

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 Low Cost, Economy, Medium & Deluxe/Super Deluxe IMFL and Beer 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/3285-90 Dated: 02.03.2024 & DECDJ/3392-98 Dated 16.03.2024

ORDER No.: 171 - EC of 2024
DATE D: 26 - 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 Low Cost, Economy, Medium & Deluxe/Super Deluxe IMFL and Beer Brands** for sale in civil market as per **Annexure-'D, F & G'** respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.


26.03.24

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

Encl: Annexure-'D, F & G'

No.: EC/Exc/MRP/2024-25/ 8495-8514

Dated: 26-03-2024

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. 171 OF 2024 DATED : 26-03-2024

ANNEXURE - "D"

MRP OF LOCALLY MANUFACTURED IMFL -ECONOMY/MEDIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 18					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	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Madeira Bottlers, Bari Brahmana, Distt Samba, J&K.	Madeira No.1 Special Whisky	75	Economy	895	901	972	3280	3286	3267	550	275	140	1.20	0.18	4.14
		Madeira No.1 XXX Rum	75	Economy	895	901	972	3280	3286	3267	550	275	140	1.20	0.18	4.14
2	Dogra Distilleries, Village Gangyal, Industrial Area, Jammu, J&K	White Stag Whisky	75	Economy	895	901	972	3280	3286	3267	550	275	140	1.20	0.18	4.14
		DD Duet Premix Gin (Lemon Flavoured)	65	Medium	1144	1155	1220	3343	3355	3337	560	280	140	2.38	0.35	1.69
		ILA Pan Elaich Liqueur	75	Medium	1110	1175	1290	3577	3645	3669	595	300	150	4.62	0.05	0.07
3	M/s Oakland Bottlers Pvt. Ltd., Phase-I, IGC, SIDCO, Samba, J&K.	OB Grain Whisky	75	Economy	895	901	972	3280	3286	3267	550	275	140	1.20	0.18	4.14
		OB Grain XXX Rum	75	Economy	895	901	972	3280	3286	3267	550	275	140	1.20	0.18	4.14
4	M/s Glare Distilleries, Industrial Area, Govindsar, Kathua, J&K.	Under World XXX Rum glare quality	75	Economy	905	911	1000	3291	3297	3297	555	280	140	4.66	4.41	3.09
5	M/s Khoday Industries Pvt. Limited, Bari Brahmana, District Samba, J&K (A Unit of Khoday India Limited)	Hercules Special Reserve 3 'X' Matured Rum	75	Economy	905	911	1000	3291	3297	3297	555	280	140	4.66	4.41	3.09
		Democrat Whisky	75	Economy	905	911	1000	3291	3297	3297	555	280	140	4.66	4.41	3.09
6	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, District Jammu, J&K.	Mood Maker Deluxe Whisky	75	Economy	895	901	972	3280	3286	3267	550	275	140	1.20	0.18	4.14
		Paradise Duet Added Lime Flavoured Premix Gin	65	Medium	1150	1160	1300	3349	3360	3421	560	280	145	1.54	0.00	3.75
		Pan Elaichi Special Paradise Liqueur	65	Medium	1115	1200	1275	3313	3402	3395	555	285	145	1.58	2.06	4.66
7	Trikuta Bottlers, Phase-I, IGC, SIDCO, Samba, J&K.	Sea Dog Premium Whisky	75	Economy	902	902	1000	3287	3287	3297	550	275	140	0.22	0.11	3.09
8	M/s Trikota 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 Elegant Whisky	75	Economy	921	965	999	3358	3404	3344	560	285	140	0.28	1.92	1.46

9	Trikuta Bottlers, Phase-I, IGC, SIDCO, Samba, J&K, for Rock & Storm Distilleries Pvt. Ltd. Punjab	Revolution Premium XXX Rum	75	Medium	1225	1242	1248	3760	3778	3686	620	310	155	4.00	0.74	4.49
10	M/s Tawi Bottlers, Nai Basti, Sujwan, District Samba, J&K, for M/s Mohan Meakin Limited.	Old Monk Very Old Vatted XXX Rum	75	Medium	1063	1063	1060	3527	3527	3428	585	295	145	1.62	3.31	3.52
11	M/s Kashmir Bottlers, IGC, SIDCO, Samba, J&K, for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.	Contessa XXX Rum Blended With Matured Cane Juice Spirits	75	Economy	930	960	975	3367	3399	3319	565	285	140	4.02	2.27	2.32

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ORDER NO. 171 EC OF 2024 DATED : 26-02-2024

