

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 Deluxe/ Super Deluxe (BIO) Wine and Locally Manufactured Economy & 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/719-25 Dated: 16-05-2023.

ORDER No.: 91 -EC OF 2023
DATED: 17 -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 Deluxe/ Super Deluxe (BIO) Wine Brands and Locally Manufactured Economy & Premium IMFL Brands for Sale in Civil Market as per Annexure- "A-21", "A-22" & "A-23"** 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
Excise Commissioner
Digitally signed by
PANKAJ KUMAR
SHARMA
Date: 2023.05.17
15:20:41 +05'30'

Encl.: Annexure- "A-21", "A-22" & "A-23"

No.: EC/Exc/MRP/2023-24/ 1525-45

Dated: 17 -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 viz., 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.

91 EC OF 2023 DATED : 17-05-2023

ANNEXURE -"A-21"

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	200ml	750ml	700ml	200ml	750ml	700ml	200ml	750ml	700ml	200ml
1	Blended & Bottled by M/s Chivas Brothers, Scotland. Imported & Distributed in India by M/s Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., B-1, RK Infra Modern Logipark, Savad-Naka Road, Janval-Bhiwandi, Distt. Thane, Maharashtra- 421302	Chivas Regal 12 Years Aged Blended Scotch Whisky	70.05	0	0	17935	0	0	18947	0	0	1065	0	0.00	4.73

ORDER NO. 91 EC OF 2023 DATED : 17-05-2023
ANNEXURE -"A-22"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) WINE BRANDS 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	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml
1	Produced by M/s Jacob's Creek Wines, Barossa Valley Way, Rowland Flat, South Australia 5352. Imported & Distributed in India by M/s Pernod Ricard India Pvt. Ltd., C/o Veritas Logistics Pvt. Ltd., B-1, RK Infra Modern Logipark, Savad-Naka Road, Janval-Bhiwandi, Distt. Thane, Maharashtra- 421302	Jacob's Creek Classic Chardonnay	21.89	0	0	5684	0	0	6027	0	0	340	0	0	3.37

[Handwritten signatures and initials in blue ink]

ORDER NO. 91 OF 2023 DATED : 17-05-2023

ANNEXURE - "A-23"

MRP OF LOCAL ECONOMY & PREMIUM IMFL BRANDS 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	Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Kashmir Bottlers, IGC, SIDCO, Samba, J&K for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.	Brihan's Premium Whisky	Economy	75	895	900	972	3233	3238	3222	540	275	135	0.58	4.94	1.40

[Handwritten signatures and initials in blue ink]