

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 Imported RTD (Ready to Drink) / Deluxe/ Super Deluxe (BIO) Brand 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/605-11 Dated: 06-05-2023.

ORDER No.: 79 - EC OF 2023

DATED: 06 -05- 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) / Deluxe/ Super Deluxe (BIO) Brand Brands for Sale in Civil Market as per Annexure- "A-18", "A-19" & "A-20"** respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.


06.05.23

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

Encl.: Annexure- "A-18", "A-19" & "A-20"

No.: EC/Exc/MRP/2023-24/1324-45

Dated: 06 -05-2023

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 Administrative Secretary, Finance Department, J&K Civil Secretariat, 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. 79 EC OF 2023 DATED : 06-05-2023
ANNEXURE -"A-18"

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

TOTAL NUMBER OF BRANDS 07				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 % v/v	275ml	275ml	275ml	275ml
1	M/s Bacardi India Pvt. Limited, at M/s India Glycols Limited, Kashipur, U.S.Nagar, Uttrakhand- 244713	Breezer Ultra Deluxe Zesty Orange	4.8	1516	1677	100	0.20
		Breezer Ultra Deluxe Tangy Cranberry	4.8	1516	1677	100	0.20
		Breezer Ultra Deluxe Exotic Jamaican Passion	4.8	1516	1677	100	0.20
		Breezer Ultra Deluxe Delicious Blackberry Crush	4.8	1516	1677	100	0.20
		Bacardi+ Lemonade	8.0	1686	1856	110	0.35
		Bacardi+ Cranberry	8.0	1686	1856	110	0.35
		Bacardi+ Orange	8.0	1686	1856	110	0.35

Handwritten signatures and initials in blue ink.

ORDER NO. 79 EC OF 2023 DATED : 06-05-2023
ANNEXURE -"A-19"

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

TOTAL NUMBER OF BRANDS 04				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	700ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml
1	Bottled at John Dewar & Sons Limited, 1700 London Road, Glasgow G32 8XR, UK. Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Bombay Sapphire Gin	82.31	14551	0	0	15495	0	0	1775	0	0	2.35	0	0
2	M/s Grey Goose-BMP, 16130 Gensac-LA, Pallue, France, Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Grey Goose Vodka	70.05	25171	0	0	26646	0	0	3000	0	0	0.74	0	0
3	Produced & Bottled by Patron Spirits Mexico, S.A. de C.V., Km27 Carretera Toluca Atotonilco, Colonia Rancho El Nacimiento, Atotonilco El Alto, Jalisco, CP 47779. Imported & Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Patron XO Café Coffee Liqueur (750mlX6)	61.30	14668	0	0	15509	0	0	3485	0	0	4.82	0	0
4	M/s John Dewars and Sons Limited, Perthshire, Scotland, Imported and Distributed By M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Dewar's White Label Blended Scotch Whisky	70.05	13911	0	0	14823	0	0	1700	0	0	1.27	0	0

[Handwritten signatures and initials in blue ink]

ORDER NO. 79 EC OF 2023 DATED : 06-05-2023
ANNEXURE -"A-20"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRAND 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	700ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml
1	Manufactured By Diageo Scotland Limited of 11 Lochside Place, Edinburgh, EH12 9HA, Scotland Imported & Distributed by M/s United Spirits Limited C/o Tulsi Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Dist. Raigad, Maharashtra.	Johnnie Walker Blonde Blended Scotch Whisky	70.05	0	18717	0	0	19854	0	0	2250	0	0	2.40	0

Handwritten signatures and initials in blue ink.