

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

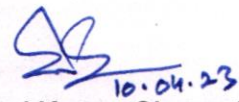
Subject: Fixation of Maximum Retail Price of Imported Deluxe/ Super Deluxe (BIO) Brands and Local Economy & Premium IMFL Brands for sale in civil market for the year 2023-24.

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/121-126 Dated: 10-04-2023.

ORDER No.: 25 - EC OF 2023

DATED: 10 -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 MRP of Imported Deluxe/ Super Deluxe (BIO) Brands and Local Economy & Premium IMFL Brands for Sale in Civil Market as per Annexure- "A-4" & "A-5"** respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.


10.04.23
(Pankaj Kumar Sharma), JKAS
Excise Commissioner
Jammu & Kashmir

Encl.: Annexure- "A-4" & "A-5"

No.: EC/Exc/MRP/2023-24/475-94

Dated: 10 -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. 25 EC OF 2023 DATED: 10-04-2023
ANNEXURE -"A-4"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 10			Ex-JKEL-1B 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/Importer	Brand Name	Degree Proof	1000ml	750ml	700ml	375ml	200ml	1000ml	750ml	700ml	375ml	200ml	1000ml	750ml	700ml	375ml	200ml	1000ml	750ml	700ml	375ml	200ml
1	Distilled & Bottled by M/s Jack Daniel Distillery, Lynchburg, Tennessee 37352 U.S.A. Imported by M/s Brindco Sales Pvt.Ltd. S-53, Okhla Industrial Area, Phase-II, New Delhi-110020.	Jack Daniel's Old No.7 Tennessee Sour Mash Whisky	70	0	25100	0	27731	15951	0	26571	0	29334	16864	0	2995	0	1650	950	0	3.99	0	2.53	4.30
2	Distilled & Bottled by M/s Jack Daniel Distillery, Lynchburg, Tennessee 37352 U.S.A. Imported by M/s Brindco Sales Pvt.Ltd. S-53, Okhla Industrial Area, Phase-II, New Delhi-110020.	Jack Daniel's Original Recipe Tennessee Honey Liqueur	61	0	24866	0	0	0	0	26326	0	0	0	0	2965	0	0	0	0	0.94	0	0	0
3	Manufactured & Bottled by M/s Altia Plc, Helsinki, Finland. Imported by M/s Brindco Sales Pvt.Ltd. S-53, Okhla Industrial Area, Phase-II, New Delhi-110020.	Finlandia Vodka of Finland	70	0	14287	0	0	0	0	15218	0	0	0	0	1745	0	0	0	0	2.82	0	0	0
4	Manufactured & Bottled by M/s William Grant & Sons Limited, dufftown Banffshire, Scotland, Imported by M/s Rad Elan Distributors Pvt.Ltd. D-85/3, Okhla Industrial Area, Phase-I, New Delhi-20 and Warehouse at C/o Blue Fluidics Pvt. Ltd. Building No.1, Site No.1, 14/3, Basement, Mathura Road, Faridabad, Haryana.	Grant's Triple Wood Blended Scotch Whisky	75.31	0	19063	0	0	0	0	20233	0	0	0	0	2295	0	0	0	0	1.17	0	0	0
5	Manufactured & Bottled by M/s William Grant & Sons Limited, Glenfiddich Distilley, dufftown Banffshire, Scotland, AB55 4DH. Imported by M/s Rad Elan Distributors Pvt.Ltd. D-85/3, Okhla Industrial Area, Phase-I, New Delhi-20 and Warehouse at C/o Blue Fluidics Pvt. Ltd. Building No.1, Site No.1, 14/3, Basement, Mathura Road, Faridabad, Haryana.	Glenfiddich Single Malt Scotch Whisky 12YO	70.05	0	0	39907	0	0	0	0	42104	0	0	0	0	4700	0	0	0	0	4.90	0	0
		Glenfiddich Single Malt Scotch Whisky 15YO	70.05	0	0	59825	0	0	0	0	0	63018	0	0	0	0	7000	0	0	0	0	4.36	0
6	Manufactured & Bottled by M/s William Grant & Sons Limited, dufftown Banffshire, Scotland, AB55 4DH, Imported by M/s Rad Elan Distributors Pvt.Ltd. D-85/3, Okhla Industrial Area, Phase-I, New Delhi-20 and Warehouse at C/o Blue Fluidics Pvt. Ltd. Building No.1, Site No.1, 14/3, Basement, Mathura Road, Faridabad, Haryana.	Monkey Shoulder Batch 27 Smooth and Rich Blended Malt Scotch Whisky (700mlX6)	70.05	0	0	16382	0	0	0	0	17302	0	0	0	0	3875	0	0	0	0	4.90	0	0
7	Manufactured & Bottled by M/s William Grant & Sons Limited, ML4 3AN, Scotland, Imported by M/s Rad Elan Distributors Pvt.Ltd. D-85/3, Okhla Industrial Area, Phase-I, New Delhi-20 and Warehouse at C/o Blue Fluidics Pvt. Ltd. Building No.1, Site No.1, 14/3, Basement, Mathura Road, Faridabad, Haryana.	Hendrick's Gin (700mlX6)	72.50	0	0	14934	0	0	0	0	15782	0	0	0	0	3540	0	0	0	0	4.30	0	0

