

**OFFICE OF THE EXCISE COMMISSIONER**

**JAMMU AND KASHMIR**

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

**Subject:** Fixation of Maximum Retail Price of Local and Imported Deluxe/ Super Deluxe 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/MRP22-23/64-70 dated 12-04-2022.

ORDER No.: 19 - EC OF 2022

DATED: 13-04-2022

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 (JKEL-1A) Price, Ex-Wholesale (JKEL-1) Price and Maximum Retail Price of **Local and Imported Deluxe/ Super Deluxe IMFL Brands** for Sale in Civil Market as per Annexure- "A-18" & "A-19" to this order is hereby approved for the year 2022-23. The brands shall not be sold above the fixed rate.

  
13/4/2022  
(Kishore Singh Chib), JKAS,  
Excise Commissioner,  
Jammu & Kashmir

**Encl.:** Annexure-"A-18" & "A-19".

**No.:** EC/Exc/MRP/2022-23/II 581-600

13/4 Dated: 13-04-2022

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

ORDER NO. 19 OF 2022 DATED: 13-04-22  
ANNEXURE - "A-18"

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

TOTAL NUMBER OF BRANDS 04				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	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml
1	M/s Tawi Bottlers, Sujwan, Nai Basti, Samba, for M/s Mohan Meakin Ltd., Mohan Nagar, U.P.	Old Monk The Legend XXX Rum	75	2727	2724	2724	2724	4921.00	4918.0	4918.0	4834.0	985	740	370	185	2.02	3.17	1.59	4.39
2	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu, J&K	Devans Gian Chand Indian Single Malt Whisky	75	0	26000	0	0	0	29100.0	0.00	0.00	0	3985	0	0	0	3.75	0	0
		Devans Akhnoor Indian Single Malt Whisky	75	0	23000	0	0	0	25980.0	0.00	0.00	0	3565	0	0	0	2.35	0	0
3	M/s Trikuta Bottlers, IGC, SIDCO, Samba for M/s Rock & Storm Distilleries Pvt. Limited, Punjab.	Barents Premium Gold Reserve Whisky	75	0	3490	3500	3550	0	5714.0	5725.00	5693.0	0	845	425	210	0	1.37	2.45	0.57

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ORDER NO. 19 EC OF 2022 DATED: 13-04-22,  
ANNEXURE -"A-19"

MRP OF IMPORTED DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 03				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		
Sr. No.	Distillery/Bottling Plant/Importer	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Beam Global Spirits & Wine (India) Pvt. Limited, Karora, Tehsil Behror, District Alwar, Rajasthan.	Teacher's Highland Cream Blended Scotch Whisky	75	9703	9803	10053	10271	10375	10628	1455	735	375	0.00	0.50	0.04
		Teacher's 50 Scottish Reserve Blended Scotch Whisky	75	12324	12627	12711	12997	13312	13392	1825	935	470	4.23	3.48	2.33
		Jim Beam kentucky Straight Bourbon Whisky	75	9408	0	9511	9964	0	10064	1415	0	360	1.17	0.00	3.95

