

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 Locally Manufactured Premium & Deluxe/Super Deluxe IMFL Brands 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/3333-39 Dated: 07.03.2024

ORDER No.: 150-EC of 2024
DATED: 12-03-2024

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 **Locally Manufactured Premium & Deluxe/Super Deluxe IMFL Brands** for sale in civil market as per **Annexure-'E'** respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.


12.03.24

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

Encl: Annexure-'E'

No.: EC/Exc/MRP/2024-25/ 8175-93

Dated: 12-03-2024

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 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. 150 OF 2024 DATED : 12-03-2024

ANNEXURE - "E"

MRP OF LOCALLY MANUFACTURED IMFL -PREMIUM & DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 36				Ex-Manufacturer Price (EDP) Per Case				Ex-Wholesale(JKEL-1) Price Per Case				MRP/Unit (2024-25) Inclusive of all Taxes				Differential Amount, on account of rounding-off /fixation of MRP, Recoverable as rounding.				
Sr.No.	Distillery/Bottling Plant	Brand Name	Degree Proof	Segment/Category	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml
1	M/s Kashmir Bottlers, SIDCO, Distt. Samba, J&K, for M/s Oasis Distilleries Limited, Regd. Office 40 North Avenue Road, West Punjabi Bagh, Delhi-26	All Seasons Golden Collection Reserve Whisky	75	Premium	0	1570	1570	1570	0	4123	4123	4024	0	670	335	165	0	3.18	1.59	2.66
		All Seasons Double Barrel Collection Reserve Whisky	75	Premium	0	1735	1735	1735	0	4296	4296	4197	0	695	350	170	0	3.96	4.48	1.59
2	Dogra Distilleries, Village Gangyal, Industrial Area, Jammu, J&K	DD Vodka	75	Premium	0	1250	1250	1335	0	3724	3724	3716	0	615	310	155	0	4.04	4.52	3.44
		DD Green Apple Flavoured Vodka	65	Premium	0	1285	1285	1335	0	3491	3491	3458	0	580	290	145	0	1.66	0.83	2.47
		Oak Craft Reserve Malted Whisky	75	Premium	0	1610	1610	1610	0	4102	4102	4005	0	665	335	165	0	1.12	3.06	3.31
3	M/s Oakland Bottlers Pvt. Ltd., Phase-I, IGC, SIDCO, Samba, J&K.	Heniskot Blended Grape Brandy	75	Premium	0	1608	1608	1770	0	4100	4100	4173	0	665	335	170	0	1.40	3.20	2.43
4	M/s Trishul Bottlers, Sikanderpur, District Jammu, J&K.	Lucknavi Paan Elaichi Liqueur	75	Premium	0	1160	1345	1450	0	3629	3823	3837	0	600	315	160	0	2.34	2.59	4.19
5	M/s Khoday Industries Pvt. Limited, Bari Brahmana, District Samba, J&K (A Unit of Khoday India Limited)	Red Knight Premium Whisky	75	Premium	0	1910	1985	2015	0	4417	4495	4430	0	710	360	180	0	2.02	0.55	3.45
6	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, District Jammu, J&K.	Devans Master Barrel Premium Whisky	75	Premium	0	1553	1553	1625	0	4042	4042	4021	0	660	330	165	0	4.52	2.26	2.75
		Devans Old Vat Reserve Premium Blended Whisky	75	Premium	0	2300	2325	2510	0	4826	4852	4950	0	770	385	195	0	4.76	0.56	0.25
		Devans Old Vat Premium Blended Whisky	75	Premium	0	2300	2325	2510	0	4826	4852	4950	0	770	385	195	0	4.76	0.56	0.25
		Devans Gian Chand Indian Single Malt Whisky (750mlX6)	75	Deluxe/Super Deluxe	0	13800	0	0	0	15749	0	0	0	4500	0	0	0	0.68	0	0
7	Trikuta Bottlers, Phase-I, IGC, SIDCO, Samba, J&K.	Hillrock Gold Reserve Whisky	75	Premium	0	1650	1650	1760	0	4144	4144	4163	0	670	335	170	0	0.24	0.12	2.78
8	M/s Trikuta Bottlers, IGC, SIDCO, Samba, J&K. For M/s Allied Blenders and Distillers Limited, Regd. Office 394/C, Lamington Chambers, Lamington Road, Mumbai, Maharashtra -400004	Officer's Choice Blue Original Grain Whisky	75	Premium	0	1965	1930	1996	0	4537	4501	4471	0	725	360	180	0	0.22	0.13	2.00
		Sterling Reserve B7 Prime Blended Whisky	75	Premium	0	2305	2340	2428	0	4994	4931	4925	0	775	390	195	0	0.24	0.03	1.11
		ICONiQ White Grand International Grain Whisky	75	Premium	0	1940	1999	2025	0	4511	4573	4501	0	725	365	180	0	3.86	0.09	0.95

