

GOVERNMENT OF JAMMU & KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K
EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU
Tel: 0191-2477977 & E-mail: excise.commr@jk.gov.in


Subject: Fixation of Maximum Retail Price of Imported Beer & imported Deluxe/ Super Deluxe and Premium IMFL Brands for sale in Civil Market for the year 2023-24.

Reference: 1. Notification S.O. 172 Dated: 28-03-2023.
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 Dated: 30-05-2022 bearing No. DECDJ/07-12 Dated: 01-04-2023.

ORDER No.: 03 - EC OF 2023

DATED: 01 -04- 2023

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. 172 Dated: 28-03-2023 and recommendation of the Committee constituted vide Order No. 60-EC of 2022 Dated: 30-05-2022, the Ex-Manufacturer Price, Ex-Wholesale Price and **Maximum Retail Price of Imported Beer & Imported Deluxe/ Super Deluxe and Premium IMFL Brands** for Sale in Civil Market as per Annexure- "G", "H" & "I" respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.


(Pankaj Kumar Sharma), JKAS
Excise Commissioner
Jammu & Kashmir

Encl.: Annexure- "G", "H" & "I".

No.: EC/Exc/MRP/2023-24/21-39

Dated: 01 -04-2023

Copy to the:

1. Administrative Secretary, Finance Department, J&K Civil Secretariat, Jammu.
2. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner (Distilleries), Jammu.
4. Deputy Excise Commissioner (Accounts), Jammu.
5. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam, Distilleries.
6. Sr. Programmer, I/c website www.jkexcise.nic.in
7. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s.....
8. All wholesalers namely, JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W, M/s.....
9. All Manufacturers namely JKEL-6, B-1, D-2, M/s.....
10. Order file/concerned file.

ORDER NO. 03- EC OF 2023 DATED : 1-04-2023
ANNEXURE-"G"

MRP OF IMPORTED BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 05					Ex-JKEL-1A Price Per Case				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2023-24) Inclusive of all Taxes				Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee				
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	
1	M/s B9 Beverages Pvt. Limited, Sub Lessee M/s Tripti Alcobrew Pvt. Limited, Banmore, District Morena, M.P. 476444 And Sub Lessee M/s Regent Beer and Wines Limited, Plot No.68, Industrial Area Maksi, Distt. Shajapur, M.P.	Bira 91 Rise Rice Strong Lager Beer	Glass	8	1190	0	0	0	1351	0	0	0	215	0	0	0	3.11	0	0	0	
			Tin	8	0	1958	0	0	0	0	2212	0	0	0	175	0	0	0.00	2.66	0	0
		Bira 91 Superfresh White Beer	Glass	5	0	0	1468	0	0	0	0	1644	0	0	0	130	0	0.00	0.00	3.37	0
			Tin	5	0	2034	0	0	0	0	2292	0	0	0	180	0	0	0.00	2.06	0.00	0
		Bira 91 Premium Gold Wheat Strong Beer	Glass	8	1190	0	0	0	0	1351	0	0	0	215	0	0	0	3.11	0.00	0.00	0
			Tin	8	0	1816	0	0	0	0	2063	0	0	0	165	0	0	0.00	3.09	0.00	0
2	Carlsberg India Pvt. Limited, Poonta Sahib, Sirmour, Himachal Pradesh-173021	Carlsberg Elephant Strong Beer	Glass	8	1181	0	0	0	1341	0	0	0	215	0	0	0	4.51	0.00	0.00	0	
			Tin	8	0	1940	0	0	0	2193	0	0	0	175	0	0	0.00	3.99	0.00	0	
		Tuborg Strong Beer	Glass	8	963	0	0	0	0	1113	0	0	0	180	0	0	0	1.43	0.00	0.00	0
			Tin	8	0	1535	0	0	0	0	1767	0	0	0	145	0	0	0.00	3.81	0.00	0
3	M/s United Breweries Limited, Ludhiana, Punjab.	Kingfisher Excellent Premium Lager Beer	Glass	5	1023	0	1133	0	1175	0	1293	0	190	0	105	0	2.75	0.00	2.94	0	
4	M/s United Breweries Limited, Plot No.M.I.D.C Taluja, Taluka-Panvel, District Raigad, Maharashtra AND M/s UB Ltd. Plot No.363 ABC, RIICO Industrial Area, Milestone-III,, NH 8, Shahjahanpur Rajasthan.	Kingfisher Ultra Fine Lager Beer	Glass	5	1267	0	1447	0	1432	0	1623	0	225	0	130	0	1.77	0.00	4.84	0	
			Tin	5	0	2090	0	0	0	2350	0	0	0	185	0	0	0.00	3.00	0.00	0	

