


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 Deluxe/Super Deluxe (BIO) Wine, Low Cost IMFL and Local Medium/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/50-55 Dated: 03-04-2023.

ORDER No.: 12 - 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 Deluxe/Super Deluxe (BIO) Wine, Low Cost IMFL and Local Medium/Premium IMFL Brands** for Sale in Civil Market as per Annexure- "O", "P" & "Q" 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- "O", "P" & "Q".

No.: EC/Exc/MRP/2023-24/175-95

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 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
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. 12 EC OF 2023 DATED : 03-04-2023
ANNEXURE -"O"

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

TOTAL NUMBER OF BRANDS 02				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	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml
1	By Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt.Ltd., Mumbai, Maharashtra, Produced at Orlando Wines, Barossa Valley Way, Rowland Flat, South Australia.	Jacob's Creek Classic Shiraz Cabernet	24.52	10024	0	5684	10642	0	6027	1195	0	340	3.75	0	3.37
2	By Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt.Ltd., Mumbai, Maharashtra, Produced at Orlando Wines, Barossa Valley Way, Rowland Flat, South Australia.	Jacob's Creek Classic Chardonnay	22.77	10024	0	5684	10642	0	6027	1195	0	340	3.75	0	3.37

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ORDER NO. 12 OF 2023 DATED: 03-04-2023
ANNEXURE - "P"

MRP OF LOW COST IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2023-24

TOTAL NUMBER OF BRANDS 07				Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL-1) Price/Case In Rupees			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	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Srhgam Bottlers, I.G.C., Phase-I, SIDCO, District Samba, J&K.	Srhgam XXX Rum	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Srhgam Whisky	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Srhgam Dry Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
2	M/s Basanter Bottlers, I.G.C., Phase-I, SIDCO, District Samba, J&K.	Chinar XXX Rum	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Chinar Fine Whisky	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Chinar Ice Blue Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
		Chinar Orange Flavoured Premix Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82

[Handwritten signatures and initials]

ORDER NO. 19 OF 2023 DATED : 03-04-2023

ANNEXURE - "Q"

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

TOTAL NUMBER OF BRANDS 05

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	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		
					750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, District Jammu, J&K.	Paradise Duet Premix Gin Lime Flavoured	Medium	65	1150	1160	1300	3295	3305	3369	550	275	140	1.90	0.25	1.25
		Paradise Duet Added Lime Flavoured Premix Gin	Medium	65	1150	1160	1300	3295	3305	3369	550	275	140	1.90	0.25	1.25
		Pan Elaichi Special Paradise Liqueur	Medium	65	1115	1200	1275	3258	3347	3342	545	280	140	2.08	2.31	2.20
		Devans Master Barrel Premium Whisky	Premium	75	1553	1553	1625	3982	3982	3964	645	325	160	0.72	2.86	0.43
		Devans Old Vat Reserve Premium Blended Whisky	Premium	75	2300	2325	2510	4767	4793	4893	755	380	195	0.82	1.09	2.91

[Handwritten signatures and initials in blue ink]