

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

Subject: Fixation of Maximum Retail Price of JK Special whisky, JK Country Liquor and Low cost IMFL Brand for Sale in civil market for the year 2024-25.

Reference: 1. Notification S.O. 85 Dated: 01-02-2024.

2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/3266-72 Dated: 01.03.2024

O R D E R No.: 33- EC of 2024
D A T E D: 02 - 03-2024

In exercise of the powers conferred under sub clause (iv), clause (b), Sub-rule 31 of Rule 38 of the J&K Liquor License and Sale Rules, 1984, read with S.O. 85 Dated: 01-02-2024 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 **JK Special Whisky, JK Country Liquor and Low cost IMFL Brand** for sale in Civil Market as per Annexure-'A', Annexure 'B' and Annexure 'C' respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.


(Pankaj Kumar Sharma), JKAS
Excise Commissioner, J&K

Encl: Annexure-'A, B & C'

No.: EC/Exc/MRP/2024-25/7963-82

Dated: 2-03-2024

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 Principal Secretary, Finance Department, J&K, Civil Secretariat for the kind information of the Principal Secretary.
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. 133 -EC OF 2024 DATED -02-03-2024							
ANNEXURE-"A"							
MRP OF JK SPECIAL WHISKY FOR THE YEAR 2024-25							
Ex-Manufacturer Price (EDP) per Case :-							
Price in Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml (12 Pcs)	375ml (24 Pcs)	250ml (36 Pcs)	180ml (50 Pcs)
1	JK Special Whisky	65	Bottles	463.00	525.00	550.00	575.00
Ex-Wholesale Price (JKEL-1) per Case :-							
Price in Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml (12 Pcs)	375ml (24 Pcs)	250ml (36 Pcs)	180ml (50 Pcs)
1	JK Special Whisky	65	Bottles	2340.00	2405.00	2431.00	2457.00
MRP (Inclusive of all taxes for JKEL-2) per Unit :-							
Price in Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml per Unit	375ml per Unit	250ml per Unit	180ml per Unit
1	JK Special Whisky	65	Bottles	375	195	130	95
Differential amount, on account of rounding-off/fixation of MRP, Recoverable as rounding fee per unit :-							
In Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml per Unit	375ml per Unit	250ml per Unit	180ml per Unit
1	JK Special Whisky	65	Bottles	2.60	4.25	1.62	1.69

ORDER NO. 133 -EC OF 2024 DATED -02-03-2024							
ANNEXURE-"B"							
MRP OF JK COUNTRY LIQUOR FOR THE YEAR 2024-25							
Ex-Manufacturer Price (EDP) per Case :-							
Price in Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml (12 Pcs)	375ml (24 Pcs)	250ml (36 Pcs)	180ml (50 Pcs)
1	JK Country Liquor	45	Bottles	350.00	375.00	400.00	450.00
Ex-Wholesale Price (JKEL-1) per Case :-							
Price in Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml (12 Pcs)	375ml (24 Pcs)	250ml (36 Pcs)	180ml (50 Pcs)
1	JK Country Liquor	45	Bottles	1749.00	1775.00	1801.00	1854.00
MRP (Inclusive of all taxes for JKEL-2) per Unit :-							
Price in Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml per Unit	375ml per Unit	250ml per Unit	180ml per Unit
1	JK Country Liquor	45	Bottles	290	150	100	75
Differential amount, on account of rounding-off/fixation of MRP, Recoverable as rounding fee per unit :-							
In Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml per Unit	375ml per Unit	250ml per Unit	180ml per Unit
1	JK Country Liquor	45	Bottles	0.34	3.35	1.02	1.95

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ORDER NO. 133 OF 2024 DATED: 02-03-2024
ANNEXURE - "C"

MRP OF LOW COST IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2024-25

TOTAL NUMBER OF BRANDS 37				Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL-1) Price/Case In Rupees			MRP/Unit (2024-25) 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	Devans Modern Breweries Limited, Talab Tillo, Bohri, Jammu, J&K.	Kashmir XXX Rum	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Double Horse Malted Whisky	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Kashmir Added Orange Flavoured Premix Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
		Kashmir Dry Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
2	Dogra Distilleries, Village Gangyal, Industrial Area, Jammu, J&K.	Double Cross XXX Rum	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Knight No.1 Special Whisky	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Shalimar Dry Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
		Chenab Orange Flavoured Premix Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
3	Oakland Bottlers Pvt. Ltd. Phase-I, IGC, SIDCO, Samba, J&K.	Samba XXX Rum	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		OB Dry Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
		OB Orange Flavoured Premix Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
4	Kashmir Bottlers, SIDCO, Industrial Growth Centre, Samba, J&K.	K Bottlers Special XXX Rum	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		K Bottlers Special Whisky	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Tapster Blended Whisky	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		K Bottlers Special Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
		K Bottlers Special Orange Flavoured Premix Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32

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5	Trikuta Bottlers, IGC, SIDCO, Samba, J&K.	Himalaya XXX Rum	75	672	761	800	2904	2998	2951	500	255	125	3.84	0.34	0.20
		Himalaya No.1 Whisky	75	672	761	800	2904	2998	2951	500	255	125	3.84	0.34	0.20
		Sky Blue Extra Dry Gin	65	672	761	800	2663	2757	2719	465	240	120	2.58	2.21	3.32
		Sky Blue Orange Flavoured Premix Gin	65	672	761	800	2663	2757	2719	465	240	120	2.58	2.21	3.32
6	M/s Madeira Bottlers, Phase-II, SIDCO Industrial Complex, Bari Brahmana, Jammu, J&K.	Royal Club Fine Whisky	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Royal Club XXX Rum	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Madeira Extra Dry Gin	65	675	761	800	2666	2757	2719	465	240	120	2.16	2.21	3.32
7	M/s Trishul Bottlers, Sikanderpur, Bishnah, District Jammu, J&K	Tiger XXX Rum	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Mission Kashmir XXX Rum	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Tiger Whisky	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Tiger Dry Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
		Tiger Orange Flavoured Premix Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
8	M/s Chenab Bottlers, I.G.C., Phase-I, SIDCO, District Samba, J&K.	Chenab XXX Rum	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Chenab Whisky	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Chenab Dry Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
9	M/s Basanter Bottlers, I.G.C., Phase-I, SIDCO, District Samba, J&K.	Chinar XXX Rum	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Chinar Fine Whisky	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
		Chinar Ice Blue Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
		Chinar Orange Flavoured Premix Gin	65	675	728	800	2666	2722	2719	465	240	120	2.16	4.66	3.32
10	M/s Tawi Bottlers, Nai Basti, Sujwan, District Samba, J&K.	Gold Band Special Rum	75	525	0	0	2750	0	0	475	0	0	0.40	0	0
11	M/s Glare Distilleries, Govindsar, Kathua, J&K	Glare XXX Rum	75	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20

Handwritten signatures and initials in blue ink.