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ORDER NO. 03 - EC OF 2023 DATED : 01-04-2023
ANNEXURE - "H"

MRP OF IMPORTED DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24															
TOTAL NUMBER OF BRANDS 06				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2023-24 (Inclusive of all Taxes)			Differential Amount, on account of rounding-off/Fixation of MRP, Recoverable as rounding Fee		
Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Pernod Ricard India Pvt. Limited, at Rajasthan Liquors Limited, Village Haripur Hindua, Derabassi, District S.A.S. Nagar (Mohali), Punjab.	Seagram's 100 Pipers Exceptional Blended Scotch Whisky	75	11140	11139	11195	11913	11912	11962	1755	880	440	0.38	2.76	0.50
		Seagram's Blenders Pride Reserve Collection Whisky	75	7006	7106	7094	7572	7677	7656	1150	585	290	3.12	4.21	1.21
		Seagram's Blenders Pride Exquisite Premium Whisky	75	6446	6446	6334	6984	6984	6858	1065	535	265	0.44	2.72	4.14
		Seagram's Blenders Pride Ultra Premium Whisky	75	6273	6283	6396	6802	6813	6923	1040	525	265	0.92	4.69	1.86
2	M/s Alcobrew Distilleries India Pvt. Limited, Village Behra, Derabassi, S.A.S. Nagar (Mohali), Punjab-140507	Golfer's Shot Barrel Aged Whisky	75	6175	6175	6064	6700	6700	6575	1025	515	255	0.20	2.60	4.04
3	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.	Morpheus XO Blended Premium Brandy	75	6387	6386	6275	6923	6922	6796	1060	530	260	3.98	2.06	1.31

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ORDER NO. 03 - EC OF 2023 DATED : 01-04-2023

ANNEXURE - "I"

MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 12				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2023-24 (Inclusive of all Taxes)			Differential Amount, on account of rounding-off/Fixation of MRP, Recoverable as rounding Fee		
Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Pernod Ricard India Pvt. Limited, at Rajasthan Liquors Limited, Village Haripur Hindua, Derabassi, District S.A.S. Nagar (Mohali), Punjab.	Seagram's Imperial Blue Hand Picked Grain Whisky	75	3995	4059	4024	4410	4478	4432	705	360	180	0.80	3.14	4.05
		Seagram's Royal Stag Classic Whisky	75	4334	4334	4427	4766	4766	4856	755	380	195	0.96	2.98	4.21
		Seagram's Royal Stag Barrel Select Whisky	75	4596	4581	4562	5042	5026	4997	795	400	200	2.32	4.78	4.27
		Seagram's Royal Stag Superior Whisky	75	4342	4386	4329	4775	4821	4753	760	385	190	4.70	4.13	2.81
		Seagram's Imperial Blue Premier Grain Whisky	75	4042	4078	3961	4460	4498	4366	715	360	175	3.80	1.74	1.36
2	M/s Alcobrew Distilleries India Pvt. Limited, Village Behra, Derabassi, S.A.S.Nagar (Mohali), Punjab-140507	White & Blue Rare Oak Whisky	75	4372	4373	4282	4807	4808	4703	760	380	190	0.22	0.04	4.56
		One More Pure Craft Vodka Green Apple	65.6	4464	4496	4442	4903	4937	4871	775	390	195	1.78	1.01	3.68
3	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	8 PM Premium Black Rare Whisky	75	4331	4400	4449	4764	4836	4879	755	385	195	1.24	3.08	3.4
		Magic Moments Premium Grain Vodka	75	4519	4588	4540	4961	5033	4975	785	400	195	3.66	4.29	0.04
		Magic Moments Remix Green Apple Flavoured Vodka	65	4655	4732	4576	5104	5184	5013	805	410	200	3.64	3.72	3.71
		Magic Moments Remix Chocolate Flavoured Vodka	65	4655	4732	4576	5104	5184	5013	805	410	200	3.64	3.72	3.71
		Magic Moments Remix Lemon Grass & Ginger Flavoured Vodka	65	4655	4732	4576	5104	5184	5013	805	410	200	3.64	3.72	3.71

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