


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 Economy, Premium, Deluxe/Super Deluxe, Imported Premium & 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/3455-60 dated 22.03.2024

ORDER No.: 181 - EC of 2024
DATE D: 28 - 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 Economy, Premium, Deluxe/Super Deluxe, Imported Premium & Deluxe/Super Deluxe IMFL and Beer Brands** for sale in civil market as per **Annexure-'H, I & J'** respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.


28-03-24
(Pankaj Kumar Sharma), JKAS
Excise Commissioner, J&K

Encl: Annexure-'H, I & J'

No.: EC/Exc/MRP/2024-25/ 8630-48

Dated: 28-03-2024

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. 181 EC OF 2024 DATED : 28-03-2024

ANNEXURE-"H"

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

TOTAL NUMBER OF BRANDS 10					EDP/EBP + Duties/expenses of Exporting States/Uts (For Type-A)			Ex-JKEL-1A Price Per Case			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	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml
1	Carlsberg India Pvt. Limited, Poonta Sahib, Sirmour, Himachal Pradesh-173021	Carlsberg Elephant Strong Beer	Glass	8	574.89	0	0	1199	0	0	1376	0	0	220	0	0	2.79	0	0
			Tin	8	0	1008.45	0	0	1968	0	0	0	2247	0	0	180	0	0	3.81
		Carlsberg Smooth Chill Premium Lager Standard Beer	Glass	5	672.90	0	0	1297	0	0	1479	0	0	235	0	0	3.37	0	0
			Tin	5	0	1184.85	0	0	2145	0	0	0	2432	0	0	190	0	0	0.86
		Tuborg Strong Beer	Glass	8	357.53	0	0	982	0	0	1148	0	0	190	0	0	4.71	0	0
			Tin	8	0	602.85	0	0	1563	0	0	0	1821	0	0	150	0	0	3.63
		Tuborg Strong Supreme Premium Danish Beer	Glass	8	432.76	0	0	1057	0	0	1227	0	0	200	0	0	3.65	0	0
			Tin	8	0	720.25	0	0	1680	0	0	0	1944	0	0	155	0	0	0.02
2	M/s United Breweries Limited, Ludhiana, Punjab.	Kingfisher Excellent Premium Lager Beer	Glass	5	416.42	0	517.64	1040	0	1151	1209	0	1328	195	0	110	1.17	0	4.57
3	M/s United Breweries Limited, Plot No.M.I.D.C Taloja, Taluka-Panvel, District Raigad, Maharashtra.	Kingfisher Ultra Fine Lager Beer	Glass	5	658.84	0	829.52	1283	0	1463	1464	0	1655	230	0	130	0.47	0	1.68
			Tin	5	0	1153.92	0.00	0	2114	0	0	2400	0	0	190	0	0	3.10	0
		Kingfisher Ultra Max Premium Strong Beer	Glass	8	634.80	0	837.90	1259	0	1472	1439	0	1664	230	0	130	3.97	0	1.05
			Tin	8	0	1162	0	0	2122	0	0	2408	0	0	190	0	0	2.54	0
		Heineken Lager Beer	Glass	5	782	0	1009	1406	0	1643	1593	0	1844	250	0	145	2.41	0	3.45
			Tin	5	0	1162	0	0	2122	0	0	2408	0	0	190	0	0	2.54	0
		Kingfisher Premium Lager Beer	Tin	5	0	642	0	0	1602	0	0	1862	0	0	150	0	0	0.76	0
		Kingfisher Ultra Lager Beer	Glass	5	627.8	0	687.92	1252	0	1322	1431	0	1506	225	0	120	0.09	0	2.11
Tin	5		0	1031	0	0	1991	0	0	2271	0	0	180	0	0	2.13	0		

ORDER NO. 181 OF 2024 DATED : 28-03-2024

ANNEXURE - "I"