9	Trikuta Bottlers, Phase-I, IGC, SIDCO, Samba, J&K, for Rock and Storm Distilleries Pvt. Ltd. Punjab	Revolution Luxury Extra Dry Gin	75	Premium	0	1701	1720	1750	0	4260	4280	4213	0	690	345	170	0	4.00	0.60	1.03
		Garrison Ultra Premium Brandy	75	Premium	0	1998	1998	2052	0	4572	4572	4530	0	730	365	185	0	0.32	0.16	4.95
		Dennis Special Whisky	75	Premium	0	1587	1593	1620	0	4140	4147	4076	0	670	340	165	0	0.80	4.91	0.84
		Commander n Chief Caribbean Gold XXX Rum	75	Premium	0	1274	1285	1404	0	3812	3823	3849	0	625	315	160	0	1.72	2.59	3.77
		Blue Eyes Pure Grain Vodka	75	Premium	0	1522	1576	1609	0	4072	4129	4065	0	660	335	165	0	0.32	1.17	1.21
		Barents Premium Gold Reserve Whisky	75	Deluxe/ Super Deluxe	0	3769	3780	3834	0	6538	6549	6503	0	1005	505	250	0	0.08	1.77	0.88
10	M/s Tawi Bottlers, Nai Basti, Sujwan, District Samba, J&K, for M/s Mohan Meakin Limited.	Old Monk Extra Special XXX Rum	75	Premium	0	1287	1287	1325	0	3825	3825	3766	0	630	315	155	0	4.90	2.45	1.69
		Old Monk Supreme XXX Rum	75	Premium	0	1968	0	0	0	4541	0	0	0	730	0	0	0	4.66	0	0
		Old Monk White Rum	75	Premium	0	1835	1825	1880	0	4401	4390	4349	0	710	355	175	0	4.26	2.90	1.27
		Old Monk Coffee Extra Ordinary XO Coffee Flavoured Premium Rum	70	Deluxe/ Super Deluxe	0	3265	3265	3237.12	0	5870	5870	5744	0	915	460	225	0	3.60	4.30	2.46
		Old Monk The Legend Rum	75	Deluxe/ Super Deluxe	2825	2825	2825	2825	5547	5547	5547	5443	1155	870	435	215	0.10	3.82	1.91	2.98
11	M/s National Industrial corporation Pvt. Limited, Bari Brahmna, District Samba, J&K.	Black Bull Matured XXX Rum	75	Premium	0	1425	1425	1440	0	3907	3907	3827	0	640	320	160	0	3.42	1.71	4.54
		Black Bandit Original Spiced Rum	75	Premium	0	1995	1995	2080	0	4506	4506	4499	0	725	365	180	0	4.56	4.78	1.02
		Black & Gold French VSOP Brandy	75	Premium	0	1995	1995	2030	0	4506	4506	4446	0	725	365	180	0	4.56	4.78	2.89
		Black & Gold Rare Premium Whisky	75	Premium	0	1995	1995	2030	0	4506	4506	4446	0	725	365	180	0	4.56	4.78	2.89
12	M/s Kashmir Bottlers, SIDCO, Distt. Samba, J&K, for M/s Tilaknagar Industries Limited, Regd. Office P.O. Tilaknagar, Taluka Shrirampur, District Ahmednagar, MH	TI Mansion House Rarest Spirit French Brandy	75	Premium	0	1668	0	0	0	4226	0	0	0	685	0	0	0	3.76	0	0
		TI Mansion House Gold Whisky	75	Premium	0	1800	0	0	0	4364	0	0	0	705	0	0	0	4.44	0	0
		TI Courier Napoleon Crafted French Brandy	75	Premium	0	1668	0	0	0	4226	0	0	0	685	0	0	0	3.76	0	0
		TI Courier Napoleon Classic French Brandy Green	75	Premium	0	2305	0	0	0	4894	0	0	0	775	0	0	0	0.24	0	0
		Mansion House Flandy Orange French Style Brandy	65.6	Premium	0	1928	0	0	0	4245	0	0	0	685	0	0	0	1.10	0	0