

GOVERNMENT OF JAMMU & KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K
EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU
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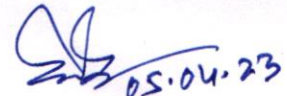
Subject: Fixation of Maximum Retail Price of Locally manufactured Medium/ Premium/ Low cost IMFL and Beer Brands for sale in Civil Market for the year 2023-24.

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 & DECDJ/69-74 Dated: 05-04-2023.

ORDER No.: 16 - EC OF 2023

DATED: 05 -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 Medium/ Premium/ Low cost IMFL and Beer Brands** for Sale in Civil Market as per Annexure- "T", "U", "V" & "R" 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- "T", "U", "V" & "R"

No.: EC/Exc/MRP/2023-24/ 277-95

Dated: 05 -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. 16 OF 2023 DATED : 05-04-2023

ANNEXURE - "T"

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

TOTAL NUMBER OF BRANDS 07					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	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Tawi Bottlers, Sujwan, Nai Basti, Samba, for M/s Mohan Meakin Ltd., Mohan Nagar, U.P.	Old Monk Very Old Vatted XXX Rum	Medium	75	1063	1063	1060	3493	3493	3395	580	290	140	4.18	2.09	0.34
		Old Monk Extra Special XXX Rum	Premium	75	1287	1287	1325	3728	3728	3673	610	305	150	1.28	0.64	0.61
		Knight Rider Premium Vodka	Premium	75	1287	1287	1330	3728	3728	3678	610	305	150	1.28	0.64	0.44
		Old Monk Supreme XXX Rum	Premium	75	1968	0	0	4443	0	0	710	0	0	1.18	0	0
2	M/s Trishul Bottlers, Sikanderpur, District Jammu, J&K, for M/s United Spirits Limited	Carew's Dry Gin	Medium	65	935	940	1180	3020	3025	3267	510	260	140	0.40	4.85	4.82
		McDowell's No.1 Celebration XXX Rum	Premium	75	1325	1350	1404	3768	3794	3756	615	310	155	0.68	1.02	2.71
		McDowell's Blue Riband Duet Gin & Lime Flavoured	Premium	65	1375	1410	1460	3556	3593	3561	585	295	150	0.36	0.09	4.53

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ORDER NO. 16 OF 2023 DATED: 05-04-2023
ANNEXURE - "U"

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

TOTAL NUMBER OF BRANDS 01				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 Tawi Bottlers, Sujwan, Nai Basti, District Samba, J&K.	Gold Band Special Rum	75	525	0	0	2690	0	0	465	0	0	1.60	0	0

(Handwritten signatures and initials in blue ink)

ORDER NO. 16 EC OF 2023 DATED : 05-04-2023
ANNEXURE-"V"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price Per Case (EBP)				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2023-24) Inclusive of all Taxes				Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee			
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %V/V	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	Devans Modern Breweries Ltd. Samba.	Kotsberg Strong Premier Beer	Glass	8	780	0	1038	0	1264.00	0.00	1542.00	0.00	200	0	120	0	0.29	0.00	0.51	0.00
			Tin	8	0	1260	1038	0	0.00	2008.00	1542.00	0.00	0	160	120	0	0.00	1.94	0.51	0.00

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ORDER NO. 16 EC OF 2023 DATED : 05-04-2023

ANNEXURE-"R"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 03				Ex-Manufacturer Price Per Case (EBP)				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2023-24) Inclusive of all Taxes				Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee				
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VVV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	M/s Devans Modern Breweries Limited, Samba, J&K.	Godfather Super Strong International Quality Beer	Glass	8	505	0	635	0	976	0	1119	0	160	0	90	0	0.61	0.0	0.12	0
			Tin	8	0	805	635	0	0	1530	1119	0	0	125	90	0	0.0	0.40	0.12	0
		Godfather The Legendary Premium Strong Beer	Glass	8	530	0	669	0	1002	0	1155	0	165	0	95	0	1.97	0.00	2.60	0
			Tin	8	0	867	669	0	0	1596	1155	0	0	130	95	0	0.00	0.78	2.60	0
		Godfather Lager International Quality Beer	Glass	5	505	0	635	0	976	0	1119	0	160	0	90	0	0.61	0.00	0.12	0
			Tin	5	0	837	635	0	0	1564	1119	0	0	130	90	0	0.00	3.02	0.12	0

Handwritten signatures and initials in blue ink.