

OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR

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

Subject: Fixation of Maximum Retail Price of 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 held on 28-03-2022.

ORDER No.: 358 - EC OF 2022

DATED: 30-03-2022

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 Beer Brand as per Annexure-"A-1" 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-1"

No.: EC/Exc/MRP/2022-23/II 9300-10

Dated: 30-03-2023

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
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, B-1, D-2.
11. Order file/concerned file.

ORDER NO. 358 EC OF 2022 DATED : 30-03-22
 ANNEXURE-"A-1"
 MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRAND 01										Ex-Manufacturer Price Per Case (EBP)				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2021-22) Inclusive of all Taxes				Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee			
Sr.N o.	Name of Breweries	Brand Name	Category of Packing	Degree Below %V/V	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml					
1	Basantar Breweries Pvt. Limited Samba for M/s United Breweries Limited	Kingfisher Strong Premium Beer	Glass	8	477	0	0	0	936	0	0	0	150	0	0	0	1.67	0	0	0					
			Tin	8	0	769	633	0	0	1476	1105	0	0	120	90	0	0	3.48	4.32	0					

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