

GOVERNMENT OF JAMMU AND KASHMIR

OFFICE OF THE EXCISE COMMISSIONER

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

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

Order No. **95**-EC of 2020

Dated: - 10.09.2020

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

Reference: - Deputy Excise Commissioner, Accounts Letter No. DECAJ/ACCTJ/711 dated 10.09.2020.

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- N, O, P and Q respectively to this order is hereby approved:-

1. Imported BIO Wine,
2. Imported Super Deluxe BIO Brands,
3. Imported Premium Brands,
4. Imported Deluxe BIO Brand.

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


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

No. EC/Exc/MRP/2020-21/ 1943-70

Dated: - 10.09.2020

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 _____.

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Order NO: 95-EC of 2020 Dt: 10-09-2020.

ANNEXURE- "N"

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	Produce of Italy, Imported and Distributed by M/s Bacardi India Pvt. Limited C/o Veritas Logistics Pvt. Ltd. A-136/1, Okhla Industrial Area, Phase-2, New Delhi-110020	Martini Prosecco Sparkling Wine	20.15	14708	0	0	15260	0	0	1720	0	0

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Order NO : 95-EC of 2020 Dt: 10-09-2020.

ANNEXURE-"0"

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-1A 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	Mast Jagermeister SE, JagermeisterstraBe 7-15, 38296 Wolfenbiittel, Germany, Imported and Distributed by Aspire Spirits Pvt. Ltd., D-19/1, Ground Floor, Okhla Industrial Area Phase 2, New Delhi 110020	Jagermeister Herbal Liqueur	61.33	23655	27155	0	24788	28428	0	2925	1675	0	
2	Produce of Mexico Imported and Distributed by M/s Bacardi India Pvt. Limited C/o Veritas Logistics Pvt. Ltd. A-136/1, Okhla Industrial Area, Phase - 2, New Delhi 110020	Patron XO Café Coffee Liqueur	61.34	30895	0	0	32318	0	0	3790	0	0	

Order No: 95-EC of 2020. DT: 10-09-2020

ANNEXURE- " P "

MRP of Imported Premium Brands For Sale In Civil 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)		
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	United Spirits Limited C/o CDBL Banur	Royal Challenge Gold Whisky	75	4242	4120	4162	4761	4630	4668	740	365	185
2	United Spirits Limited Pathankot.	Royal Challenge Gold Whisky	75	4242	4120	4162	4761	4630	4668	740	365	185
3	United Spirits Limited C/o CDBL Banur	Mc Dowells No.1 Reserve Whisky	75	3783	3783	3733	4266	4266	4204	675	335	165
4	United Spirits Limited Pathankot.	Mc Dowells No.1 Reserve Whisky	75	3783	3783	3733	4266	4266	4204	675	335	165

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Order No: 95-EC of 2020. Dt: 10-09-2020

ANNEXURE- " Q "

MRP OF IMPORTED DELUXE (BIO) BRANDS FOR SALE IN CIVIL FOR THE YEAR 2020-21

IMPORTED DELUXE (BIO) 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	M/s John Dewars and Sons Limited, Perthshire, Scotland. Imported & Distributed by M/s Bacardi India Pvt. Limited	Dewars White Label Blended Scotch Whisky	75	13017	0	0	13862	0	0	1690	0	0

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