

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 Imported Deluxe/Super Deluxe (BIO), BIO Wine, Locally Manufactured Low Cost IMFL Brands, Beer & Draught Beer Brands for sale in civil market for the year 2024-25.

Reference: 1. Notification vide 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/3564-70 dated 30.03.2024 and DECDJ/03-09 dated 01.04.2024

ORDER No.: 202 - EC of 2024
DATED: 02-04-2024

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, Locally Manufactured Low Cost IMFL Brands, Beer & Draught Beer brands for sale in civil market as per Annexure-"P", "Q", "R", "S", "T", "U" respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.

Encl: Annexure--"P", "Q", "R", "S", "T", "U"

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

No.: EC/Exc/MRP/2024-25/57-76

Dated: 02-04-2024

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 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. 203 EC OF 2024 DATED : 02-04-2024
ANNEXURE -"P"

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

TOTAL NUMBER OF BRANDS 04				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	Alcoholic Contents % Abv.	750ml	375ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml
1	Bottled at John Dewar & Sons Limited, 1700 London Road, Glasgow G32 8XR, UK. Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Bombay Sapphire Gin	47	11572	0	0	14575	0	0	15544	0	0	1785	0	0	4.76	0	0
2	M/s Grey Goose-BMP, 16130 Gensac-LA, Pallue, France, Imported and Distributed by M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Grey Goose Vodka	40.00	22523	0	0	25193	0	0	26693	0	0	3010	0	0	3.37	0	0
3	Distilled by Fabrica Tequila Cazadores De , KM 3 Libramiento Sur ,Arandas, Jalisco, Mexico, C.P. 4718 , Bottled by EMB KSDF AV.Facundo Bacardi, France. Imported and Distributed by M/s Bacardi India Pvt. Limited, at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Camino Real Blanco Tequila	40.00	11385			14055	0	0	14998	0	0	1725	0	0	4.82	0	0
4	M/s John Dewars and Sons Limited, Perthshire, Scotland, Imported and Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Dewar's White Label Blended Scotch Whisky	40.00	11263			13933	0	0	14870	0	0	1710	0	0	3.90	0	0

ORDER NO. 203 - EC OF 2024 DATED : 02-04-2024

ANNEXURE - "Q"

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

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price Per case + duties/expenses of Exporting States/Uts (ie for JKEL-1A)			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	Brand Name	Segment	%V/V	750mlx6	375ml	180ml	750mlx6	375ml	180ml	750mlx6	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Produced by Martini & Rossi S.P.A.- PZZALUIGI ROSSI 2 TORINO, ITALY. Imported and Distributed by M/s Bacardi India Pvt. Limited, at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Martini Prosecco Sparkling Wine	Deluxe/ Super Deluxe	11.5	5725.00	0	0	6243	0	0	6622	0	0	1480	0	0	0.88	0	0

ORDER NO. 203 OF 2024 DATED : 02-04-2024

ANNEXURE - "R"

MRP OF LOCALLY MANUFACTURED LOW COST IMFL BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01					Ex- Manufacturer Price 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 fee		
Sr. No.	Distillery/Bottling Plant	Brand Name	Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s New India Distilleries, Sujwan, Nai Basti, District Samba, J&K.	Gold Band XXX Rum	Low Cost	75	675	760	800	2907	2997	2951	500	255	125	3.42	0.41	0.20

ORDER NO. 303 EC OF 2024 DATED : 02-04-2024
ANNEXURE-"S"

MRP OF LOCAL BEER BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01				Ex-Manufacturer Price Per Case (EBP)				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 %VV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Premier Strong Beer	Glass	8	505	0	635	0	991	0	1135	0	165	0	95	0	1.69		3.08	0
			Tin	8	0	805	635	0	0	1554	1135	0	0	130	95	0	0	2.32	3.08	0

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ORDER NO. 203 EC OF 2024 DATED: 02-04-2024

ANNEXURE -"T"

