

**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

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**Subject:** Fixation of Maximum Retail Price of Imported Deluxe/Super Deluxe (BIO), BIO Wine and Wine (Indian) 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/3493-98 Dated: 27.03.2024

**ORDER No. 189 EC of 2024**  
**DATED: 29 - 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 **Imported Deluxe/Super Deluxe (BIO), BIO Wine and Wine (Indian) Brands** for sale in civil market as per **Annexure-'K, L, M'** respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.

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

Encl: Annexure-'K, L, M'

No.: EC/Exc/MRP/2024-25/ 8729-47

Dated: 29-03-2024

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](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.

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 202-25

TOTAL NUMBER OF BRANDS 22				EDPs + Duties/Fees of Exporting States/Uts				Ex-JKEL-1B 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			
Sr. No	Distillery/Bottling Plant/Importer	Brand Name	Strength in % Abv	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml
1	Distilled, Matured & Bottled in Scotland by The Glenlivet Distillery, Banffshire AB37 9DB. Imported by M/s Pernod Ricard India Pvt Ltd. Address Veritas Logistics Pvt. Limited, Thane, MH.	The Glenlivet 15 YO Single Malt Scotch Whisky (700mlX6)	40.0	0	23831.94	0	0	0	25078	0	0	0	26444	0	0	0	5885	0	0	0	1.62	0	0
2	Blended & Bottled by M/s Chivas Brothers Limited, Distillers, Keith, AB55 5BS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Thane, MH	Chivas Regal XV Aged 15 Years Blended Scotch Whisky (750mlX6)	43.0	21699.95	0	0	0	23107	0	0	0	24382	0	0	0	5435	0	0	0	0.56	0	0	0
3	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Absolut Lime Vodka	40.0	12916.30	0	0	0	15586	0	0	0	16606	0	0	0	1900	0	0	0	2.94	0	0	0
4	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Absolut Mandrin Vodka	40.0	12916.30	0	0	8204.40	15586	0	0	9628	16606	0	0	10238	1900	0	0	585	2.94	0	0	3.13
5	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Absolut Raspberri Vodka	38	12833.80	0	0	8158.80	15411	0	0	9532	16421	0	0	10136	1880	0	0	580	3.29	0	0	3.74
6	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Absolut Grapefruit Vodka	40	12832.30	0	0	0	15502	0	0	0	16517	0	0	0	1890	0	0	0	2.73	0	0	0
7	Distilled by The Beefeater Distillery, Montford Place, London, SE11 5DE, England. Bottled by Chivas Brothers Ltd.Dumbarton G82 2SS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Beefeater London Dry Gin	47.0	11720.30	0	0	0	14723	0	0	0	15699	0	0	0	1800	0	0	0	2.71	0	0	0
8	Distilled, Matured & Bottled in Scotland by The Glenlivet Distillery, Banffshire AB37 9DB. Imported by M/s Pernod Ricard India Pvt Ltd. Address Veritas Logistics Pvt. Limited, Thane, MH.	The Glenlivet 12YO Single Malt Scotch Whisky (700mlX6)	40	0	16577.42	0	0	0	17823	0	0	0	18827	0	0	0	4210	0	0	0	2.36	0	0
9	Blended & Bottled by M/s Chivas Brothers Limited, Distillers, Keith, AB55 5BS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Thane, MH	Chivas Regal Aged 12 Years Blended Scotch Whisky	43	23601	0	0	0	26415	0	0	0	27976	0	0	0	3150	0	0	0	2.24	0	0	0

*(Handwritten signatures and initials)*



	Blended & Bottled by M/s Chivas Brothers Limited, Distillers, Keith, AB55 5BS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Thane, MH	Chivas Regal Aged 12 Years Blended Scotch Whisky	40	0	0	0	13594	0	0	0	15018	0	0	0	15897	0	0	0	895	0	0	0	1.89
11	Blended & Bottled in Scotland by M/s George Ballentine and Son, Dumbarton, G82 2SS, Scotland, Imported by Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd, B-1, Infra Modern Logipark, Savad-Naka Road, Janval-Bhiwandi, Distt. Thane, MH-421302	Ballantine's Finest Blended Scotch Whisky	43	11647	0	0	7378.50	14461	0	0	8878	15424	0	0	9449	1770	0	0	540	2.96	0	0	1.53
12	Blended & Bottled in Scotland by M/s George Ballentine and Son, Dumbarton, G82 2SS, Scotland, Imported by Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd, B-1, Infra Modern Logipark, Savad-Naka Road, Janval-Bhiwandi, Distt. Thane, MH-421303	Ballantine's Finest Blended Scotch Whisky	40	0	0	12530.90	0	0	0	15201	0	0	0	16201	0	0	0	930	0	0	0	3.74	0
13	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Absolut Vodka	40	11720.30	0	0	7449.40	14390	0	0	8873	15350	0	0	9445	1760	0	0	540	1.10	0	0	1.75
14	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Absolut Citron Lemon Flavoured Vodka	40	12919.30	0	0	8205.40	15589	0	0	9629	16609	0	0	10239	1900	0	0	585	2.61	0	0	3.08
15	Manufactured by Irish Distilleries Ltd., Simmonscourt Road, Dublin 4, Ireland, Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Jameson Irish Whiskey	40	15167.30	0	0	11921.20 (200mlX30)	17837	0	0	13701 (200mlX30)	18969	0	0	14546 (200mlX30)	2160	0	0	660	3.01	0	0	1.20
16	Manufactured By Diageo Scotland Limited of 11 Lochside Place, Edinburgh, EH12 9HA, Scotland Imported & Distributed by M/s United Spirits Limited C/o Tulsi Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra.	Johnnie Walker Red Label Blended Scotch Whisky	43	11059.4	0	0	0	13873	0	0	0	14807	0	0	0	1700	0	0	0	0.83	0	0	0
17		Johnnie Walker Black Label Blended Scotch Whisky	43	23041.4	0	0	0	25855	0	0	0	27388	0	0	0	3085	0	0	0	1.92	0	0	0
18		Johnnie Walker Gold Label Reserve Blended Scotch Whisky (750mlX6)	40	19484.7	0	0	0	20820	0	0	0	21981	0	0	0	4910	0	0	0	3.78	0	0	0
19		Johnnie Walker Blonde Blended Scotch Whisky (700mlX12)	40	0	16247.30	0	0	0	18739	0	0	0	19900	0	0	0	2255	0	0	0	0.30	0	0
20	Manufactured & Bottled by M/s Diageo Scotland Limited, 5 Lochside Way Edinburgh, EH12 9DT, Scotland, Imported & Distributed by M/s United Spirits Limited C/o Tulsi Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra.	J & B Rare Blended Whisky	40	11924	0	0	0	14594	0	0	0	15564	0	0	0	1785	0	0	0	2.56	0	0	0
21	Manufactured by Charles Tanqueray & Co., 16 Great Marlborough Street, Soho, London, W1F 7HS, UK. Imported & Distributed by M/s United Spirits Limited C/o Tulsi Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra.	Tanqueray London Dry Gin	47.3	13106	0	0	0	16124	0	0	0	17170	0	0	0	1960	0	0	0	0.90	0	0	0
22	Manufactured by The Dufftown Distillery, Dufftown, Keith, Banffshire AB55 4 BR Scotland. Imported & Distributed by M/s United Spirits Limited C/o Tulsi Global Logistics Pvt. Ltd, Mumbai-Goa Highway, Shirdhon Village, Panvel, District Raigad, Maharashtra.	The Singleton Single Malt Scotch Whisky Lucious Nectar 12 Year Old Dufftown Distillery	40	0	16689.24	0	0	0	17935	0	0	0	18944	0	0	0	4235	0	0	0	1.62	0	0