MRP OF LOCALLY MANUFACTURED IMFL -ECONOMY, PREMIUM & DELUXE?SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 05					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	M/s Trishul Bottlers, Sikanderpur, Bishnah, Distt. Jammu, J&K for M/s Jagatjit Industries Limited, P.O. Jagatjit Nagar, Kapurthala, Punjab.	Bonnie Special Whisky	75	Economy	895	900	972	3330	3336	3316	560	280	140	4.20	1.68	2.44
		Aristocrat Premium Whisky	75	Premium	1910	1910	2010	4480	4480	4486	720	360	180	3.20	1.60	1.49
		AC Black Pure Grain Whisky	75	Premium	2140	2260	2300	4721	4847	4790	755	385	190	4.46	0.91	0.85
		IICE Bite The Apple Vodka Premium	65	Premium	2538	2592	2646	4870	4926	4895	775	390	195	3.60	0.38	2.16
2	M/s Oakland Bottlers Pvt. Ltd., Phase-I, IGC, SIDCO, Samba, J&K, for M/s Those Good Distillers Pvt. Ltd., New Delhi	Himalayan Sipping Rum Idaaya (750mlX6)	75	Deluxe/Super Deluxe	27798	0	0	30478	0	0	8625	0	0	1.56	0.00	0.00

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ANNEXURE - "J"

MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 43

Sr. No.	Distillery/Bottling Plant	Brand Name	Category/ Segment	Degree Proof	Ex-Distillery Price (2024-25) + Duties/Fees of Exporting States/Uts				Ex-JKEL-1A Price Per Case In Rupees				Ex-JKEL-1 Price Per Case In Rupees				Maximum Retail Price Per Unit for 2024-25 (Inclusive of all Taxes)				Differential Amount, on account of rounding-off/Fixation of MRP, Recoverable as rounding Fee			
					750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml
1	M/s Pernod Ricard India Pvt. Limited, at Rajasthan Liquors Limited, Village Haripur Hindua, Derabassi, District S.A.S. Nagar (Mohali), Punjab.	Seagram's Imperial Blue Hand Picked Grain Whisky	Premium	75	1351	1415	1485.92	0	4055	4119	4062	0	4497	4565	4516	0	720	365	180	0	0.82	0.65	0.44	0
		Seagram's Royal Stag Classic Whisky	Premium	75	1690	1690	1887.06	0	4394	4394	4433	0	4853	4853	4937	0	770	385	195	0	0.98	0.49	0.69	0
		Seagram's Royal Stag Barrel Select Whisky	Premium	75	1952	1937	2023.92	0	4656	4641	4620	0	5129	5113	5081	0	810	405	200	0	2.34	2.29	0.65	0
		Seagram's Royal Stag Superior Whisky	Premium	75	1698	1742	1790.92	0	4402	4446	4387	0	4862	4908	4836	0	775	390	195	0	4.72	1.64	4.24	0
		Seagram's Imperial Blue Premier Grain Whisky	Premium	75	1398	1434	1422.92	0	4102	4138	4019	0	4547	4585	4450	0	730	370	180	0	3.82	4.25	2.75	0
		Seagram's 100 Pipers Exceptional Blended Scotch Whisky	Deluxe/ Super Deluxe	75	8056	8056	8054.92	0	10861	10861	10748	0	11644	11644	11516	0	1720	860	425	0	0.24	0.12	0.44	0
		Seagram's 100 Pipers Deluxe Blended Scotch Whisky	Deluxe/ Super Deluxe	75	8056	8056	8054.92	0	10861	10861	10748	0	11644	11644	11516	0	1720	860	425	0	0.24	0.12	0.44	0
		Seagram's Blenders Pride Reserve Collection Whisky	Deluxe/ Super Deluxe	75	4377	4377	4425.92	0	7182	7182	7119	0	7781	7781	7705	0	1180	590	295	0	1.06	0.53	3.81	0
		Seagram's Blenders Pride Exquisite Premium Whisky	Deluxe/ Super Deluxe	75	3667	3667	3665.92	0	6472	6472	6359	0	7036	7036	6907	0	1075	540	265	0	0.36	2.68	1.74	0
		Seagram's Blenders Pride Ultra Premium Whisky	Deluxe/ Super Deluxe	75	3494	3504	3727.92	0	6299	6309	6421	0	6854	6864	6972	0	1050	530	270	0	0.84	4.72	4.48	0
2	M/s Alcobrew Distilleries India Pvt. Limited, Village Behra, Derabassi, S.A.S.Nagar (Mohali), Punjab-140507	White & Blue Rare Oak Whisky	Premium	75	1728.52	1729.60	1744.03	0	4432	4433	4340	0	4894	4895	4787	0	775	390	190	0	0.24	2.55	0.94	0
		One More Pure Craft Vodka Green Apple	Premium	65.6	2056.79	2089.19	2131.39	0	4519	4552	4496	0	4985	5019	4951	0	790	400	195	0	2.50	3.87	0.20	0
		Lion Daddy Original Dark Rum	Premium	75	1302.25	1302.25	1302.16	0	4006	4006	3898	0	4446	4446	4323	0	715	360	175	0	2.96	3.98	2.18	0
		Golfer's Shot Barrel Aged Whisky	Deluxe/ Super Deluxe	75	3396.60	3396.60	3396.16	0	6202	6202	6089	0	6752	6752	6624	0	1035	520	255	0	0.12	2.56	1.66	0
		Black Dog Triple Gold Reserve Blended Scotch Whisky	Deluxe/ Super Deluxe	75	11927.75	12126.75	12226.16	0	14733	14932	14919	0	15709	15918	15895	0	2290	1160	580	0	1.14	0.94	2.16	0
		Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky	Deluxe/ Super Deluxe	75	8055.75	8040.75	8141.00	0	10861	10846	10834	0	11644	11628	11606	0	1720	860	430	0	0.24	1.24	2.29	0

