Vat 69	2528	1283	645
104	Verb Magic Mount Green Apple/ Orange	1590	803	398
105	Verb Magic Mount Super Premier	1515	758	383
106	White And Blue Whisky	975	488	240
107	White Stag Whisky	555	285	143
108	White Mischief vodka	728	368	180
109	White Hills R Whisky	915	465	225

BEER				
(M.R.P after 50 % Hike)				
NAME OF THE BRAND	650 ML	330 ML	500 ML (T)	330 ML (T)
Kingfisher Premium Lager Beer	300	0	240	158
Kingfisher Premium Strong Beer	218	120	173	120
Kingfisher Ultra Lager Beer	345	0	278	188
Kingfisher Ultra max Strong Beer	353	0	285	195
Godfather Strong Beer	218	120	173	120
Tuborg Strong Beer	300	0	233	0
Carlberg Elephant Strong Beer	338	0	270	0
Kotsberg Strong Premium Beer	278	0	210	158


RTD	
(M.R.P after 50 % Hike)	
NAME OF THE BRAND	275 ML
Breezer All Brands	143
Electra All Brands	180

JK SPECIAL WHISKY				
(M.R.P after 50 % Hike )				
NAME OF THE BRAND	750 ML	375 ML	250 ML	180 ML
JKSW	345	180	120	90

In case of fraction, the figure shall be rounded to the next higher value.  
The Excise and Taxation officers while recovering the additional retail excise duty from the retailer shall verify the existing MRP from the orders issued by the competent authority from time to time.

(In case of any variation , MRP order available on departmental website [WWW.jkexcise.nic.in](http://WWW.jkexcise.nic.in) may be referred).

Sd/  
Excise Commissioner  
J&K, Jammu  
Dated: 20-05-2020

  
Deputy Excise Commissioner  
(Executive), Jammu