


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 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/3733-39 Dated: 30-03-2023.

ORDER No.: 391 - EC OF 2023
DATED: 31 -03- 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 IMFL Brands** for Sale in Civil Market as per Annexure- "C" 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- "C"

No.: EC/Exc/MRP/2023-24/ 8420-40

Dated: 31 -03-2023

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 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. 391 OF 2023 DATED: 31-03-2023
ANNEXURE - "C"

MRP OF LOW COST IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2023-24

TOTAL NUMBER OF BRANDS 29				Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL-1) Price/Case In Rupees			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	Devans Modern Breweries Limited, Talab Tillo, Bohri, Jammu, J&K.	Kashmir XXX Rum	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Kashmir XXX Rum Special Quality	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Double Horse Malted Whisky	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Kashmir Orange Flavoured Premix Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
		Kashmir Added Orange Flavoured Premix Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
		Kashmir Dry Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
2	Dogra Distilleries, Village Gangyal, Industrial Area, Jammu, J&K.	Double Cross XXX Rum	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Knight No.1 Special Whisky	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Shalimar Dry Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
		Chenab Orange Flavoured Premix Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
3	Oakland Bottlers Pvt. Ltd. Phase-I, IGC, SIDCO, Samba, J&K.	Samba XXX Rum	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		OB Dry Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
		OB Orange Flavoured Premix Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82

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4	Kashmir Bottlers, SIDCO, Industrial Growth Centre, Samba, J&K.	K Bottlers Special XXX Rum	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		K Bottlers Special Whisky	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		K Bottlers Special Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
		K Bottlers Special Orange Flavoured Premix Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
5	Trikuta Bottlers, IGC, SIDCO, Samba, J&K.	Himalaya XXX Rum	75	672	761	800	2845	2938	2894	490	250	125	4.90	0.94	2.88
		Himalaya No.1 Whisky	75	672	761	800	2845	2938	2894	490	250	125	4.90	0.94	2.88
		Sky Blue Extra Dry Gin	65	672	761	800	2608	2702	2667	455	235	115	3.08	2.46	0.82
		Sky Blue Orange Flavoured Premix Gin	65	672	761	800	2608	2702	2667	455	235	115	3.08	2.46	0.82
6	M/s Madeira Bottlers, Phase- II, SIDCO Industrial Complex, Bari Brahmana, Jammu, J&K.	Royal Club Fine Whisky	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Royal Club XXX Rum	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Madeira Extra Dry Gin	65	675	761	800	2612	2702	2667	455	235	115	2.52	2.46	0.82
7	M/s Trishul Bottlers, Sikanderpur, Bishnah, District Jammu, J&K	Tiger XXX Rum	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Mission Kashmir XXX Rum	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Tiger Whisky	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Tiger Dry Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
		Tiger Orange Flavoured Premix Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82

Deep Singh Bhatia