

**OFFICE OF THE EXCISE COMMISSIONER**  
**JAMMU AND KASHMIR**  
EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU  
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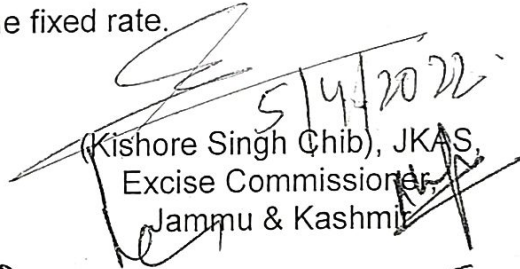
Subject: Fixation of Maximum Retail Price of Local Medium/Premium IMFL Brands for Sale in Civil Market in Jammu & Kashmir only for the year 2022-23.

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. DIST/CHM/MRP22-23/22-28 dated 05-04-2022.

ORDER No.: 07 - EC OF 2022

DATED: 05-04-2022

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 Medium/Premium IMFL Brands for Sale in Civil Market as per Annexure-"A-7" to this order is hereby approved for the year 2022-23. The brands shall not be sold above the fixed rate.

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

Encl.: Annexure-"A-7".

No.: EC/Exc/MPR/2022-23/1/233-52

Dated: 05-04-2022

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 Udampur-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](http://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, D-2.
11. Order file/concerned file.

ORDER NO. 07 OF 2022 DATED: 05-04-22

ANNEXURE - "A-7"

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

TOTAL NUMBER OF BRANDS 20

Ex-Manufacturer  
Price 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 fee

Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	Ex-Manufacturer Price 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 fee		
				750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, District, Jammu, J&K.	Devans Old Vat Reserve Premium Blended Whisky	75	2195	2265	2390	4343	4415	4463	660	335	170	0.32	0.33	1.82
		Devans Master Barrel Premium Whisky	75	1478	1478	1560	3597	3597	3600	560	280	140	0.41	0.20	0.77
2	Trikuta Bottlers, IGC, SIDCO, Samba, for M/s Rock & Storm Distilleries Pvt. Ltd., Punjab.	Dennis Special Whisky	75	1470	1475	1500	3614	3619	3561	565	285	140	3.12	3.73	2.07
		Blue Eyes Pure Grain Vodka	75	1410	1460	1490	3551	3603	3551	555	280	140	1.58	0.00	2.41
		Commander n Chief Caribbean Gold XXX Rum	75	1180	1190	1300	3312	3322	3353	525	265	135	3.64	3.65	4.06
		Revolution Luxury Extra Dry Gin	75	1575	1600	1625	3723	3749	3691	580	290	145	3.49	0.00	2.72
		Revolution Premium XXX Rum	75	1135	1150	1156	3265	3281	3204	515	260	130	0.00	1.41	4.06
		Garrison Reserve Ultra Premium Whisky	75	1752	1765	1780	3907	3920	3853	605	305	150	3.81	3.54	2.29
3	Tawi Bottlers, Nai Basti, Sujwan, Distt. Samba, J&K for M/s Mohan Meakin Limited.	Garrison Ultra Premium Brandy	75	1850	1850	1900	4009	4009	3977	615	310	155	0.12	2.56	3.13
		Knight Rider Premium Vodka	75	1192	1192	1293	3324	3324	3346	525	265	135	2.03	3.51	4.30
		Old Monk Extra Special XXX Rum	75	1192	1192	1293	3324	3324	3346	525	265	135	2.03	3.51	4.30
4	M/s Trishul Bottlers, Sikanderpur, Tehsil Bishnah, District Jammu. J&K for M/s	Old Monk Supreme XXX Rum	75	1823	0	0	3981	0	0	615	0	0	3.89	0.00	0.00
		Bagpiper Deluxe Whisky	75	1285	1290	1390	3421	3426	3447	540	270	135	4.01	1.68	0.91
		McDowell's Green Label Whisky	75	1285	1290	1390	3421	3426	3447	540	270	135	4.01	1.68	0.91
		McDowell's No.1 Celebration XXX Rum	75	1250	1250	1350	3385	3385	3405	535	270	135	3.84	4.42	2.31

	United Spirits Limited	White Mischief Ultra Pure Vodka	75	1170	1170	1260	3302	3302	3312	520	260	130	0.00	0.00	0.43
		Premium Romanov Vodka	75	1300	1300	1345	3437	3437	3400	540	270	135	1.87	0.93	2.48
5	M/s Trishul Bottlers, Sikanderpur, Tehsil Bishnah, District Jammu, J&K for M/s Jagatjit Industries Limited, Kapurthala, Punjab.	Aristocrat Premium Whisky	75	1850	1850	1950	4009	4009	4029	615	310	155	0.12	2.56	1.38
		AC Black Pure Grain Whisky	75	2050	2150	2200	4217	4321	4289	645	330	165	2.22	1.63	2.66
		IIICE Bite The Apple Vodka Premium	65	2350	2400	2450	4295	4347	4325	655	330	165	1.76	0.00	1.45

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