[Handwritten signatures]

8	Manufactured & Bottled by M/s Matthew Gloag & Son Limited, 2500 Great Western Road, Glasgow, G15 6RW, Scotland, Imported & Distributed in India by M/s Kyndal India Pvt. Limited, 304, Navkriti Arcode, Sushant Lok-2 Sector-55, Gurgaon (Haryana) 122002 and Warehouse at Central Warehousing Corporation F-82, Okhla Industrial Area, Phase-II, New Delhi-20	The Famous Grouse Blended Scotch Whisky	75.31	0	12491	0	0	0	0	13331	0	0	0	0	1535	0	0	0	0	0.39	0	0	0
9	Manufactured & Bottled by M/s Glen Turner Company Limited, Starlaw Rd., Bathgate, EH 47 7BW, U.K., Imported & Distributed in India by M/s Kyndal India Pvt. Limited, 304, Navkriti Arcode, Sushant Lok-2 Sector-55, Gurgaon (Haryana) 122002 and Warehouse at Central Warehousing Corporation F-82, Okhla Industrial Area, Phase-II, New Delhi-20	Cutty Sark Blended Scotch Whisky (1000mlX12)	70.05	17181	0	0	0	0	18328	0	0	0	0	2110	0	0	0	0	2.98	0	0	0	0

ORDER NO. 25 OF 2023 DATED : 10-04-2023

ANNEXURE - "A-5"

MRP OF LOCAL ECONOMY & PREMIUM IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 07					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	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Kashmir Bottlers, IGC, SIDCO, Samba, J&K for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.	Contessa XXX Rum Blended With Matured Cane Juice Spirits	Economy	75	930	960	975	3270	3301	3225	545	275	135	0.40	0.53	1.29
2	M/s Dogra Distilleries, Village Gangyal, Tehsil & District Jammu, J&K, for M/s Vedant Bottlers Pvt. Limited, 511, Jodhpur Park, 3rd. Floor, Kolkata-700068	Vedant Password Premium Whisky	Premium	75	2245	2305	2260	4734	4797	4655	750	380	185	0.44	0.81	1.24
		Vedant Jhony Royal Premium Whisky	Premium	75	1835	1900	1880	4304	4372	4256	690	350	170	0.64	0.56	0.21
		Kraze Original Vodka ✓	Premium	75	2245	2305	2260	4734	4797	4655	750	380	185	0.44	0.81	1.24
3	M/s Devans Modern Breweries Ltd., Bohri, Talab Tillo, Distt. Jammu, J&K.	Devans Old Vat Premium Blended Whisky	Premium	75	2300	2325	2510	4767	4793	4893	755	380	195	0.82	1.09	2.91
4	M/s Trikuta Bottlers, IGC, SIDCO, District Samba, J&K	Sea Dog Premium Whisky	Economy	75	905	911	1000	3231	3237	3240	540	270	135	0.86	0.01	0.77
		Hillrock Gold Reserve Whisky	Premium	75	1655	1655	1770	4089	4089	4116	660	330	165	0.74	0.37	0.11

(Handwritten signatures and initials)