

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/MRP22-23/50-56 dated 08-04-2022.

ORDER No.: 13 - 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-JKEL-1A Price, Ex-JKEL-1 Price and Maximum Retail Price of Imported Premium and Imported Deluxe/ Super Deluxe IMFL Brands for Sale in Civil Market as per Annexure- "A-13", "A-14" & "A-15" to this order is hereby approved for the year 2022-23. The brands shall not be sold above the fixed rate.

8/4/2022
(Kishore Singh Chib), JKAS,
Excise Commissioner,
Jammu & Kashmir

Encl.: Annexure- "A-13", "A-14" & "A-15"
No.: EC/Exc/MRP/2022-23// 428-48

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.

ORDER NO. **13** EC OF 2022 DATED : **08-04-2022**
 ANNEXURE - "A-13"
 MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 05

Sr. No.	Distillery/Bottling 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 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 Radico Khaitan Limited, Bareilly Road, Rampur-244901 U.P.	8 PM Premium Black Rare Whisky	75	4026	4080	4131	4367	4423	4469	665	335	170	2.10	0.00	1.62
		Magic Moments Grain Vodka Triple Distilled	75	4055	4130	3993	4397	4475	4326	670	340	165	3.07	1.30	1.42
		Magic Moments Remix Green Apple Flavoured Vodka	65	4320	4395	4257	4673	4751	4600	705	360	175	1.04	2.79	2.23
		Magic Moments Remix Chocolate Flavoured Vodka	65	4320	4395	4257	4673	4751	4600	705	360	175	1.04	2.79	2.23
		Magic Moments Remix Lemon Grass & Ginger Flavoured Vodka	65	4320	4395	4257	4673	4751	4600	705	360	175	1.04	2.79	2.23

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ORDER NO. 13 EC OF 2022 DATED : 08-04-2022
 ANNEXURE - "A-14"
 MRP OF IMPORTED DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 08

Sr. No.	Distillery/Bottling 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 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 United Spirits Limited, at M/s Khasa Distillery Company (A unit of Digvijay Chemicals Limited), Khasa, Distt. Amritsar, Punjab-143107	Black Dog Triple Gold Reserve Blended Scotch Whisky	75	14350	14548	14550	15104	15310	15305	2105	1070	535	1.54	4.46	3.17
2	M/s United Spirits Limited, at M/s Khasa Distillery Company (A unit of Digvijay Chemicals Limited), Khasa, Distt. Amritsar, Punjab-143107	Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky	75	10477	10462	10467	11076	11060	11058	1565	780	390	1.97	0.00	0.62
3	M/s United Spirits Limited, at M/s Khasa Distillery Company (A unit of Digvijay Chemicals Limited), Khasa, Distt. Amritsar, Punjab-143107	Black & White Blended Scotch Whisky	75	9098	0	0	9642	0	0	1375	0	0	4.36	0.00	0.00
4	M/s United Spirits Limited, at M/s Khasa Distillery Company (A unit of Digvijay Chemicals Limited), Khasa, Distt. Amritsar, Punjab-143107	Vat 69 Blended Scotch Whisky	75	8223	8623	8825	8732	9148	9351	1250	655	335	1.45	2.82	2.88
5	M/s United Spirits Limited, at M/s Khasa Distillery Company (A unit of Digvijay Chemicals Limited), Khasa, Distt. Amritsar, Punjab-143107	Smirnoff Triple Distilled Vodka	75	5218	5393	5295	5607	5789	5680	830	430	210	0.72	3.15	1.01

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6	M/s United Spirits Limited, at M/s Khasa Distillery Company, (A unit of Digvijay Chemicals Limited), Khasa, Distt. Amritsar, Punjab-143107	Signature Rare Aged Whisky	75	5666	5751	5864	6073	6161	6271	895	455	230	3.20	3.21	1.18
7	M/s United Spirits Limited, at M/s Khasa Distillery Company, (A unit of Digvijay Chemicals Limited), Khasa, Distt. Amritsar, Punjab-143107	Signature Premier Grain Whisky	75	5948	5948	5850	6366	6366	6257	935	470	230	3.89	4.44	1.65
8	M/s United Spirits Limited, at M/s Khasa Distillery Company, (A unit of Digvijay Chemicals Limited), Khasa, Distt. Amritsar, Punjab-143107	Antiquity Blue Ultra Premium Whisky	75	6884	6976	7011	7339	7435	7464	1065	540	270	3.35	2.74	1.16

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ORDER NO. 13 EC OF 2022 DATED : 08-04-2022
 ANNEXURE "A-15"
 MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 04

Sr. No.	Distillery/Bottling 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 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 United Spirits Limited, at M/s Khasa Distillery Company, (A unit of Digvijay Chemicals Limited), Khasa, Dist. Amritsar, Punjab-143107	Royal Challenge Gold Whisky ✓	75	4074	4035	3976	4417	4376	4308	670	335	165	0.38	2.95	2.03
		McDowell's No. 1 Reserve Whisky	75	3701	3701	3593	4029	4029	3910	620	310	150	2.45	1.22	0.37
2	M/s Alcobrew Distilleries India Pvt. Limited, Village Behra, Derabassi, S.A.S Nagar (Mohali), Punjab-140507	White & Blue Rare Oak Whisky ✓	75	4021	4022	3939	4362	4363	4269	665	335	165	2.76	3.82	3.33
		One More Pure Craft Vodka Green Apple ✓	65.6	4112	4142	4093	4456	4488	4430	675	340	170	0.16	0.43	2.92

(Handwritten signatures and initials)