

OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR

EXCISE AND TAXATION COMPLEX,

RAIL HEAD, JAMMU

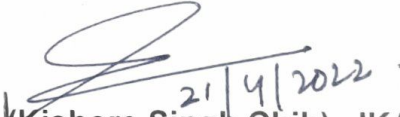
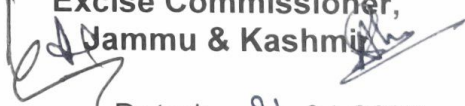
Subject: Fixation of Maximum Retail Price of Local Beer/ Economy IMFL Brands for Sale in Civil Market and Ex-Brewery Price of Local Draught Beer for sale in civil (Bars/Social Occasions) in Jammu & Kashmir only for the year 2022-23.

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/MRP22-23/71-77 dated 18-04-2022.

ORDER No.: 26 - EC OF 2022

DATED: 21 - 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 Beer / Economy IMFL Brands** as per Annexure- "A-20" & "A-22" for Sale in Civil Market and **Ex-Brewery Price of Local Draught Beer** for sale in civil (Bars/ Social Occasions) as per Annexure- "A-21" to this order is hereby approved for the year 2022-23. The brands shall not be sold above the fixed rate.


21/4/2022
(Kishore Singh Chib), JKAS,
Excise Commissioner,
Jammu & Kashmir

Dated: 21-04-2022

Encl.: Annexure-"A-20", "A-21" & "A-22".

No.: EC/Exc/MRP/2022-23/1/ 817-37

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.

ANNEXURE - "A-20"

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

TOTAL NUMBER OF BRANDS 08					EX-MANUFACTURER PRICE PER TIN	EX-JKEL-1 PRICE PER TIN	MAXIMUM RETAIL PRICE PER TIN (Inclusive of all taxes) 2022-23	DIFFERENTIAL AMOUNT ON ACCOUNT OF ROUNDING-OFF / FIXATION OF MRP, RECOVERABLE AS ROUNDING FEE
Sr. No	NAME OF BREWERY	BRAND NAME	CATEGORY	Degree Below %VV	5 LTR	5 LTR	5 LTR	5 LTR
1	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Rebel Premium Dark Ale	Tin	8	1700	2039	3460	2.21
2	Devans Modern Breweries Limited, Samba, J&K.	Godfather The Legendary Finest Strong Beer	Tin	8	1250	1571	2705	0.69
3	Devans Modern Breweries Limited, Samba, J&K.	Godfather The Legendary Premium Strong Beer	Tin	8	1250	1571	2705	0.69
4	Devans Modern Breweries Limited, Samba, J&K.	Godfather Super 8 Premium Strong Beer	Tin	8	1250	1571	2705	0.69
5	Devans Modern Breweries Limited, Samba, J&K.	Kotsberg Finest Pils Beer	Tin	5	1250	1571	2705	0.69
6	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Cult Finest Strong Wheat Beer	Tin	8	1398	1725	2955	2.75
7	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Blanche Finest Wheat Beer	Tin	5	1398	1725	2955	2.75
8	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Blanche Premier Wheat Beer	Tin	5	1398	1725	2955	2.75

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ANNEXURE- "A-21"

EX-BREWERY PRICE OF LOCAL DRAUGHT BEER FOR SALE IN CIVIL (BARS/SOCIAL OCCASIONS) FOR THE YEAR 2022-23

Sr. No.	NAME OF BREWERY	BRAND NAME	CATEGORY	DEGREE UPTO %V/V	EX-MANUFACTURER PRICE PER KEG IN RUPEES (INCLUDING ASSESSMENT FEE)		
					30 LTR	20 LTR	5 LTR
1	Devans Modern Breweries Ltd., Samba	<i>Six Fields Rebel Premium Dark Ale</i>	Draught Keg	8	8300	5530	1750
2	Devans Modern Breweries Ltd., Samba	<i>Godfather The Legendary Finest Strong Beer</i>	Draught Keg	8	3677	2450	1296
3	Devans Modern Breweries Ltd., Samba	<i>Godfather The Legendary Premium Strong Beer</i>	Draught Keg	8	3677	2450	1296
4	Devans Modern Breweries Ltd., Samba	<i>Godfather Super 8 Premium Strong Beer</i>	Draught Keg	8	3677	2450	1296
5	Devans Modern Breweries Ltd., Samba	<i>Godfather Super Strong International Quality Beer</i>	Draught Keg	8	2577	0	0
6	Devans Modern Breweries Ltd., Samba	<i>Kotsberg Finest Pils Beer</i>	Draught Keg	5	3677	2450	1296
7	Devans Modern Breweries Ltd., Samba	<i>Six Fields Cult Finest Strong Wheat Beer</i>	Draught Keg	8	6127	4085	1444
8	Devans Modern Breweries Ltd., Samba	<i>Six Fields Blanche Finest Wheat Beer</i>	Draught Keg	5	6127	4085	1444
9	Devans Modern Breweries Ltd., Samba	<i>Godfather Supreme Super Strong Beer</i>	Draught Keg	8	2577	0	0
10	Devans Modern Breweries Ltd., Samba	<i>Godfather Lager International Quality Beer</i>	Draught Keg	5	2577	0	0
11	Devans Modern Breweries Ltd., Samba	<i>Six Fields Blanche Premier Wheat Beer</i>	Draught Keg	5	6127	4085	1444

ORDER NO. 26 OF 2022 DATED: 21-04-22.
ANNEXURE - "A-22"

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

TOTAL NUMBER OF BRANDS 04				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	Oakland Bottlers Pvt. Ltd., Phase-I, IGC, SIDCO, District Samba, J&K.	OB Special Whisky	75	764	770	800	2854	2861	2809	460	230	115	0.09	0.00	2.30
2	M/s New India Distilleries, Sujwan, Nai Basti, District Samba, J&K.	Gold Band XXX Rum	75	625	705	800	2710	2793	2809	445	230	115	4.41	4.14	2.30
3	M/s National Industrial Corpn. Pvt. Limited, Bari Brahmana, District Samba, J&K.	Standard XXX Rum	75	625	705	800	2710	2793	2809	445	230	115	4.41	4.14	2.30
		Standard Whisky	75	625	705	800	2710	2793	2809	445	230	115	4.41	4.14	2.30

[Handwritten signatures and initials]