

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 Imported RTD (Ready to Drink)/ Beer / Bio Beer and Local 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/496-501 Dated: 27-04-2023.

ORDER No.: 63 - EC OF 2023

DATED: 29 -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 Imported RTD (Ready to Drink)/ Beer / Bio Beer and Local Premium IMFL Brands** for Sale in Civil Market as per Annexure- "A-11", "A-2", "A-13" & "A-14" 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-11", "A-12", "A-13" & "A-14"

No.: EC/Exc/MRP/2023-24/ 1014-1034

Dated: 29 -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 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. 63 EC OF 2023 DATED : 29-04-2023

ANNEXURE -"A-11"

MRP OF IMPORTED RTD (READY TO DRINK) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 03				Ex-JKEL-1A 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	330ml	330ml	330ml	330ml
1	M/s Radico Khaitan Limited, Lessee at M/s Woodpecker Distilleries & Breweries Pvt. Ltd., Plot No. 96, 97, 100, Hassan, Karnataka -573201	Magic Moments Vodka Cocktail Cosmopolitan	8.4	1814	2008	120	0.48
		Magic Moments Vodka Cocktail Cola	8.4	1814	2008	120	0.48
		Magic Moments Vodka Cocktail Mojito	8.4	1814	2008	120	0.48

*[Handwritten signature]*

ORDER NO. 63 EC OF 2023 DATED : 29-04-2023  
ANNEXURE-"A-12"

MRP OF IMPORTED BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1A Price Per Case				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2023-24) 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 %VV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	Carlsberg India Pvt. Limited, Poonta Sahib, Distt. Sirmour, Himachal Pradesh.	Carlsberg Smooth Chill Premium Lager Standard Beer	Glass	5	1279	0	0	0	1444	0	0	0	225	0	0	0	0.09	0	0	0
			Tin	5	0	2117	0	0	0	2378	0	0	0	185	0	0	0	1.04	0	0

*[Handwritten signatures and initials in blue ink]*



ORDER NO. 63 EC OF 2023 DATED : 29-04-2023  
ANNEXURE-"A-13"

MRP OF IMPORTED BIO BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 02					Ex-JKEL-1A Price Per Case				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2023-24) Inclusive of all Taxes				Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee				
Sr.N o.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VV	355ml	500ml	330ml	325ml	355ml	500ml	330ml	325ml	355ml	500ml	330ml	325ml	355ml	500ml	330ml	325ml	
1	Manufactured/Bottled By M/s Amstel Brouwerij B.V, Heineken Brewery, Rietveldenweg 25, 5222 AP's - Hertogenbosch, Netherlands and Exported by Heineken Brouwerijen B.V, Burgemeester Smeetsweg 1, 2382 PH Zoeterwoude, Netherlands. GI: Amsterdam, Netherlands imported by M/s Dhall Food & Beverages Pvt. Limited F-90/32, Okhla Industrial Area, Phase-1, New Delhi-110020, India.	Amstel Light Beer	Glass/Tin	3.5	3897	0	0	0	4203	0	0	0	245	0	0	0	4.07	0	0	0	
2	Manufactured/Bottled by M/s Heineken Italia S.p.A, Viale Edison, 110 Sesto S. Giovanni Italy. Imported by M/s Dhall Food & Beverages Pvt. Limited F-90/32, Okhla Industrial Area, Phase-1, New Delhi-110020, India.	Birra Moretti Beer	Glass/Tin	4.6	0	0	3841	0	0	0	4136	0	0	0	240	0	0	0	0	3.44	0

ORDER NO. 63<sup>86</sup> OF 2023 DATED : 29-04-2023

ANNEXURE - "A-14"

REVISED MRP OF LOCAL PREMIUM 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	Trishul Bottlers, Sikanderpur, Tehsil Bishnah, District Jammu, J&K for M/s Jagatjit Industries Limited, Kapurthala, Punjab.	IICE Bite The Apple Vodka Premium	65	2538	2592	2646	4777.00	4834.00	4806.00	760	385	190	4.42	3.22	0.96

*[Handwritten signatures and initials in blue ink]*