

**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 RTD and Locally Manufactured Economy, Medium & Premium IMFL 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/3529-34 Dated: 30.03.2024

**ORDER No.:** 193 EC of 2024  
**DATE D:** 30 - 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 RTD and Locally Manufactured Economy, Medium & Premium IMFL Brands** for sale in civil market as per **Annexure-'N , O'** respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.

Encl: Annexure-'N , O'

No.: EC/Exc/MRP/2024-25/ 8782-8802

Dated: 30-03-2024

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


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 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. 193 EC OF 2024 DATED : 30-03-2024  
ANNEXURE -"N"

MRP OF IMPORTED RTD (READY TO DRINK) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 15				Ex-manufacturer Price per case+ duties/expenses 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		
Sr. No.	Distillery/Bottling Plant/Importer	Brand Name	Degree % v/v	330ml	275ml	250ml	330ml	275ml	250ml	330ml	275ml	250ml	330ml	275ml	250ml	330ml	275ml	250ml
1	M/s Blended and bottled by M/s Coral Distillery, H. No. 287 & 288, Assolda, Quepem, Goa-403714, For M/s RM Beverages Pvt. Ltd., Survey No.35, Plot No.22, Raghvendra Nagar, Kharadi, Pune-411014, MH	INACAN Rum Latte	8.0	0	0	1730	0	0	2120	0	0	2316	0	0	135	0	0	0.19
2		INACAN LIIT	8.0	0	0	1730	0	0	2120	0	0	2316	0	0	135	0	0	0.19
3		INACAN Whiskey Collins	8.0	0	0	1730	0	0	2120	0	0	2316	0	0	135	0	0	0.19
4		INACAN Gin & Tonic	8.0	0	0	1730	0	0	2120	0	0	2316	0	0	135	0	0	0.19
5		INACAN Vodka Mule	8.0	0	0	1730	0	0	2120	0	0	2316	0	0	135	0	0	0.19
6	M/s Bacardi India Pvt. Limited, at M/s India Glycols Limited, Kashipur, U.S.Nagar, Uttrakhand-244713	Breezer Ultra Deluxe Zesty Orange	4.8	0	1100	0	0	1529	0	0	1704	0	0	105	0	0	3.11	0
7		Breezer Ultra Deluxe Tangy Cranberry	4.8	0	1100	0	0	1529	0	0	1704	0	0	105	0	0	3.11	0
8		Breezer Ultra Deluxe Exotic Jamaican Passion	4.8	0	1100	0	0	1529	0	0	1704	0	0	105	0	0	3.11	0
9		Breezer Ultra Deluxe Delicious Blackberry Crush	4.8	0	1100	0	0	1529	0	0	1704	0	0	105	0	0	3.11	0
10		Bacardi+ Lemonade	8.0	0	1270	0	0	1699	0	0	1883	0	0	115	0	0	3.26	0
11		Bacardi+ Cranberry	8.0	0	1270	0	0	1699	0	0	1883	0	0	115	0	0	3.26	0
12		Bacardi+ Orange	8.0	0	1270	0	0	1699	0	0	1883	0	0	115	0	0	3.26	0
13	M/s Radico Khaitan Limited, Lessee at M/s Woodpecker Distilleries & Breweries Pvt. Ltd., Plot No. 96, 97, 100, Hassan, Karnataka -573201	Magic Moments Vodka Cocktail Cosmopolitan	4.8	1315	0	0	1830	0	0	2040	0	0	125	0	0	3.00	0	0
14		Magic Moments Vodka Cocktail Cola	4.8	1315	0	0	1830	0	0	2040	0	0	125	0	0	3.00	0	0
15		Magic Moments Vodka Cocktail Mojito	4.8	1315	0	0	1830	0	0	2040	0	0	125	0	0	3.00	0	0

*(Handwritten signatures)*

ORDER NO. 193 OF 2024 DATED : 30-03-2024

ANNEXURE - "O"

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

TOTAL NUMBER OF BRANDS 11					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 Inbrev Beverages Pvt. Limited, New Delhi	Kerala Malted Whisky Deluxe	75	Economy	895	900	972	3330	3336	3316	560	280	140	4.20	1.68	2.44
2		Olde Adventurer Rum	75	Economy	895	900	972	3330	3336	3316	560	280	140	4.20	1.68	2.44
3		McDowell's Green Label Whisky	75	Premium	1387	1393	1490	3930	3937	3940	640	325	160	0.20	4.61	0.60
4		Premium Romanov Vodka	75	Premium	1400	1404	1452	3944	3948	3900	645	325	160	3.24	3.84	2.00
5		White Mischief Ultra Pure Vodka	65	Premium	1260	1263	1350	3797	3800	3793	625	315	155	3.82	4.20	0.73
6	M/s Trishul Bottlers, Sikanderpur, Bishnah, Distt. Jammu, J&K for M/s United Spirits Limited.	Bagpiper Deluxe Whisky	75	Premium	1387	1393	1490	3930	3937	3940	640	325	160	0.20	4.61	0.60
7		McDowell's Blue Riband Duet Gin & Lime Flavoured	65	Premium	1375	1410	1460	3649	3685	3650	605	305	150	4.54	2.25	0.75
8		McDowell's No.1 Celebration Matured XXX Rum	75	Premium	1320	1320	1350	3860	3860	3793	630	315	155	0.00	0.00	0.73
9		Carew's Dry Gin	65	Medium	935	940	1180	3113	3118	3356	530	265	140	4.58	1.94	1.04
10	M/s Glare Distilleries, Industrial Area, Govindsar, Kathua, J&K,	Royal Man Premium Whisky	75	Premium	1489	1523	1500	4038	4073	3950	655	330	160	0.08	0.09	0.25
11	M/s Glare Distilleries, Industrial Area, Govindsar, Kathua, J&K, for M/s Tribel Madira Pvt. Ltd, Regd. Office Flat No.168, 1st Floor, Pkt-13, Sector-24, Rohini, Delhi.	Seven Horse Whisky	75	Medium	1130	1130	1130	3661	3661	3562	605	305	150	2.86	3.93	3.83

*(Handwritten signatures and initials)*