

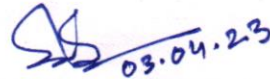
GOVERNMENT OF JAMMU & KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K
EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU
Tel: 0191-2477977 & E-mail: excise.commr@jk.gov.in

Subject: Fixation of Maximum Retail Price of Imported Premium / Deluxe / Super Deluxe 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/19-24 Dated: 03-04-2023.

ORDER No.: 06 - EC OF 2023
DATED: 03 -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 Premium / Deluxe/ Super Deluxe IMFL Brands** for Sale in Civil Market as per Annexure- "K" & "L" 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- "K" & "L".

No.: EC/Exc/MRP/2023-24/ 69-89

Dated: 03 -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. 06 - EC OF 2023 DATED : 03-04-2023

ANNEXURE - "K"

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

| TOTAL NUMBER OF BRANDS 04 | | | | 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 United Spirits Limited, at M/s Khasa Distillery Company.(A unit of Digvijay Chemicals Limited), Khasa, District Amritsar, Punjab-143107 | Royal Challenge Gold Whisky | 75 | 4429 | 4387 | 4390 | 4866 | 4822 | 4817 | 770 | 385 | 190 | 1.96 | 4.06 | 0.57 |
| | | McDowell's No.1 Reserve Whisky | 75 | 4026 | 4026 | 3973 | 4443 | 4443 | 4379 | 710 | 355 | 175 | 1.18 | 0.59 | 0.90 |
| 2 | M/s Great Galleon Ventures Limited, Sejwaya, District Dhar, M.P. 454773 | V21 Vodka Original | 70.05 | 4123 | 4123 | 4023 | 4545 | 4545 | 4431 | 725 | 365 | 180 | 1.90 | 3.45 | 4.08 |
| | | V21 Vodka Green Apple | 65.70 | 4014 | 4014 | 3916 | 4430 | 4430 | 4319 | 710 | 355 | 175 | 3.00 | 1.50 | 3.00 |

[Handwritten signatures and initials]

[Handwritten initials]

ORDER NO. 06 - EC OF 2023 DATED : 03-04-2023

ANNEXURE - "L"

MRP OF IMPORTED DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

| TOTAL NUMBER OF BRANDS 08 | | | | 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 United Spirits Limited, at M/s Khasa Distillery Company.(A unit of Digvijay Chemicals Limited), Khasa, District Amritsar, Punjab-143107 | Black Dog Triple Gold Reserve Blended Scotch Whisky | 75 | 14707 | 14906 | 14894 | 15658 | 15867 | 15846 | 2280 | 1155 | 580 | 1.08 | 0.91 | 4.56 |
| | | Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky | 75 | 10835 | 10820 | 10811 | 11592 | 11576 | 11559 | 1710 | 855 | 430 | 0.32 | 1.28 | 4.60 |
| | | Black & White Blended Scotch Whisky | 75 | 9988 | 9988 | 9877 | 10703 | 10703 | 10578 | 1590 | 795 | 395 | 4.78 | 2.39 | 3.94 |
| | | Vat 69 Blended Scotch Whisky | 75 | 9043 | 9475 | 9687 | 9711 | 10164 | 10378 | 1450 | 755 | 385 | 3.66 | 0.12 | 0.94 |
| | | Smirnoff Triple Distilled Vodka | 75 | 5797 | 5986 | 5874 | 6303 | 6501 | 6375 | 970 | 500 | 245 | 0.78 | 1.53 | 1.04 |
| | | Signature Rare Aged Whisky | 75 | 6281 | 6373 | 6489 | 6811 | 6907 | 7020 | 1045 | 530 | 270 | 4.66 | 3.11 | 3.47 |
| | | Signature Premier Grain Whisky | 75 | 6586 | 6586 | 6474 | 7131 | 7131 | 7005 | 1090 | 545 | 270 | 4.86 | 2.43 | 3.99 |
| | | Antiquity Blue Ultra Premium Whisky | 75 | 7596 | 7695 | 7728 | 8192 | 8295 | 8321 | 1235 | 625 | 315 | 1.32 | 0.95 | 2.93 |

[Handwritten signatures and initials]

[Handwritten initials]