

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

Subject: Fixation of Maximum Retail Price of Local Premium / Economy/ Local Beer 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/MRP22-23/43-49 dated 07-04-2022.

ORDER No.: 12 - EC OF 2022

DATED: 08 - 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 Premium / Economy/ Local Beer Brands for Sale in Civil Market as per Annexure- "A-10", "A-11" & "A-12" to this order is hereby approved for the year 2022-23. The brands shall not be sold above the fixed rate.

8/4/22
(Kishore Singh Chib), JKAS,
Excise Commissioner,
Jammu & Kashmir

Encl.: Annexure-"A-10, 11 & 12"

No.: EC/Exc/MRP/2022-23// 403-23

8/4/22
Dated: 08-04-2022

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-1A, JKEL-1.
10. All Manufacturers namely JKEL-6, D-2.
11. Order file/concerned file.

ORDER NO. 12 OF 2022 DATED : 08-04-22,
ANNEXURE - "A-10"

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

TOTAL NUMBER OF BRANDS 06

Ex-Manufacturer
Price Per Case

Ex-Wholesale (JKEL-
1) Price Per Case

MRP/Unit (2021-
22) 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 (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 Trishul Bottlers, Sikanderpur, Bishnah, District Jammu, J&K for M/s United Spirits Limited	McDowell's Blue Riband Duet Gin & Lime Flavoured	65	1300	1310	1400	3203	3213	3233	510	255	130	3.27	0.96	3.08
2	M/s Trishul Bottlers, Sikanderpur, Bishnah, District Jammu, J&K.	Lucknavi Paan Elaichi Liqueur	75	1110	1275	1360	3214	3386	3392	510	270	135	1.79	4.35	2.74
2	M/s Dogra Distilleries, Village Gangyal, Tehsil & District Jammu, J&K, for M/s Vedant Bottlers Pvt. Limited, 511, Jodhpur Park, 3rd. Floor, Kolkata-700068	Vedant Password Premium Whisky	75	2180	2220	2260	4352	4394	4352	665	335	165	4.10	1.73	0.54
		Vedant Jhony Royal Premium Whisky	75	1845	1920	1960	4004	4082	4040	615	315	155	0.79	2.66	1.01
		Kraze Original Vodka	75	2145	2220	2260	4316	4394	4352	660	335	165	3.93	1.73	0.54
		Kraze Original Chocolate Flavoured Vodka	65	2380	2450	2485	4326	4399	4361	660	335	165	2.59	1.39	0.25

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ORDER NO. 12 OF 2022 DATED: 08-04-22
ANNEXURE - "A-11"

MRP OF IMFL ECONOMY BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2022-23

TOTAL NUMBER OF BRANDS 05				Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL-1) Price/Case In Rupees			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	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Trishul Bottlers, Sikanderpur, Bishnah, District Jammu, J&K for M/s United Spirits Limited	Tiger XXX Rum	75	625	705	800	2710	2793	2809	445	230	115	4.41	4.14	2.30
		Mission Kashmir XXX Rum	75	625	705	800	2710	2793	2809	445	230	115	4.41	4.14	2.30
		Tiger Whisky	75	625	705	800	2710	2793	2809	445	230	115	4.41	4.14	2.30
		Tiger Dry Gin	65	625	705	800	2476	2559	2585	410	210	105	0.81	0.00	0.00
		Tiger Orange Flavoured Premix Gin	65	625	705	800	2476	2559	2585	410	210	105	0.81	0.00	0.00

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ORDER NO. 12 EC OF 2022 DATED : 08-04-22

ANNEXURE-"A-12

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

TOTAL NUMBER OF BRANDS 04				Ex-Manufacturer Price Per Case (EBP)				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2022-23) Inclusive of all Taxes				Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee				
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	M/s New India Breweries, Samba for M/s Viiking Beverages Pvt. Ltd. Mumbai, MH.	Goa King's Supreme Premium Pilsner Strong Beer	Glass	8	490	0	0	0	949	0	0	0	150	0	0	0	0.0	0.0	0.0	0
			Tin	8	0	810	0	0	0	1519	0	0	0	0	120	0	0	0.0	0.59	0.0
2	M/s Devans Modern Breweries Limited, Samba, J&K.	Six Fields Blanche Premier Wheat Beer	Glass	5	1145	0	1460	0	1614	0	1948	0	240	0	145	0	0.70	0.00	2.77	0
			Tin	5	0	1675	0	0	0	2394	0	0	0	0	180	0	0	0.00	1.91	0.00
3	M/s Devans Modern Breweries Limited, Samba, J&K.	Godfather Supreme Super Strong Beer	Glass	8	514	0	630	0	958	0	1085	0	155	0	85	0	3.72	0.00	0.66	0
			Tin	8	0	837	633	0	0	1522	1088	0	0	120	85	0	0.00	0.40	0.47	0
4	M/s Devans Modern Breweries Limited, Samba, J&K.	Godfather Lager International Quality Beer	Glass	5	504	0	630	0	948	0	1085	0	150	0	85	0	0.06	0.00	0.66	0
			Tin	5	0	837	633	0	0	1522	1088	0	0	120	85	0	0.00	0.40	0.47	0