

OFFICE OF THE EXCISE COMMISSIONER
JAMMU AND KASHMIR
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Fixation of Maximum Retail Price of Imported Premium IMFL Brands for Sale in Civil Market in J&K only for the year 2021-22.

Reference: 1. Notification S.O. 114 dated 31-03-2021
2. Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 issued vide No. DECAJ/Exc/Acctts/845-51 dated 28-02-2022.

ORDER No.: 321 - EC OF 2022
DATED: 05 - 03 - 2022

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. 114 dated 31-03-2021 and recommendation of the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020, the ex-JKEL-1A price, ex-JKEL-1 price and Maximum Retail Price of Imported Premium IMFL Brands as per Annexure-"A-51" to this order is hereby approved for the year 2021-22. The brands shall not be sold above the fixed rate.

4/3/2022
(Kishore Singh Chib), JKAS,
Excise Commissioner,
Jammu & Kashmir

Encl.: Annexure-"A-51"

No.: EC/Exc/MRP-IV/2021-22/ 8443-55

Dated: 05-03-2022

Copy to the:

1. Financial Commissioner (Additional Chief Secretary), Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner (Accounts), Jammu.
3. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
4. Principal Training Institute Nagrota.
5. Deputy Excise Commissioner (Distilleries), Jammu.
6. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Eradication, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam.
7. Programmer, Excise Department, I/c website www.jkexcise.nic.in.
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B.
9. All wholesalers namely JKEL-1, JKEL-1A.
10. Order file/concerned file.

ORDER NO. 321 EC OF 2022 DATED : 05-03-2022
 ANNEXURE - "A-51"
 MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

| Sr. No. | Distillery/Botting Plant | Brand Name | Degree Proof | Ex-JKEL-1A Price Per Case In Rupees | | | Ex-JKEL-1 Price Per Case In Rupees | | | Maximum Retail Price Per Unit for 2021-22 (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 Alcobrew Distilleries India Pvt. Limited, Village Behra, Derabassi, S.A.S. Nagar (Mohali), Punjab-140507. | White & Blue Rare Oak Whisky One More Pure Craft Vodka Green Apple | 75 | 4089 | 4090 | 4004 | 4433 | 4434 | 4337 | 650 | 325 | 160 | 4.10 | 1.98 | 2.37 |
| | | | 65.6 | 4171 | 4201 | 4150 | 4518 | 4549 | 4489 | 660 | 330 | 165 | 3.19 | 0.00 | 2.50 |

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