

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 Locally manufactured Economy, Low cost IMFL Brands & Beer 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/3752-58 Dated: 31-03-2023.

ORDER No.: 394 - 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 Economy, Low cost IMFL Brands & Beer Brands** for Sale in Civil Market as per Annexure- "D", "E" & "F" respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.

  
21.3.23  
(Pankaj Kumar Sharma), JKAS  
Excise Commissioner  
Jammu & Kashmir

Encl.: Annexure- "D", "E" & "F".

No.: EC/Exc/MRP/2023-24/ 8448-67

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](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. 394 OF 2023 DATED : 31-03-2023

## ANNEXURE - "D"

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

TOTAL NUMBER OF BRANDS 15				Ex-Manufacturer Price (EDP) 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.		
Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Madeira Bottlers, Bari Brahmana, Samba, J&K.	Madeira No.1 Special Whisky	75	895	901	972	3221	3227	3210	540	270	135	2.26	0.71	1.82
		Madeira No.1 XXX Rum	75	895	901	972	3221	3227	3210	540	270	135	2.26	0.71	1.82
2	Dogra Distilleries, Village Gangyal, Industrial Area, Jammu, J&K	White Stag Whisky	75	895	901	972	3221	3227	3210	540	270	135	2.26	0.71	1.82
3	M/s Trikuta Bottlers, IGC, SIDCO, Samba, for M/s Rock & Storm Distilleries Limited, Punjab	Big Boss Premium Whisky	75	895	901	972	3233	3239	3222	540	275	135	0.58	4.87	1.40
4	M/s Oakland Bottlers Pvt. Ltd., Phase-I, IGC, SIDCO, Samba, J&K.	OB Grain Whisky	75	895	901	972	3221	3227	3210	540	270	135	2.26	0.71	1.82
		OB Grain XXX Rum	75	895	901	972	3221	3227	3210	540	270	135	2.26	0.71	1.82
		Famous Original Fantasy Gin	65	982	982	921	3057	3057	2912	515	260	125	0.22	2.61	2.25
5	M/s Glare Distilleries, Industrial Area, Govindsar, Kathua, J&K.	Under World XXX Rum	75	675	761	864	2990	3080	3097	510	260	130	4.60	1.00	0.77
6	M/s Khoday Industries Pvt. Limited, Bari Brahmana, District Samba, J&K (A Unit of Khoday India Limited)	Hercules Special Reserve 3 'X' Matured Rum	75	905	911	1000	3231	3237	3240	540	270	135	0.86	0.01	0.77
		Democrat Whisky	75	905	911	1000	3231	3237	3240	540	270	135	0.86	0.01	0.77
7	M/s Kashmir Bottlers, IGC, SIDCO, Samba, J&K	Nok Blended Whisky	75	895	901	972	3221	3227	3210	540	270	135	2.26	0.71	1.82
8	M/s Devans Modern Breweries Limited, Bohri, Jammu, J&K	Mood Maker Deluxe Whisky	75	895	901	972	3221	3227	3210	540	270	135	2.26	0.71	1.82
9	Trishul Bottlers, Sikanderpur, Bishnah, District Jammu for M/s United Spirits Limited	Kerala Malted Whisky Deluxe	75	895	900	972	3233	3238	3222	540	275	135	0.58	4.94	1.40
		Olde Adventurer Rum	75	895	900	972	3233	3238	3222	540	275	135	0.58	4.94	1.40
10	M/s Trishul Bottlers, Sikanderpur, Bishnah, Distt. Jammu for M/s Jagatjit Industries Limited, Punjab.	Bonnie Special Whisky	75	895	900	972	3233	3238	3222	540	275	135	0.58	4.94	1.40

**ORDER NO. 394 OF 2023 DATED: 31-03-2023**  
**ANNEXURE - "E"**

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

TOTAL NUMBER OF BRANDS 03				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	M/s Chenab Bottlers, I.G.C., Phase-I, SIDCO, District Samba, J&K.	Chenab XXX Rum	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Chenab Whisky	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88
		Chenab Dry Gin	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82

*(Handwritten signatures and initials)*

ORDER NO. 394 EC OF 2023 DATED : 31-03-2023  
ANNEXURE-"F"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 07					Ex-Manufacturer Price Per Case (EBP)				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2022-23) 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.	Kotsberg Finest Pils Beer	Glass	5	780	0	1038	0	1264.00	0.00	1542.00	0.00	200	0	120	0	0.29	0.00	0.51	0.00
			Tin	5	0	1260	1038	0	0.00	2008.00	1542.00	0.00	0	160	120	0	0.00	1.94	0.51	0.00
2	Devans Modern Breweries Ltd. Samba.	Six Fields Cult Finest Strong Wheat Beer	Glass	8	1120	0	1450	0	1621.00	0.00	1975.00	0.00	250	0	150	0	0.31	0.00	0.20	0.00
			Tin	8	0	1675	0	0	0.00	2444.00	0.00	0.00	0	190	0	0	0.00	1.42	0.00	0.00
3	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Premier Wheat Beer	Glass	5	1120	0	1450	0	1621.00	0.00	1975.00	0.00	250	0	150	0	0.31	0.00	0.20	0.00
			Tin	5	0	1675	0	0	0.00	2444.00	0.00	0.00	0	190	0	0	0.00	1.42	0.00	0.00
4	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Finest Wheat Beer	Glass	5	1120	0	1450	0	1621.00	0.00	1975.00	0.00	250	0	150	0	0.31	0.00	0.20	0.00
			Tin	5	0	1675	0	0	0.00	2444.00	0.00	0.00	0	190	0	0	0.00	1.42	0.00	0.00
5	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Premium Strong Beer	Glass	8	575	0	700	0	1049.00	0.00	1187.00	0.00	170	0	95	0	0.39	0.00	0.36	0.00
			Tin	8	0	945	700	0	0.00	1677.00	1187.00	0.00	0	135	95	0	0.00	0.11	0.36	0.00
6	imited, IGC, Phase-II, SIDCO, Samba, J&K f	Kingfisher Strong Premium Beer	Glass	8	491	0	0	0	961.00	0.00	0.00	0.00	160	0	0	0	2.71	0.00	0.00	0.00
			Tin	8	0	792	651	0	0.00	1517.00	1136.00	0.00	0	125	95	0	0.00	1.31	3.93	0.00
7	reweries Pvt. Limited, IGC, Phase-II, SIDCO	Sea Hawk Ultra Super Strong Beer	Glass	8	505	0	0	0	976.00	0.00	0.00	0.00	160	0	0	0	0.61	0.00	0.00	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 in blue ink]*