

OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR

EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Fixation of Maximum Retail Price of Local Premium IMFL Brands and 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/MRP22-23/01-07 dated 01-04-2022.

ORDER No.: 02 - EC OF 2022

DATED: 04 - 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 IMFL Brands and Local Beer Brands for Sale in Civil Market as per Annexure-"A-3" & Annexure-"A-4" respectively to this order are hereby approved for the year 2022-23. The brands shall not be sold above the fixed rate.

04/4/2022
(Kishore Singh Chib), JKAS,
Excise Commissioner,
Jammu & Kashmir

Encl.: Annexure-"A-3" & "A-4".

No.: EC/Exc/MRP/2022-23/II 61-81

Dated: 04-04-2022

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 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. 02 OF 2022 DATED : 04-04-22

ANNEXURE - "A-3"

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

TOTAL NUMBER OF BRANDS 08				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	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu, J&K.	Paradise Duet Premix Gin Lime Flavoured	65	1100	1216	1303	2970.00	3090.00	3108.00	475	250	125	0.00	4.22	2.28
		Pan Elaichi Special Paradise Liqueur	65	1055	1140	1215	2923.00	3011.00	3016.00	470	240	120	0.83	0.00	0.36
2	Dogra Distilleries, Gangyal Industrial Area, Jammu, J&K.	DD Green Apple Flavoured Vodka	65	1190	1200	1240	3063.00	3074.00	3042.00	490	245	125	2.04	0.28	4.49
		Oak Craft Reserve Malted Whisky	75	1680	1725	1810	3807.00	3854.00	3860.00	590	300	150	2.22	2.96	2.05
		DD Vodka	75	1190	1200	1240	3297.00	3308.00	3267.00	520	260	130	0.66	0.00	1.94
3	Oakland Bottlers Pvt. Ltd., Phase-1, SIDCO, IGC, Samba, J&K.	Shekers Premium Tripple Distilled Grain Vodka	75	1180	1180	1216	3287.00	3287.00	3242.00	520	260	130	2.00	1.00	2.78
		Heniskot Blended Grape Brandy	75	1489	1489	1639	3608.00	3608.00	3682.00	565	285	145	3.92	4.47	3.03
4	Kashmir Bottlers, IGC, SIDCO, Samba, for M/s Oasis Distilleries Limited, Regd. Office H-102, B2, Metro Towers, Vijay Nagar, Indore.	All Season Golden Collection Reserve Whisky	75	1454	1454	1454	3597.00	3597.00	3514.00	560	280	140	0.41	0.20	3.65

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ORDER NO. 02 EC OF 2022 DATED : 04-04-22 .
ANNEXURE-"A-4"

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

TOTAL NUMBER OF BRANDS 08					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 %VVV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong International Quality Beer	Glass	8	504	0	630	0	948.00	0.00	1085.00	0.00	150	0	85	0	0.06	0.00	0.66	0.00
		Godfather Super Strong International Quality Beer	Tin	8	0	837	633	0	0.00	1522.00	1088.00	0.00	0	120	85	0	0.00	0.40	0.47	0.00
2	Devans Modern Breweries Ltd. Samba.	Kotsberg Finest Pils Beer	Glass	5	825	0	1038	0	1281.00	0.00	1509.00	0.00	195	0	115	0	0.39	0.00	2.22	0.00
		Kotsberg Finest Pils Beer	Tin	5	0	1260	1038	0	0.00	1962.00	1509.00	0.00	0	150	115	0	0.00	0.69	2.22	0.00
3	Devans Modern Breweries Ltd. Samba.	Six Fields Cult Finest Strong Wheat Beer	Glass	8	1145	0	1460	0	1614.00	0.00	1948.00	0.00	240	0	145	0	0.70	0.00	2.77	0.00
		Six Fields Cult Finest Strong Wheat Beer	Tin	8	0	1675	0	0	0.00	2394.00	0.00	0.00	0	180	0	0	0.00	1.91	0.00	0.00
4	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Finest Strong Beer	Glass	8	530	0	650	0	975.00	0.00	1106.00	0.00	155	0	90	0	1.43	0.00	4.25	0.00
		Godfather The Legendary Finest Strong Beer	Tin	8	0	860	650	0	0.00	1546.00	1106.00	0.00	0	125	90	0	0.00	3.79	4.25	0.00
5	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Premium Strong Beer	Glass	8	530	0	650	0	975.00	0.00	1106.00	0.00	155	0	90	0	1.43	0.00	4.25	0.00
		Godfather The Legendary Premium Strong Beer	Tin	8	0	867	650	0	0.00	1553.00	1106.00	0.00	0	125	90	0	0.00	3.33	4.25	0.00
6	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Premium Strong Beer	Glass	8	570	0	700	0	1016.00	0.00	1158.00	0.00	160	0	90	0	0.93	0.00	0.76	0.00
		Godfather Super 8 Premium Strong Beer	Tin	8	0	957	700	0	0.00	1647.00	1158.00	0.00	0	130	90	0	0.00	2.01	0.76	0.00
7	Devans Modern Breweries Ltd. Samba.	Six Fields Rebel Premium Dark Ale	Glass	8	1445	0	1810	0	1926.00	0.00	2312.00	0.00	285	0	170	0	3.84	0.00	3.36	0.00
		Six Fields Rebel Premium Dark Ale	Tin	8	0	2030	0	0	0.00	2763.00	0.00	0.00	0	205	0	0	0.00	2.15	0.00	0.00
8	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Finest Wheat Beer	Glass	5	1145	0	1460	0	1614.00	0.00	1948.00	0.00	240	0	145	0	0.70	0.00	2.77	0.00
		Six Fields Blanche Finest Wheat Beer	Tin	5	0	1675	0	0	0.00	2394.00	0.00	0.00	0	180	0	0	0.00	1.91	0.00	0.00