


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 locally manufactured Beer Brands, Ex-Brewery price of local Draught Beer Brands and landing cost for sale in Bars/Social occasion, imported Premium Brands & local Medium/ Premium & Deluxe/ Super Deluxe IMFL 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/100-105 Dated: 08-04-2023.

ORDER No.: 22 - EC OF 2023
DATED: 08 -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 locally manufactured Beer Brands, Ex-Brewery price of local Draught Beer Brands and landing cost for sale in Bars/Social occasion, imported Premium Brands & local Medium/ Premium & Deluxe/ Super Deluxe IMFL Brands for Sale in Civil Market as per Annexure- "Y" & "A-1", "Z", "A-2" & "A-3" respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.**


08.04.23
(Pankaj Kumar Sharma), JKAS
Excise Commissioner
Jammu & Kashmir

Encl.: Annexure- "Y" & "A-1", "Z", "A-2" & "A-3"

No.: EC/Exc/MRP/2023-24/ 389 - 408

Dated: 08 -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. 22 - EC of 2023, Dated : 08-04-2023

ANNEXURE - "Y"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 08					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) 2023-24	DIFFERENTIAL AMOUNT ON ACCOUNT OF ROUNDING-OFF / FIXATION OF MRP, RECOVERABLE AS ROUNDING FEE
Sr. No	NAME OF BREWERY	BRAND NAME	CATEGORY	Degree Below %VVV	5 Ltr.X2	5 Ltr.X2	5 LTR	5 LTR
1	Devans Modern Breweries Limited, Samba, J&K.	Kotsberg Strong Premier Beer	Tin	8	2500	3196	2860	0.36
2	Devans Modern Breweries Limited, Samba, J&K.	Godfather The Legendary Finest Strong Beer	Tin	8	2500	3196	2860	0.36
3	Devans Modern Breweries Limited, Samba, J&K.	Godfather The Legendary Premium Strong Beer	Tin	8	2500	3196	2860	0.36
4	Devans Modern Breweries Limited, Samba, J&K.	Godfather Super 8 Premium Strong Beer	Tin	8	2500	3196	2860	0.36
5	Devans Modern Breweries Limited, Samba, J&K.	Kotsberg Finest Pils Beer	Tin	5	2500	3196	2860	0.36
6	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Cult Finest Strong Wheat Beer	Tin	8	2796	3507	3125	4.12
7	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Blanche Finest Wheat Beer	Tin	5	2796	3507	3125	4.12
8	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Blanche Premier Wheat Beer	Tin	5	2796	3507	3125	4.12






ORDER NO. 22 - EC OF 2023 DATED : 28-04-2023
ANNEXURE-"A-1"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price Per Case (EBP)				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2023-24) 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	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Finest Strong Beer	Glass	8	505	0	635	0	976.00	0.00	1119.00	0.00	160	0	90	0	0.61	0.00	0.12	0.00
			Tin	8	0	805	635	0	0.00	1530.00	1119.00	0.00	0	125	90	0	0.00	0.40	0.12	0.00

[Handwritten signatures and initials]

ORDER NO. 22 - EC OF 2023 DATED: 08-04-2023

"ANNEXURE -Z"

EX-BREWERY PRICE OF LOCAL DRAUGHT BEER AND LANDING COST FOR SALE IN CIVIL (BARS/SOCIAL OCCASIONS) FOR THE YEAR 2023-24

Sr No	BREWERY	BRAND NAME	CATEGORY	DEGREE UPTO %/VV	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		
					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	Kotsberg Strong Premier Beer	Draught Keg	8	3677	2450	2592	360	240	120	900	600	300	4937	3290	3012
2	Devans Modern Breweries Limited, Samba, J&K	Godfather The Legendary Finest Strong Beer	Draught Keg	8	3677	2450	2592	360	240	120	900	600	300	4937	3290	3012
3	Devans Modern Breweries Limited, Samba, J&K	Godfather The Legendary Premium Strong Beer	Draught Keg	8	3677	2450	2592	360	240	120	900	600	300	4937	3290	3012
4	Devans Modern Breweries Limited, Samba, J&K	Godfather Super 8 Premium Strong Beer	Draught Keg	8	3677	2450	2592	360	240	120	900	600	300	4937	3290	3012
5	Devans Modern Breweries Limited, Samba, J&K	Godfather Super Strong International Quality Beer	Draught Keg	8	2577	0	0	360	0	0	900	0	0	3837	0	0
6	Devans Modern Breweries Limited, Samba, J&K	Kotsberg Finest Pils Beer	Draught Keg	5	3677	2450	2592	360	240	120	900	600	300	4937	3290	3012
7	Devans Modern Breweries Limited, Samba, J&K	Six Fields Cult Finest Strong Wheat Beer	Draught Keg	8	6127	4085	2888	360	240	120	900	600	300	7387	4925	3308
8	Devans Modern Breweries Limited, Samba, J&K	Six Fields Blanche Finest Wheat Beer	Draught Keg	5	6127	4085	2888	360	240	120	900	600	300	7387	4925	3308
9	Devans Modern Breweries Limited, Samba, J&K	Godfather Lager International Quality Beer	Draught Keg	5	2577	0	0	360	0	0	900	0		3837	0	0
10	Devans Modern Breweries Limited, Samba, J&K	Six Fields Blanche Premier Wheat Beer	Draught Keg	5	6127	4085	2888	360	240	120	900	600	300	7387	4925	3308

ORDER NO. 22 - EC OF 2023 DATED : 08-04-2023

ANNEXURE - "A-2"

MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 01				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	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U P 244901	Pluton Bay Rare Exotic Rum	75	4139	4158	4112	4561	4582	4525	730	365	180	4.66	0.86	0.79







ORDER NO. 92 OF 2023 DATED: 08-04-2023

ANNEXURE - "A-3"

MRP OF LOCAL MEDIUM/PREMIUM & DELUXE/SUPER DELUXE IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 05				Ex-Manufacturer Price Per Case				Ex Wholesale (JKEL-1) Price Per Case				MRP/Unit (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	Brand Name	Segment	Degree Proof	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml
1	M/s Tawi Bottlers, Sujwan, Nai Basti, Samba, for M/s Mohan Meakin Ltd., Mohan Nagar, U.P.	Old Monk The Legend Rum	Deluxe/ Super Super	75	2825	2825	2825	2825	5485.00	5485.0	5485.0	5384.0	1140	855	430	210	0.40	0.30	2.65	0.73
2	M/s Kashmir Bottlers, IGC, SIDCO, Samba, J&K, for M/s Tilaknagar Industries Limited, Regd. Office P.O. Tilaknagar, Taluka Shirampur, Distt. Ahmednagar, MH.	Madira XXX Rum	Medium	75	0	1050	1100	1100	0	3479	3532	3437	0	575	295	145	0	1.14	4.36	3.87
		TI Mansion House Rarest Spirit French Brandy	Premium	75	0	1668	1720	1720	0	4128	4183	4088	0	665	340	165	0	0.28	3.79	1.09
		TI Courier Napoleon Crafted French Brandy	Premium	75	0	1668	1720	1720	0	4128	4183	4088	0	665	340	165	0	0.28	3.79	1.09
		TI Mansion House Gold Whisky	Premium	75	0	1800	1850	1850	0	4267	4319	4224	0	685	350	170	0	0.82	4.27	1.33

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