

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 Locally manufactured Deluxe/ Super Deluxe IMFL and Imported Deluxe / Super Deluxe (BIO) 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/40-45 Dated: 03-04-2023.

ORDER No.: 09 - 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 Locally manufactured Deluxe/ Super Deluxe IMFL and Imported Deluxe / Super Deluxe (BIO) Brands** for Sale in Civil Market as per Annexure- "M" & "N" 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- "M" & "N".

No.: EC/Exc/MRP/2023-24/ 129-48

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. 09-ECOF 2023 DATED : 03-04-2023

ANNEXURE - "M"

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

TOTAL NUMBER OF BRANDS 02				Ex-Manufacturer Price Per Case				Ex-Wholesale (JKEL-1) Price Per Case				MRP/Unit (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	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml
1	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu, J&K	Devans Gian Chand Indian Single Malt Whisky (750X6)	75	0	13800	0	0	0	15737.0	0	0	0	4495	0	0	0	1.84	0	0
2	M/s Trikuta Bottlers, IGC, SIDCO, Samba for M/s Rock & Storm Distilleries Pvt. Limited, Punjab.	Barents Premium Gold Reserve Whisky	75	0	3769	3780	3834	0	6476.0	6488.00	6444.0	0	995	500	250	0	1.56	2.44	3.63

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

TOTAL NUMBER OF BRANDS 14				Ex-JKEL-1B 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/Importer	Brand Name	Degree Proof & % V/V	750ml	700ml	200ml	750ml	700ml	200ml	750ml	700ml	200ml	750ml	700ml	200ml
1	Distilled, Matured & Bottled in Scotland by The Glenlivet Distillery, Banffshire AB37 9DB. Imported by M/s Pernod Ricard India Pvt Ltd. Address Veritas Logistics Pvt. Limited, Mumbai, MH.	The Glenlivet 15 YO Single Malt Scotch Whisky (700mlX6)	70.1	0	25068	0	0	26422	0	0	5880	0	0.00	3.50	0.00
2	Blended & Bottled by M/s Chivas Brothers Limited, Distillers, Keith, AB55 5BS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Mumbai, MH	Chivas Regal XV Aged 15 Years Blended Scotch Whisky (750mlX6)	75.31	23095	0	0	24358	0	0	5430	0	0	3.04	0.00	0.00
3	Blended & Bottled in Scotland by M/s George Ballantine and Son, Dumbarton, G82 2SS, Scotland Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Mumbai, MH	Ballantine's Blended Scotch Whisky Aged 7 Years (750mlX6)	70.1	10002	0	0	10610	0	0	2405	0	0	2.60	0.00	0.00
4	Blended & Bottled in Scotland by M/s George Ballantine and Son, Dumbarton, G82 2SS, Scotland Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Mumbai, MH	Ballantine's Blended Scotch Whisky Aged 12 Years	70.1	26187	0	0	27712	0	0	3120	0	0	3.48	0.00	0.00
5	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Mumbai, MH	Absolut Lime Vodka	70.1	15565	0	0	16559	0	0	1890	0	0	0.31	0.00	0.00
6	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Mumbai, MH	Absolut Mandrin Vodka	70.1	15565	0	9617	16559	0	10213	1890	0	580	0.31	0.00	0.10
7	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Mumbai, MH	Absolut Raspberri Vodka	66.55	15388	0	9521	16373	0	10112	1870	0	575	0.77	0.00	0.66

8	Distilled by The Beefeater Distillery, Montford Place, London, SE11 5DE, England. Bottled by Chivas Brothers Ltd. Dumbarton G82 2SS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Mumbai, MH	Beefeater London Dry Gin	82.31	14701	0	0	15652	0	0	1790	0	0	0.08	0.00	0.00
9	Distilled, Matured & Bottled in Scotland by The Glenlivet Distillery, Banffshire AB37 9DB. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Mumbai, MH.	The Glenlivet Single Malt Scotch Whisky 12YO	75.31	35739	0	0	37742	0	0	4220	0	0	0.18	0	0
10	Blended & Bottled by M/s Chivas Brothers Limited, Distillers, Keith, AB55 5BS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Mumbai, MH	Chivas Regal Aged 12 Years Blended Scotch Whisky	75.31	29093	0	18010	30764		19026	3455		1065	2.76	0	0.39
11	Blended & Bottled in Scotland by M/s George Ballantine and Son, Dumbarton, G82 2SS, Scotland Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Mumbai, MH	Ballantine's Finest Blended Scotch Whisky	75.31	14437	0	8866	15375	0	9425	1760	0	540	0.55	0	3.44
12	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Mumbai, MH	Absolut Vodka	70.05	14369	0	8862	15303	0	9421	1755	0	540	3.47	0	3.66
13	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Mumbai, MH	Absolut Citron Lemon Flavoured Vodka	70.05	15568	0	9618	16562	0	10214	1895	0	580	4.98	0	0.05
14	Manufactured by Irish Distilleries Ltd., Simonscourt Road, Dublin 4, Ireland, Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Mumbai, MH	Jameson Irish Whiskey	70.05	17616	0	13687	18922	0	14516	2150	0	660	0.38	0	3.11

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