

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 Local 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/2543-48 Dated: 24-11-2023.,

ORDER No.: 356 - EC of 2023
DATED: 25 - 11-2023

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. 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 for sale in Civil Market as per Annexure-"A-42" 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
Digitally signed by
PANKAJ KUMAR SHARMA
Date: 2023.11.25 10:37:28
+05'30'

Encl: "A-42"

Excise Commissioner, J&K

No.: EC/Exc/MRP/2023-24/5919-5937

Dated: 25-11-2023

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 Udampur-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. 356 OF 2023 DATED : 25-11-2023

ANNEXURE - "A-42"

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

| TOTAL NUMBER OF BRANDS 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 | 1000ml | 750ml | 375ml | 180ml | 1000ml | 750ml | 375ml | 180ml | 1000ml | 750ml | 375ml | 180ml | 1000ml | 750ml | 375ml | 180ml |
| 1 | M/s Rockland Distilleries Pvt. Limited, Bari Brahmana, District samba, J&K | Pampore Craft Gin (750mlX6) | 75 | 0 | 5150 | 0 | 0 | 0 | 6654.0 | 0 | 0 | 0 | 1950 | 0 | 0 | 0 | 0.08 | 0 | 0 |

[Handwritten signatures and initials in blue ink]