

**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**


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**Subject:** Fixation of Maximum Retail Price of Local Deluxe/ Super Deluxe IMFL Brands and Imported Deluxe/ Super Deluxe (BIO) Wine Brands and 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.: 30 - EC OF 2023**  
**DATED: 13 -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 Local Deluxe/ Super Deluxe IMFL Brands and Imported Deluxe/ Super Deluxe (BIO) Wine Brands for Sale in Civil Market as per Annexure- "A-6", "A-7" & "A-8"** respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.

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

Encl.: Annexure- "A-6", "A-7" & "A-8"

No.: EC/Exc/MRP/2023-24/ 572-90

Dated: 13 -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](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. 30 OF 2023 DATED : 13-04-2023

ANNEXURE - "A-6"

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

| TOTAL NUMBER OF BRAND 01 |  |  |              | 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                                       | Degree Proof | 750ml                          | 375ml | 180ml | 750ml                                | 375ml   | 180ml   | 750ml                                     | 375ml | 180ml | 750ml  | 375ml | 180ml |
| 1                        | Kashmir Bottlers, IGC, SIDCO, Samba, for M/s Tilaknagar Industries Limited, Regd. Office P.O. Tilaknagar, Taluka Shrirampur, Distt Ahmednagar, MH. | TI Courrier Napoleon Classic French Brandy Green | 75           | 3000                           | 3050  | 3050  | 5669.00                              | 5721.00 | 5620.00 | 885                                       | 445   | 220   | 4.54   | 1.13  | 2.47  |

*(Handwritten signatures and initials in blue ink)*

ORDER NO. 30 -EC OF 2023 DATED : 13-04-2023  
ANNEXURE -"A-7"

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

| TOTAL NUMBER OF BRANDS 03 |   |   |                      | 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 & % V/V | 750ml                               | 700ml | 375ml | 750ml                              | 700ml | 375ml | 750ml  | 700ml | 375ml | 750ml  | 700ml | 375ml |
| 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, Maharashtra.    | The Glenlivet 12 YO Single Malt Scotch Whisky (700mlX6) | 70.05                | 0                                   | 17879 | 0     | 0                                  | 18874 | 0     | 0  | 4220  | 0     | 0.00   | 4.06  | 0.00  |
| 2                         | Blended & Bottled in Scotland by M/s George Ballantine and Son, Dumbarton, G82 2SS, Scotland Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Maharashtra. | Ballantine's Finest Blended Scotch Whisky               | 70.05                | 0                                   | 0     | 15320 | 0                                  | 0     | 16302 | 0  | 0     | 935   | 0  | 0     | 4.29  |
| 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., Maharashtra.           | Absolut Grapefruit Vodka                                | 70.05                | 15481                               | 0     | 0     | 16471                              | 0     | 0     | 1885   | 0     | 0     | 4.99   | 0     | 0     |

*[Handwritten signatures and initials in blue ink]*

ORDER NO. 30 EC OF 2023 DATED : 13-04-2023  
ANNEXURE -"A-8"

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

| TOTAL NUMBER OF BRANDS 01 |   |  |              | 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 | 750ml                               | 375ml | 187ml | 750ml                              | 375ml | 187ml | 750ml  | 375ml | 187ml | 750ml  | 375ml | 187ml |
| 1                         | By Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt.Ltd., Maharashtra, Produced at Orlando Wines, Barossa Valley Way, Rowland Flat, South Australia. | Jacob's Creek Chardonnay Pinot Noir Sparkling Wine | 19.26        | 7204                                | 0     | 0     | 7623                               | 0     | 0     | 1700   | 0     | 0     | 2.31   | 0     | 0.00  |

*[Handwritten signatures and initials in blue ink]*