


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 Imported IMFL Deluxe/ Super Deluxe and BIO 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/90-95 Dated: 06-04-2023.

ORDER No.: 18 - EC OF 2023
DATED: 06-04-2023

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 Imported IMFL Deluxe/ Super Deluxe and BIO Brands** for Sale in Civil Market as per Annexure- "W" & "X" 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- "W" & "X"

No.: EC/Exc/MRP/2023-24/ 310-29

Dated: 06-04-2023

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 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. 18 - EC OF 2023 DATED : 06-04-2023
ANNEXURE -"W"

MRP OF IMPORTED DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 04				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 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/Importer	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Beam Global Spirits & Wine (India) Pvt. Limited, Karora, Tehsil Behror, District Alwar, Rajasthan.	Teacher's Highland Cream Blended Scotch Whisky	75	10368	10472	10659	11102	11212	11399	1645	830	420	3.92	1.76	0.20
		Jim Beam Kentucky Straight Bourbon Whisky	75	10061	0	10158	10780	0	10873	1600	0	405	4.00	0.00	3.61
		Oaksmith Gold International Blended Whisky	75	6459	6459	6337	6998	6998	6861	1070	535	265	3.48	1.74	4.03
2	M/s Beam Global Spirits & Wine (India) Pvt. Limited, Karora, Tehsil Behror, District Alwar, Rajasthan. AND M/s At Lessee of M/s Blue Ocean Beverages Pvt. Limited, St.Jose De Areal, Salcete, Goa-403709	Teacher's 50 Scottish Reserve Blended Scotch Whisky	75	12981	13281	13342	13846	14161	14217	2030	1035	520	4.76	0.33	1.57

Handwritten signatures and initials in blue ink.

ORDER NO. 18 -EC OF 2023 DATED : 06-04-2023

ANNEXURE -"X"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 03				Ex-JKEL 1B Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 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/Importer	Brand Name	Degree Proof & % V/V	750ml	700ml	200ml	750ml	700ml	200ml	750ml	700ml	200ml	750ml	700ml	200ml
1	Manufactured By Diageo Scotland Limited of 11 Lochside Place, Edinburgh, EH12 9HA, Scotland Imported & Distributed by M/s United Spirits Limited C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra.	Johnnie Walker Red Label Blended Scotch Whisky	75.31	13849	0	0	14758	0	0	1695	0	0	3.42	0	0
2	Manufactured By Diageo Scotland Limited of 11 Lochside Place, Edinburgh, EH12 9HA, Scotland Imported & Distributed by M/s United Spirits Limited C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra	Johnnie Walker Black Label Blended Scotch Whisky	75.31	25831	0	0	27339	0	0	3080	0	0	4.51	0	0
3	Manufactured By Diageo Scotland Limited of 11 Lochside Place, Edinburgh, EH12 9HA, Scotland Imported & Distributed by M/s United Spirits Limited C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra.	Johnnie Walker Gold Label Reserve Blended Scotch Whisky (750mlX6)	70.1	20808	0	0	21956	0	0	4900	0	0	1.48	0	0

(Handwritten signatures and initials)