

GOVERNMENT OF JAMMU AND KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K, JAMMU

EXCISE & TAXATION COMPLEX, RAIL HEAD COMPLEX, JAMMU

Tel. 0191-2477977 & E-mail: excise.commr@jk.gov.in

Subject: Fixation of Maximum Retail Price of Local Deluxe/Super Deluxe & Premium IMFL, Imported RTD (Ready to Drink) and Imported Premium Wine 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/2744-49 Dated: 18-12-2023.

ORDER NO.: 395- EC OF 2023
DATED: 19 - 12-2023

In exercise of the powers conferred under sub clause (iv), clause (b), Sub-rule 31 of Rule 38 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 **Local Deluxe/Super Deluxe & Premium IMFL, Imported RTD (Ready to Drink) and Imported Premium Wine Brands** for sale in Civil Market as per Annexure-"A-43", Annexure-"A-44" & Annexure-"A-45" respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.

Encl: "A-43", "A-44" & "A-45"


19.12.23
(Pankaj Kumar Sharma), JKAS
Excise Commissioner, J&K

No.: EC/Exc./MRP/2023-24/6306-6325

Dated: 19-12-2023

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 Principal Secretary, Finance Department, J&K, Civil Secretariat for the kind information of the Principal Secretary.
5. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-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. 395 OF 2023 DATED : 19-12-2023

ANNEXURE - "A-43"

MRP OF LOCALLY MANUFACTURED DELUXE/SUPER DELUXE & PREMIUM IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 03

Sr. No.	Distillery/Bottling Plant	Brand Name	Segment or Category	Degree Proof	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		
					750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Oakland Bottlers Pvt. Limited, Plot No.19, IGC, Phase 1, SIDCO, Samba, J&K. For M/s Those Good Distillers Pvt. Limited, N-126, Panchsheel Park, New Delhi-110017	Himalayan Sipping Rum (daaya (750X6)	Deluxe/ Super Deluxe	75	27798	0	0	30447	0	0	8615	0	0	3.04	0	0
2	M/s Tawi Bottlers, Sujwan, District Samba, J&K, for M/s Mohan Meakin Limited, Regd. Office M/s Solan Brewery, Himachal Pradesh	Old Monk Coffee Extra Ordinary XO Coffee Flavoured Premium Rum	Deluxe/ Super Deluxe	70	3265	3265	3237.12	5808	5808	5685	900	450	220	0.08	0.04	0.19
		Old Monk White Rum	Premium	75	1835	1825	1880	4304	4293	4256	690	345	170	0.64	1.09	0.21

(Handwritten signature)

ORDER NO. 395 EC OF 2023 DATED : 19-12-2023
ANNEXURE - "A-44"

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

Sr. No.	Distillery/Bottling Plant/Importer	Brand Name	Degree % v/v	Ex-manufacturer Price per case+ duties/expenses of Exporting States/Uts	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
1	M/s Blended and bottled by M/s Coral Distillery, H. No. 287 & 288, Assolda, Quepem, Goa-403714, For M/s RM Beverages Pvt. Ltd., Survey No.35, Plot No.22, Raghvendra Nagar, Kharadi, Pune-411014, MH	INACAN Rum Latte	8.0	1765	250ml 2143	250ml 2328	250ml 135	250ml 0.08
		INACAN LIIT	8.0	1765	2143	2328	135	0.08
		INACAN Whiskey Collins	8.0	1765	2143	2328	135	0.08
		INACAN Gin & Tonic	8.0	1765	2143	2328	135	0.08
		INACAN Vodka Mule	8.0	1765	2143	2328	135	0.08

(Handwritten signatures and initials)

ORDER NO. 395 EC OF 2023 DATED : 19-12-2023
ANNEXURE - "A-45"

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

TOTAL NUMBER OF BRANDS 01		Ex-manufacturer Price Per Case + duties/expenses of Exporting States/Uts			Ex-JKEL-1W 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	Alcohol Content	750ml	330ml	187ml	750ml	330ml	187ml	750ml	330ml	187ml	750ml	330ml	187ml	750ml	330ml	187ml
1	Manufactured & Makeded by M/s Indospirit Beverages Pvt. Limited, L-22, Cuncoilm IDC, Goa-403703	BRO CODE EL CLASSICO	15%	0	2223	0	0	3118	0	0	3377	0	0	195	0	0	0.19	0

[Handwritten signatures]