3	M/s United Spirits Limited, at M/s Khasa Distillery Company.(A unit of Digvijay Chemicals Limited), Khasa, District Amritsar, Punjab-143107	Black & White Blended Scotch Whisky	Deluxe/ Super Deluxe	75	7209.00	7209.00	7209.00	0	10014	10014	9902	0	10755	10755	10627	0	1600	800	395	0	4.70	2.35	1.54	0
		Vat 69 Blended Scotch Whisky	Deluxe/ Super Deluxe	75	6264.00	6696.00	7018.92	0	9069	9501	9711	0	9762	10216	10428	0	1460	760	390	0	3.72	0.08	3.52	0
		Smirnoff Triple Distilled Vodka	Deluxe/ Super Deluxe	75	3018.00	3207.00	3205.92	0	5823	6012	5899	0	6354	6553	6424	0	980	505	250	0	0.84	1.49	3.66	0
		Signature Rare Aged Whisky	Deluxe/ Super Deluxe	75	3502.00	3594.00	3820.92	0	6307	6399	6514	0	6862	6959	7070	0	1055	535	270	0	4.72	3.07	1.05	0
		Signature Premier Grain Whisky	Deluxe/ Super Deluxe	75	3807.00	3807.00	3805.92	0	6612	6612	6499	0	7183	7183	7054	0	1100	550	270	0	4.78	2.39	1.61	0
		Antiquity Blue Ultra Premium Whisky	Deluxe/ Super Deluxe	75	4817.00	4916.00	5059.92	0	7622	7721	7753	0	8243	8347	8371	0	1245	630	315	0	1.38	0.91	0.50	0
4	M/s United Spirits Limited, at M/s Khasa Distillery Company, Khasa, Distt. Amritsar, Punjab And M/s C.D.B.Limited, Banur, Distt. S.A.S. Nagar (Mohali), Punjab.	Royal Challenge Gold Whisky	Premium	75	1785.00	1743.00	1851.92	0	4489	4447	4448	0	4953	4909	4900	0	785	390	195	0	1.98	1.57	2.00	0
		McDowell's No.1 Reserve Whisky	Premium	75	1382.00	1382.00	1434.92	0	4086	4086	4031	0	4530	4530	4462	0	725	365	180	0	1.20	3.10	2.33	0
5	M/s Bacardi India Pvt. Limited, at M/s Moonak Distillers & Bottlers Pvt. Limited, Jakhal Road, Moonak, District Sangrur, Punjab.	Bacardi Carta Blanca Superior White Rum	Deluxe/ Super Deluxe	75	3660.19	3623.19	3843.74	0	6465	6428	6537	0	7028	6990	7094	0	1075	535	270	0	1.48	0.90	0.21	0
		Black By Bacardi Classic Original Premium Crafted Rum	Premium	75	1804.48	1845.48	2058.94	0	4508	4549	4655	0	4974	5017	5118	0	790	400	205	0	4.04	4.01	4.37	0
6	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	8 PM Premium Black Rare Whisky	Premium	75	1685.00	1754.00	1905.00	0	4389	4458	4501	0	4848	4921	4956	0	770	390	195	0	1.68	0.73	0.04	0
		Magic Moments Remix Premium Green Apple Flavoured Vodka	Premium	65.6	2304.52	2372	2316.96	0	4767	4835	4681	0	5246	5316	5146	0	825	420	205	0	0.96	3.08	3.39	0
		Magic Moments Remix Lemon Grass & Ginger Premium Flavoured Vodka	Premium	65.6	2304.52	2372	2316.96	0	4767	4835	4681	0	5246	5316	5146	0	825	420	205	0	0.96	3.08	3.39	0
		Magic Moments Remix Chocolate Premium Flavoured Vodka	Premium	65.6	2304.52	2372	2316.96	0	4767	4835	4681	0	5246	5316	5146	0	825	420	205	0	0.96	3.08	3.39	0
		Magic Moments Premium Grain Vodka	Premium	75	1873.00	1942.00	2000.00	0	4577	4646	4596	0	5046	5118	5056	0	800	405	200	0	3.96	1.94	1.54	0
		Morpheus XO Blended Premium Brandy	Deluxe/ Super Deluxe	75	3606	3605	3604.85	0	6411	6410	6298	0	6972	6971	6843	0	1070	535	265	0	4.32	2.23	3.98	0
		Magic Moments Verve Premium Vodka	Deluxe/ Super Deluxe	75	3015.52	3205	3203.96	0	5821	6010	5897	0	6352	6551	6422	0	980	505	250	0	1.12	1.63	3.73	0
		Magic Moments Verve Lemon Lush Premium Flavoured Vodka	Deluxe/ Super Deluxe	65.6	3577.52	3592	3596.96	0	6129	6143	6046	0	6675	6690	6579	0	1025	515	255	0	0.90	1.90	3.22	0
		Royal Ranthambore Heritage Collection Royal Crafted Reserve Whisky	Deluxe/ Super Deluxe	75	9072.52	9087	9091.96	0	11878	11892	11785	0	12711	12727	12604	0	1870	940	465	0	0.86	4.31	2.36	0
		Rampur Double Cask Indian Single Malt Whisky (750mlX6)	Deluxe/ Super Deluxe	75	23329.76	0	0	0	24732	0	0	0	26089	0	0	0	7395	0	0	0	0.48	0	0	0
		Jaisalmer Indian Craft Gin (750mlX6)	Deluxe/ Super Deluxe	75	10152.76 (750mlX6)	0	10162 (180mlX24)	10164.5 (60mlX75)	11555 (750mlX6)	0	11508 (180mlX24)	11567 (60mlX75)	12253 (750mlX6)	0	12199 (180mlX24)	12265 (60mlX75)	3525	0	880	285	4.5	0	4.57	3.10