ANNEXURE-"F"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 08				Ex-Manufacturer Price Per Case (EBP)				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2024-25) 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.	Godfather Super 8 Premium Strong Beer	Glass	8	575	0	675	0	1065	0	1177	0	175	0	95	0	1.33	0	0.14	0
			Tin	8	0	945	675	0	0	1701	1177	0	0	140	95	0	0	2.03	0.14	0
2	Devans Modern Breweries Ltd. Samba.	Six Fields Cult Finest Strong Wheat Beer	Glass	8	955	0	1215	0	1464	0	1744	0	230	0	135	0	0.47	0	0.45	0
			Tin	8	0	1650	0	0	0	2442	0	0	0	190	0	0	0	0.16	0	0
3	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Premier Wheat Beer	Glass	5	955	0	1215	0	1464	0	1744	0	230	0	135	0	0.47	0	0.45	0
			Tin	5	0	1650	0	0	0	2442	0	0	0	190	0	0	0	0.16	0	0
4	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Finest Wheat Beer	Glass	5	955	0	1215	0	1464	0	1744	0	230	0	135	0	0.47	0	0.45	0
			Tin	5	0	1650	0	0	0	2442	0	0	0	190	0	0	0	0.16	0	0
5	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Premium Strong Beer	Glass	8	530	0	669	0	1017	0	1171	0	170	0	95	0	3.05	0	0.56	0
			Tin	8	0	867	669	0	0	1620	1171	0	0	135	95	0	0	2.70	0.56	0
6	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Finest Strong Beer	Glass	8	505	0	635	0	991	0	1135	0	165	0	95	0	1.69		3.08	0
			Tin	8	0	805	635	0	0	1554	1135	0	0	130	95	0	0	2.32	3.08	0
7	Devans Modern Breweries Ltd. Samba.	Six Fields Brute The Majestic Beer	Glass	8	955	0	1215	0	1464	0	1744	0	230	0	135	0	0.47	0	0.45	0
			Tin	8	0	1650	635	0	0	2442	1119	0	0	190	90	0	0	0.16	0	0
8	Devans Modern Breweries Ltd. Samba.	Six Fields Brute Rare And Bold Beer	Glass	8	955	0	1215	0	1464	0	1744	0	230	0	135	0	0.47	0	0.45	0
			Tin	8	0	1650	0	0	0	2442	0	0	0	190	0	0	0	0.16	0	0
9	Devans Modern Breweries Ltd. Samba.	Six Fields Pilsner Good Hops Beer	Glass	5	955	0	1215	0	1464	0	1744	0	230	0	135	0	0.47	0	0.45	0
			Tin	5	0	1650	0	0	0	2442	0	0	0	190	0	0	0	0.16	0	0
10	Devans Modern Breweries Ltd. Samba.	Six Fields Pilsner Fine Hops Beer	Glass	5	955	0	1215	0	1464	0	1744	0	230	0	135	0	0.47	0	0.45	0
			Tin	5	0	1650	0	0	0	2442	0	0	0	190	0	0	0	0.16	0	0
11	M/s Basanter Breweries Pvt. Limited, IGC, Phase-II, SIDCO, Samba, J&K for M/s United Breweries Limited	Kingfisher Strong Premium Beer	Glass	8	491	0	0	0	977	0	0	0	165	0	0	0	3.65	0	0	0
			Tin	8	0	792	651	0	0	1541	1152	0	0	130	95	0	0	3.23	1.89	0
12	M/s Basanter Breweries Pvt. Limited, IGC, Phase-II, SIDCO, Samba, J&K	Sea Hawk Ultra Super Strong Beer	Glass	8	505	0	0	0	991	0	0	0	165	0	0	0	1.69	0	0	0
			Tin	8	0	805	635	0	0	1554	1135	0	0	130	95	0	0	2.32	3.08	0

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ORDER NO. 171 OF 2024 DATED: 26-03-2024
ANNEXURE - "G"

MRP OF LOCALLY MANUFACTURED LOW COST, ECONOMY, MEDIUM & Deluxe/Super Deluxe IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2024-25

TOTAL NUMBER OF BRANDS 06					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	Segment/Category	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Kashmir Bottlers, SIDCO, Industrial Growth Centre, Samba, J&K, For M/s Tilaknagar Industries Ltd., Regd. Office P.O. Tilaknagar, Taluka Shrirampur, Distt. Ahmednagar, MH	Finest Courier Napoleon Brandy	Low Cost	75	748.14	0	0	3034	0	0	515	0	0	0.64	0	0
		Courier Napoleon Gold Brandy	Low Cost	75	656.26	0	0	2938	0	0	505	0	0	4.08	0	0
		Madira XXX Rum	Medium	75	1050	0	0	3577	0	0	595	0	0	4.62	0	0
2	Oakland Bottlers Pvt. Ltd., SIDCO, Industrial Growth Centre, Samba, J&K.	Shekers Premium Tripple Distilled Grain Vodka	Medium	75	1243	1243	1234	3716	3716	3610	610	305	150	0.16	0.08	2.15
3	Kashmir Bottlers, SIDCO, Industrial Growth Centre, Samba, J&K.	NOK Blended Whisky	Economy	75	895	901	972	3280	3286	3267	550	275	140	1.20	0.18	4.14
4	M/s Rockland Distilleries Pvt. Limited, Lane 3, SIDCO Industrial Complex, Bari Brahmana, Distt. Samba, J&K.	Pampore Craft Gin (750mlX6)	Deluxe/Super Deluxe	75	5150	0	0	6666	0	0	1960	0	0	3.92	0	0

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