EX-BREWERY PRICE OF LOCAL DRAUGHT BEER AND LANDING COST FOR SALE IN CIVIL (BARS/SOCIAL OCCASIONS) FOR THE YEAR 2024-25

DRAUGHT BEER BRANDS 11				EBP PER KEG (Including Assessment Duty @ Rs.10 Per BL)			BOTTLING FEE @ Rs.12/BL			EXCISE DUTY @ Rs. 30 PER BL			LANDING COST TO BARS			
Sr. No.	BREWERY	BRAND NAME	CATEGORY	DEGREE UPTO %VV	30 LTR	20 LTR	5 LTRX2	30 LTR	20 LTR	5 LTRX2	30 LTR	20 LTR	5 LTRX2	30 LTR	20 LTR	5 LTRX2
1	Devans Modern Breweries Limited, Samba, J&K (Unit-II)	Godfather Super 8 Premium Strong Beer	Draught Keg	8	3677	2450	2592	360	240	120	900	600	300	4937	3290	3012
2		Godfather The Legendary Finest Strong Beer	Draught Keg	8	3677	2450	2592	360	240	120	900	600	300	4937	3290	3012
3		Godfather The Legendary Premium Strong Beer	Draught Keg	8	3677	2450	2592	360	240	120	900	600	300	4937	3290	3012
4		Six Fields Pilsner Good Hops Beer	Draught Keg	5	6127	4085	2888	360	240	120	900	600	300	7387	4925	3308
5		Six Fields Pilsner Fine Hops Beer	Draught Keg	5	6127	4085	2888	360	240	120	900	600	300	7387	4925	3308
6		Six Fields Brute Rare and Bold Beer	Draught Keg	8	6127	4085	2888	360	240	120	900	600	300	7387	4925	3308
7		Six Fields Cult Finest Strong Wheat Beer	Draught Keg	8	6127	4085	2888	360	240	120	900	600	300	7387	4925	3308
8		Six Fields Blanche Finest Wheat Beer	Draught Keg	5	6127	4085	2888	360	240	120	900	600	300	7387	4925	3308
9		Six Fields Brute The Majestic Beer	Draught Keg	8	6127	4085	2888	360	240	120	900	600	300	7387	4925	3308
10		Six Fields Blanche Premier Wheat Beer	Draught Keg	5	6127	4085	2888	360	240	120	900	600	300	7387	4925	3308
11		Godfather The Legendary Premier Strong Beer	Draught Keg	8	3677	2450	2592	360	240	120	900	600	300	4937	3290	3012

Order No. 203 EC of 2024, Dated : 02-04-2024

ANNEXURE - "U"

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

TOTAL NUMBER OF BRANDS 11					EX-MANUFACTURER PRICE PER CASE (5 LTR.X2)	EX-JKEL-1 PRICE PER CASE (5LTR.X2)	MAXIMUM RETAIL PRICE PER TIN (Inclusive of all taxes) 2024-25	DIFFERENTIAL AMOUNT ON ACCOUNT OF ROUNDING-OFF / FIXATION OF MRP, RECOVERABLE AS ROUNDING FEE
Sr. No	NAME OF BREWERY	BRAND NAME	CATEGORY	Degree Below %VV	5 Ltr.X2	5 Ltr.X2	5 LTR	5 LTR
1	Devans Modern Breweries Limited, Samba, J&K.	Godfather Super 8 Premium Strong Beer	Tin	8	2500	3216	2895	4.56
2		Godfather The Legendary Finest Strong Beer	Tin	8	2500	3216	2895	4.56
3		Godfather The Legendary Premium Strong Beer	Tin	8	2500	3216	2895	4.56
4		Six Fields Pilsner Good Hops Beer	Tin	5	2796	3527	3155	3.32
5		Six Fields Pilsner Fine Hops Beer	Tin	5	2796	3527	3155	3.32
6		Six Fields Brute Rare and Bold Beer	Tin	8	2796	3527	3155	3.32
7		Six Fields Cult Finest Strong Wheat Beer	Tin	8	2796	3527	3155	3.32
8		Six Fields Blanche Finest Wheat Beer	Tin	5	2796	3527	3155	3.32
9		Six Fields Brute The Majestic Beer	Tin	8	2796	3527	3155	3.32
10		Six Fields Blanche Premier Wheat Beer	Tin	5	2796	3527	3155	3.32
11		Godfather The Legendary Premier Strong Beer	Tin	8	2500	3216	2895	4.56