(Handwritten signatures and initials)

7	M/s Beam Global Spirits & Wine (India) Pvt. Limited, Karora, Tehsil Behror, Distt. Alwar, Rajasthan.	Teacher's Highland Cream Blended Scotch Whisky	Deluxe/ Super Deluxe	75	7587.00	7691.00	7989.00	0	10392	10496	10682	0	11152	11261	11446	0	1655	835	425	0	4.12	1.93	2.89	0
		Teacher's 50 Blended Scotch Whisky	Deluxe/ Super Deluxe	75	10200.00	10499.50	10672.24	0	13005	13305	13365	0	13895	14210	14264	0	2035	1040	525	0	0.10	0.50	4.26	0
		Jim Beam Kentucky Straight Bourbon Whisky	Deluxe/ Super Deluxe	75	7280.00	0	7488.00	0	10085	0	10181	0	10829	0	10920	0	1610	0	405	0	4.34	0	1.3	0
		Oaksmith Gold International Blended Whisky	Deluxe/ Super Deluxe	75	3678.00	3678.00	3667.00	0	6483	6483	6360	0	7047	7047	6908	0	1080	540	265	0	3.82	1.91	1.72	0
8	Distilled & Bottled by M/s Piccadilly Agro Industries Limited, Regd. Office at Village Bhadson, Umri-Indri Road, Tehsil Indri, District Karnal, Haryana	INDRI Single Malt Indian Whisky	Deluxe/ Super Deluxe	75	22475.00	0	0	23630 (60mlx150)	25280	0	0	26435 (60mlx150)	26784	0	0	27997 (60mlx150)	3840	0	0	325	0.64	0	0	4.26
		Camikara Rum Cask 3 YO Aged	Deluxe/ Super Deluxe	75	10500.00	0	0		13305	0	0	0	14210	0	0	0	2080	0	0	0	1.00	0	0	0

(Handwritten signatures and initials)