

OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR

**EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU**

Subject: Fixation of Maximum Retail Price of Local IMFL Medium Brands for Sale in Civil Market in Jammu & Kashmir only for the year 2022-23.

Reference: 1. Notification S.O. 71 dated 22-02-2022.
2. Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 bearing No. DECAJ/Exc/Acctts/32-33 dated 31-03-2022.

ORDER No.: 01 - EC OF 2022

DATED: 01 - 04 - 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. 71 dated 22-02-2022 and recommendation of the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020, the ex-Manufacturer Price, ex-Wholesale (JKEL-1) Price and Maximum Retail Price of Local IMFL Medium Brands for Sale in Civil Market as per Annexure-"A-2" to this order is hereby approved for the year 2022-23. The brand shall not be sold above the fixed rate.


(Kishore Singh Chib), JKAS,
Excise Commissioner
Jammu & Kashmir

Encl.: Annexure-"A-2"

No.: EC/Exc/MRP/2022-23/1/13-23

Dated: 01 - 04 - 2022

Copy to the:

1. Financial Commissioner (Additional Chief Secretary), Finance Department, J&K 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, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam, Distilleries.
7. Sr. Programmer, Incharge 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.
10. All Manufacturers namely JKEL-6, B-1, D-2.
11. Order file/concerned file.

ORDER NO. 01 OF 2022 DATED : 01-04-2022

ANNEXURE - "A-2 "

MRP OF LOCAL IMFL -MEDIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 11

Ex-Manufacturer Price
(EDP) Per CaseEx-Wholesale(JKEL-1)
Price Per CaseMRP/Unit (2022-23)
Inclusive of all TaxesDifferential Amount, on
account of rounding-off
/fixation of MRP,
Recoverable as rounding.

Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	Ex-Manufacturer Price (EDP) Per Case			Ex-Wholesale(JKEL-1) Price Per Case			MRP/Unit (2022-23) Inclusive of all Taxes			Differential Amount, on account of rounding-off /fixation of MRP, Recoverable as rounding.		
				750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Devans Modern Breweries Limited, Talab Tillo, Bohri, Jammu, J&K.	Mood Maker Deluxe Whisky	75	829	835	900	2922	2928	2913	470	235	120	0.96	0.08	3.81
		Mood Maker XXX Rum	75	829	835	900	2922	2928	2913	470	235	120	0.96	0.08	3.81
2	Dogra Distilleries, Village Gangyal, District & Tehsil Jammu, J&K.	DD Duet Premix Gin (Lemon Flavoured)	65	1060	1070	1130	2928	2939	2928	470	240	120	0.16	4.34	3.31
		ILA Pan Elaichi Liqueur	75	1030	1090	1200	3131	3193	3225	500	255	130	2.93	2.30	3.34
		White Stag Whisky	75	829	835	900	2922	2928	2913	470	235	120	0.96	0.08	3.81
3	Oakland Bottlers Pvt. Ltd. Phase-I, IGC, SIDCO, Samba, J&K.	Famous Original Fantasy Gin	65	910	910	1000	2772	2772	2793	450	225	115	1.09	0.54	2.83
		OB Grain Whisky	75	829	835	900	2922	2928	2913	470	235	120	0.96	0.08	3.81
		OB Grain XXX Rum	75	829	835	900	2922	2928	2913	470	235	120	0.96	0.08	3.81
4	Kashmir Bottlers, SIDCO, IGC, Samba, J&K.	Nok Blended Whisky	75	829	835	900	2922	2928	2913	470	235	120	0.96	0.08	3.81
5	Kashmir Bottlers, Phase-I, SIDCO, IGC, Distt. Samba, J&K for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901	Brihan's Premium Whisky	75	945	957	965	3068	3060	3005	490	245	120	1.37	0.00	0.73
		Contessa XXX Rum Blended with Matured Cane Juice Spirits	75	910	910	903	3031	3031	2940	485	245	120	1.34	3.16	2.90