

**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](mailto:excise.commr@jk.gov.in)

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**Subject:** Fixation of Maximum Retail Price of Imported Deluxe/ Super Deluxe (BIO), Locally manufactured Low Cost, Premium & Deluxe/Super Deluxe IMFL, Imported Deluxe/ Super Deluxe & Premium and Imported Deluxe/ Super Deluxe (BIO) Wine 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/939-45 Dated: 30-05-2023.

**ORDER No.: 113- EC OF 2023**

**DATED: 31-05-2023**

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 Deluxe/ Super Deluxe (BIO), Locally manufactured Low Cost, Premium & Deluxe/Super Deluxe IMFL, Imported Deluxe/ Super Deluxe & Premium and Imported Deluxe/ Super Deluxe (BIO) Wine Brands for Sale in Civil Market as per Annexure- "A-24", "A-25", "A-26" & "A-27"** 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  
Digitally signed by  
PANKAJ KUMAR SHARMA  
Date: 2023.05.31 17:41:32  
+05'30'

**Excise Commissioner  
Jammu & Kashmir**

Encl.: Annexure- "A-24", "A-25", "A-26" & "A-27"

No.: EC/Exc/MRP/2023-24/ 1843-1862

Dated: 31-05-2023

Copy to the:

1. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
2. Deputy Excise Commissioner (Distilleries), Jammu.
3. Deputy Excise Commissioner (Accounts), Jammu.
4. Private Secretary to the Administrative Secretary, Finance Department, J&K Civil Secretariat, Jammu.
5. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-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](http://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. 113 EC OF 2023 DATED : 31-05-2023

ANNEXURE -"A-24"

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

TOTAL NUMBER OF BRANDS 06				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	750ml	700ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml
1	Produced & Bottled by DCM S.p.A Via F Sacchetti 2020099 Sesto San Giovanni (MI) Italy, Plant in Novi, Italy. Imported by Aspri Spirits Pvt. Limited C/o P.M. Marketing Pvt. Limited, D-19/1 Ground Floor, Okhla Industrial Area, Phase-2, New Delhi-20.	Skyy Vodka	70.05	14288	0	0	15218	0	0	1745	0	0	2.82	0	0
2	Product of Mexico, Produced by Tequilas Del Senor-S.A. de C.V. Guadalajara, Jalisco-Mexico. Imported by Aspri Spirits Pvt. Limited C/o P.M. Marketing Pvt. Limited, D-19/1 Ground Floor, Okhla Industrial Area, Phase-2, New Delhi-20.	Imported Don Angel Tequila Blanco	66.55	13785	0	0	14690	0	0	1685	0	0	0.90	0	0
3	Manufactured & Bottled by Distell International Limited Glasgow, Scotland, G74 5BU. Imported by Aspri Spirits Pvt. Limited C/o P.M. Marketing Pvt. Limited, D-19/1 Ground Floor, Okhla Industrial Area, Phase-2, New Delhi-20.	Scottish Leader Original Blended Scotch Whisky	70.05	12346	0	0	13179	0	0	1520	0	0	2.11	0	0
4	Manufactured & Bottled by M/s Diageo Scotland Limited, 5 Lochside Way Edinburgh, EH12 9DT, Scotland, Imported & Distributed by M/s United Spirits Limited C/o Tulsi Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra.	J & B Rare Blended Scotch Whisky	70.05	14570	0	0	15515	0	0	1775	0	0	0.15	0	0
5	Manufactured by Charles Tanqueray & Co., 16 Great Marlborough Street, Soho, London, W1F 7HS, UK. Imported & Distributed by M/s United Spirits Limited C/o Tulsi Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra.	Tanqueray London Dry Gin	82.84	16100	0	0	17121	0	0	1955	0	0	3.49	0	0
6	Produced & Bottled by H&A Prestige Bottling Limited, Chorley, PR71NH, England, UK, on behalf of Clint Wilfred & Sons Limited, N1 7GU. Imported by BPS Liquorland Pvt. Limited, 906 ILD Trade Centre, Sector-47, Gurugram, Haryana, India-122001.	Desert Stallion Blended Scotch Whisky	70.05	13872	0	0	14782	0	0	1695	0	0	0.78	0	0

*[Handwritten signature]*



**ORDER NO. 113 OF 2023 DATED : 31-05-2023**  
**ANNEXURE - "A-25"**

**MRP OF LOCALLY MANUFACTURED LOW COST, PREMIUM & DELUXE/SUPER DELUXE IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24**

TOTAL NUMBER OF BRANDS 04					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	Segment	Degree Proof	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml
1	M/s Tawi Bottlers, Sujwan, Nai Basti, District Samba, J&K for M/s Mohan Meakin Limited	Old Monk The Legend XXX Rum	Deluxe/Super Deluxe	75	2825	2825	2825	2825	5485	5485	5485	5384	1140	855	430	210	0.4	0.3	2.65	0.73
2	M/s Kashmir Bottlers, IGC, SIDCO, Samba, J&K for M/s Oasis Distilleries Limited, Regd. Office H-102, B2, Metro Towers, Vijay Nagar, Indore, M.P.	All seasons Double Barrel Collection Reserve Whisky	Premium	75	0	1735	1735	1735	0	4199	4199	4104	0	675	340	165	0	0.34	2.67	0.53
3	M/s Kashmir Bottlers, IGC, SIDCO, District Samba, J&K.	Tapster Blended Whisky	Low Cost	75	0	675	761	800	0	2848	2938	2894	0	490	250	125	0	4.48	0.94	2.88
4	M/s New India Distilleries, Sujwan, Nai Basti, District Samba, J&K.	Gold Band XXX Rum	Low Cost	75	0	675	761	800	0	2848	2938	2894	0	490	250	125	0	4.48	0.94	2.88



ORDER NO. 113 - EC OF 2023 DATED : 31-05-2023

ANNEXURE - "A-26"

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

TOTAL NUMBER OF BRANDS 02					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	Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	Magic Moments Verve Lemon Lush Premium Flavoured Vodka	Premium	65.6	6105	6119	6023	6626	6641	6532	1015	510	250	0.56	1.73	0.55
		Magic Moments Verve Premium Vodka	Premium	75	5797	5986	5874	6302	6502	6375	970	500	245	0.92	1.46	1.04

*[Handwritten signatures and initials in blue ink]*

ORDER NO. 113 EC OF 2023 DATED : 31-05-2023  
ANNEXURE -"A-27"

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

TOTAL NUMBER OF BRANDS 01				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	Alcohol % v/v	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml
1	Produced & Bottled by M/s Champagne Moet & Chandon 9, Avenue de Champagne-51200 Epernay-France. Imported by Aspri Spirits Pvt. Limited C/o P.M. Marketing Pvt. Limited, D-19/1 Ground Floor, Okhla Industrial Area, Phase-2, New Delhi-20.	Moet & Chandon Imperial Brut Champagne	12	31017	0	0	32685	0	0	3620	0	0	4.02	0	0

*[Handwritten signatures and initials in blue ink]*