ORDER NO. 189 EC OF 2024 DATED : 29-03-2024  
ANNEXURE -"L"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) WINE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 06				EDPs + Duties/Fees of Exporting States/Uts			Ex-JKEL-1B 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		
Sr. No.	Distillery/Bottling Plant/Importer	Brand Name	Strength in % Abv.	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml
1	By Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt.Ltd., B-1, RK Infra Modern Logipark, Savad-Naka Road, Janval-Bhiwandi, Distt. Thane, Maharashtra-421302, Produced at Orlando Wines, Barossa Valley Way, Rowland Flat, South Australia.	Jacob's Creek Classic Shiraz Cabernet	14.0	9006.82	0	5175	10042	0	5691	10679	0	6043	1200	0	340	3.03	0	2.08
2		Jacob's Creek Classic Chardonnay	13.0	9006.82	0	0	10024	0	0	10642	0	0	1195	0	0	3.75	0	0.00
3		Jacob's Creek Classic Chardonnay	12.5	0	0	5175	0	0	5691	0	0	6043	0	0	340	0	0	2.08
4		Jacob's Creek Chardonnay Pinot Noir Sparkling Wine (750mlX6)	11.0	6695	0	0	7213	0	0	7641	0	0	1705	0	0	1.70	0	0
5	Manufactured & Exported by E.& J. Gallo Winery, Modesto, California 95354 U.S.A. Imported by M/s Radico Khaitan Limited, J1/B1 Mohan Cooperative Industrial Area, Mathura Road, New Delhi-110044	Carlo Rossi California White crisp White Wine	10.5	11484	0	0	12519	0	0	13280	0	0	1485	0	0	1.92	0	0
6		Carlo Rossi California Red Smooth Red Wine	12.0	11484	0	0	12519	0	0	13280	0	0	1485	0	0	1.92	0	0



ORDER NO.: 189 - EC OF 2024 DATED: 29-03-2024  
ANNEXURE -"M"

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

TOTAL NUMBER OF BRANDS 06				EWPs + Duties/Fees of Exporting States/Uts			Ex-JKEL-1W Price per case (Landing Cost to JKEL-1)			Ex-Wholesale Price JKEL-1			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.		
Sr. No	Distillery/Bottling Plant/Importer	Brand Name	Alcohol % V/V	750ml	375ml	330ml	750ml	375ml	330ml	750ml	375ml	330ml	750ml	375ml	330ml	750ml	375ml	330ml
1	M/s Sula Vineyards Limited (Unit-II), Gat No.90, Jaulke (Wani), Taluka Dindori, District Nashik-422209, Maharashtra, India	Sula Brut Sparkling White Wine	12.5	10989.0	12231.0	0	12024	13266	0	12760	14064	0	1430	785	0	4.12	0.34	0
2		Sula Vineyards Dindori Reserve Shiraz	14.0	9324.0	10401.0	0	10359	11436	0	11012	12143	0	1235	680	0	1.40	0.99	0
3		Sula Vineyards Chenin Blanc	12.0	5970.0	6711.0	0	7005	7746	0	7490	8268	0	850	470	0	3.82	4.12	0
4		Sula Vineyards Shiraz Cabernet	13.5	7155.0	8067.0	0	8190	9102	0	8735	9692	0	985	545	0	1.87	0.80	0
5		Madera Nashik Valley Red Wine	12.0	4308.0	0	0	5343	0	0	5745	0	0	655	0	0	0.77	0	0
6	Manufactured & Maketed by M/s Indospirit Beverages Pvt. Limited, L-22, Cuncolim IDC, Goa-403703	BRO Code EL Classico	15.0	0	0	2223	0	0	3134	0	0	3409	0	0	200	0	0	2.70

*(Handwritten signatures)*