

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 locally manufacturing Low cost, Economy & 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/1468-73 Dated: 04-07-2023.

ORDER No.: 165 - EC OF 2023

DATED: 07-07-2023

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 manufacturing Low cost, Economy & Premium IMFL Brands for Sale in Civil Market as per Annexure- "A-29"** 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: 2023.07.07
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Excise Commissioner

Encl.: Annexure- "A-29"

No.: EC/Exc/MRP/2023-24/2726-2745

Dated: 07-07-2023

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 Principal Secretary, Finance Department, J&K, Civil Secretariat for 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. 165 OF 2023 DATED : 07-07-2023

ANNEXURE - "A-29"

MRP OF LOCALLY MANUFACTURED LOW COST, ECONOMY & 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 | 750ml | 375ml | 180ml | 750ml | 375ml | 180ml | 750ml | 375ml | 180ml | 750ml | 375ml | 180ml |
| 1 | M/s Trikuta Bottlers, Phase-1, IGC, SIDCO, District 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 Elegant Whisky | Economy | 75 | 999 | 965 | 999 | 3342 | 3307 | 3251 | 555 | 275 | 135 | 0.32 | 0.11 | 0.38 |
| | | Officer's Choice Blue Original Grain Whisky | Premium | 75 | 1975 | 1996 | 1996 | 4451 | 4473 | 4378 | 710 | 360 | 175 | 0.06 | 3.49 | 0.94 |
| | | Sterling Reserve B7 Prime Blended Whisky | Premium | 75 | 2310 | 2380 | 2428 | 4802 | 4876 | 4831 | 760 | 385 | 190 | 0.92 | 0.28 | 0.08 |
| | | ICONiQ White Grand International Grain Whisky | Premium | 75 | 1940 | 2010 | 2145 | 4414 | 4487 | 4534 | 705 | 360 | 180 | 0.24 | 2.51 | 0.48 |
| 2 | M/s Glares Distilleries, Industrial Area, IID Centre, Govindsar, Kathua, J&K. | Glare XXX Rum | Low Cost | 75 | 675 | 761 | 800 | 2848 | 2938 | 2894 | 490 | 250 | 125 | 4.48 | 0.94 | 2.88 |

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