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GOVERNMENT OF JAMMU AND KASHMIR
DEPARTMENT OF EXCISE
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Fixation of Maximum Retail Price for the year 2019-20.
Reference: Notification SRO 128 dated 25-02-2019.

ORDER No.: 496 OF 2019
DATED: 27-02-2019

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 SRO 128 dated 25-02-2019, and recommendation of the Committee constituted vide Order No. 475 of 2017 dated 14-11-2017, the ex-manufacturer price, ex-wholesale price and Maximum Retail Price of Local Economy brands of IMFL to be applicable with immediate effect, as contained in Annexure - A to this order is hereby approved.

No brand shall be sold either below or above the MRP.


(Talat Parvez Rohella), KAS,
Excise Commissioner,
J&K Government

Encl.: Annexure-A.

No.: EC/Exc/MRP/2019-20/ 4828-45 Dated: 27-02-2019

Copy to the:

1. Principal Secretary to Govt., Finance Department, Civil Secretariat, Jammu
2. Additional Commissioner, State Taxes Department, Jammu/ Kashmir.
3. Deputy Excise Commissioner, (Executive), Jammu/ Kashmir.
4. Deputy Excise Commissioner, (Distilleries), Jammu/ Accounts.
5. Deputy Excise Commissioner, Toll Post Lakhanpur.
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, Distilleries, Leh-Kargil, Accounts Kashmir.
7. Excise and Taxation Officer, Eradication Wing, Jammu for information.

MRP of Local Economy Brands For Sale In Civil Market For The Year 2019-20

ANNEXURE - A

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S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX MANUFACTURER PRICE/CASE IN RUPEES			EX-JKEL-1 PRICE/CASE IN RUPEES			MRP per Unit (2019-20) Inclusive of all Taxes in Rupees			
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML				
1	Trishul Sikanderpur Jmu for M/s USL	Bottlers Olde Adventurer Cane Rum	Matured	75	775	835	900	2419	2483	2488	370	190	95
2	Trishul Sikanderpur Jmu for M/s USL	Bottlers Kerala Blended Malt Whisky		75	775	835	900	2419	2483	2488	370	190	95
3	Dogra Distilleries Jmu	Gangyal White Stag Whisky		75	775	835	900	2419	2483	2488	370	190	95
4	Devans Modern Breweries, Talab Tillo, Jammu	Godfather XXX Rum		75	775	835	900	2419	2483	2488	370	190	95
5	Devans Modern Breweries, Talab Tillo, Jammu	Sultan Malted Whisky		75	775	835	900	2419	2483	2488	370	190	95
6	Devans Modern Breweries, Talab Tillo, Jammu	Sultan XXX Rum		75	775	835	900	2419	2483	2488	370	190	95
7	Trikuta Bottlers Samba	Magic King Malted Whisky		75	775	835	900	2419	2483	2488	370	190	95

(Fig. in Rs)

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8	Tawi Bottlers, Samba	Black Crazy Horse Whisky	75	775	835	900	2419	2483	2488	370	190	95
9	Tawi Bottlers, Samba	Black Crazy Horse XXX Rum	75	775	835	900	2419	2483	2488	370	190	95
10	National Ind. Corp. Bari	Black Bull XXX Rum	75	775	835	900	2419	2483	2488	370	190	95
11	National Ind. Corp. Bari	Dimpy Deluxe Whisky	75	775	835	900	2419	2483	2488	370	190	95
12	National Ind. Corp. Bari	Hawain Superior White Rum	75	775	835	900	2419	2483	2488	370	190	95
13	National Ind. Corp. Bari	Hawaiian Matured White Rum	75	775	835	900	2419	2483	2488	370	190	95
14	New India Distilleries	HM Malted Whisky	75	775	835	900	2419	2483	2488	370	190	95
15	Suniwan Samba	Old Tavern Whisky	75	702	689	772	2342	2328	2352	360	180	90
16	Trishul Bottlers For M/s United Spirits Ltd.	McDowell's Diplomat Whisky	75	702	689	772	2342	2328	2352	360	180	90
17	Tawi Bottlers, Sujwan, Samba For M/s Mohan Meakins Ltd.	Diplomat Deluxe Whisky	75	775	835	900	2419	2483	2488	370	190	95
18	Oakland Bottlers Pvt. Ltd Samba	OB Whisky	75	775	835	900	2419	2483	2488	370	190	95
19	Oakland Bottlers Pvt. Ltd Samba	OB XXX Rum	75	775	835	900	2419	2483	2488	370	190	95
20	Oakland Bottlers Pvt. Ltd Samba	Oakland V.S.O.P. Brandy	75	775	835	900	2419	2483	2488	370	190	95
21	Madeira Bottlers Bari	Blue Star Special Whisky	75	775	835	900	2419	2483	2488	370	190	95
22	Madeira Bottlers Bari	Blue Star XXX Rum	75	775	835	900	2419	2483	2488	370	190	95
23	Trishul Bottlers	Black Cat Whisky	75	775	835	900	2419	2483	2488	370	190	95
24	Khoday Industries	Metro Fine Whisky	75	702	689	772	2342	2328	2352	360	180	90

25	Khoday Industries Trishul Sikanderpur Jmu for M/s Jll	Khoday XXX Rum	75	702	689	772	2342	2328	2352	360	180	90
26	Trikuta Bottlers, Samba For M/s Saraya Distillery (A unit of Saraya Industries Ltd.) New Delhi	Bonnie Special Whisky	75	775	835	900	2419	2483	2488	370	190	95
27	Trikuta Bottlers, Samba For M/s Rock and Storm Distilleries Ltd., Distt. Sunam, Puniab	Sailor Fine Whisky	75	775	835	900	2419	2483	2488	370	190	95
28	Srihgam Bottlers, Plot No.10, Phase II, Industrial Growth Centre, SIDCO Samba for M/s Kaya Blenders and Distillers Ltd., II Floor, City Centre, Patiala, Punjab	Big Boss Premium Whisky	75	775	835	900	2419	2483	2488	370	190	95
29	Srihgam Bottlers, Plot No.10, Phase II, Industrial Growth Centre, SIDCO Samba for M/s Africa Global Impex, D 47 1 st Floor, Tagore Garden, Extn. New Delhi	Royal Patiala Whisky	75	775	835	900	2419	2483	2488	370	190	95
30	Srihgam Bottlers, Plot No.10, Phase II, Industrial Growth Centre, SIDCO Samba for M/s Africa Global Impex, D 47 1 st Floor, Tagore Garden, Extn. New Delhi	Julie Whisky	75	775	835	900	2419	2483	2488	370	190	95

Note: Additional freight charges @ Rs 5 per bottle for Kashmir division, Poonch and Kishtwar districts of Jammu Division, Rs 10 per bottle for Leh and Kargil Districts.

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