

**GOVERNMENT OF JAMMU & KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER**

EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU  
Tel. 0191-2477977 & E-mail: excise.commr@jk.gov.in

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**Subject:** Fixation of Maximum Retail Price of Local Beer / Local IMFL Brands for Sale in Civil Market for the year 2022-23.

**Reference:** 1. Notification S.O. 71 dated 22-02-2022.  
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/1528-34 dated 23-08-2022.

ORDER No.: 175 - EC OF 2022  
DATED: 05 - 09 - 2022

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. 71 dated 22-02-2022 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 Local Beer and Local IMFL Brands** for Sale in Civil Market as per Annexure-"A-49"& "A-50" to this order is hereby approved for the year 2022-23. The brands shall not be sold above the fixed rate.

  
(Pankaj Kumar Sharma), JKASJ  
Excise Commissioner,  
Jammu & Kashmir

Encl.: Annexure-"A-49"& "A-50"

No.: EC/Exc/MRP/2022-23/III/ 4030-49

Dated: 05-09-2022

Copy to the:

1. Financial Commissioner (Additional Chief 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 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](http://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. 175 - EC of 2022, Dated : 05-09-2022

ANNEXURE - "A-49"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

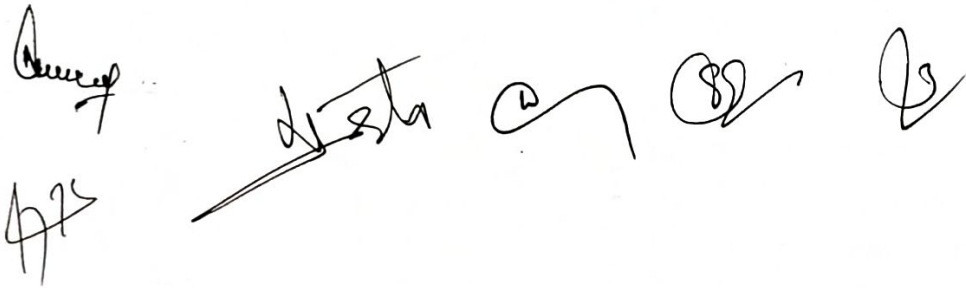
TOTAL NUMBER OF BRANDS 08					EX- MANUFACTURER PRICE PER CASE (2X5 LTR.)	EX-JKEL-1 PRICE PER CASE (2X5LTR.)	MAXIMUM RETAIL PRICE PER TIN (Inclusive of all taxes) 2022- 23	DIFFERENTIAL AMOUNT ON ACCOUNT OF ROUNDING-OFF / FIXATION OF MRP, RECOVERABLE AS ROUNDING FEE
Sr. No	NAME OF BREWERY	BRAND NAME	CATEGORY	Degree Below %VVN	2X5 LTR	2X5 LTR	5 LTR	5 LTR
1	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Rebel Premium Dark Ale	Tin	8	3400	4079	3460	1.40
2	Devans Modern Breweries Limited, Samba, J&K.	Godfather The Legendary Finest Strong Beer	Tin	8	2500	3143	2705	0.00
3	Devans Modern Breweries Limited, Samba, J&K.	Godfather The Legendary Premium Strong Beer	Tin	8	2500	3143	2705	0.00
4	Devans Modern Breweries Limited, Samba, J&K.	Godfather Super 8 Premium Strong Beer	Tin	8	2500	3143	2705	0.00
5	Devans Modern Breweries Limited, Samba, J&K.	Kotsberg Finest Pils Beer	Tin	5	2500	3143	2705	0.00
6	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Cult Finest Strong Wheat Beer	Tin	8	2796	3451	2955	1.94
7	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Blanche Finest Wheat Beer	Tin	5	2796	3451	2955	1.94
8	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Blanche Premier Wheat Beer	Tin	5	2796	3451	2955	1.94

ORDER NO. 175 OF 2022 DATED : 05-09-2022

ANNEXURE - "A-50"

MRP OF LOCAL DELUXE/SUPER DELUXE IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 01				Ex-Manufacturer Price Per Case				Ex-Wholesale (JKEL-1) Price Per Case				MRP/Unit (2022-23) 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	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml
1	M/s Tawi Bottlers, Sujwan, Nai Basti, Samba, for M/s Mohan Meakin Ltd., Mohan Nagar, U.P.	Old Monk The Legend Rum	75	2753	2800	2800	2800	4948.00	4997.0	4997.0	4913.0	990	750	375	185	2.19	2.57	1.28	1.73


  
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