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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.

**Reference:** Notification SRO 128 dated 25-02-2019.

ORDER No.: 24 OF 2019  
DATED: 16 - 04 - 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 **IMFL-Cheap Brands, Local Economy Brands, Local Premium/Medium Brands, Imported Deluxe Brands and Imported CIDER brand** to be applicable with immediate effect, as contained in **Annexure A,B,C,D and E** to this order is hereby approved.

No brand shall be sold either below or above the M.R.P.

*M. Raju*  
16/4/19  
(M. Raju), IAS,  
Excise Commissioner,  
J&K Government

**Encl.:** Annexure-A,B,C,D and E

No.: EC/Exc/MRP/2019-20/ *423-432*

Dated: 16-04-2019

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 Udhampur-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.
8. President Wine Association, Jammu.
9. President Hotel with Bar/ Bar with Restaurant Association.
10. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7, JKEL-7B, M/s .....
11. All wholesalers namely JKEL-1A, JKEL-1B, JKEL-1W, JKEL-1, M/s .....
12. All manufacturers namely JKEL-6 and D-2 .....
13. Order file/concerned file (w2scs).

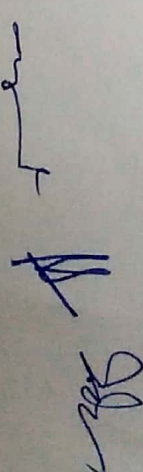
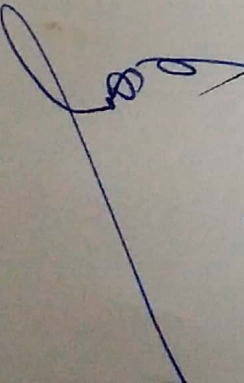
**ANNEXURE - A**  
**For The Year 2019-20**

**MRP of Local IMFL-Cheap Brands For Sale In Civil Market**

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX MANUFACTURE R 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 for M/s USL	Hayward's Whisky	75	595	672	777	2064	2145	2198	325	165	85
2	Trishul Sikanderpur for M/s JIL	Shatranj Whisky	75	595	672	777	2064	2145	2198	325	165	85

(Fig. in Rs)

Note: 1) Freight charges shall be added to the MRP at the rate of Rs.5/bottle for Kashmir Division, Poonch and Kishtwar and Rs.10/bottle for Leh and Kargil District.

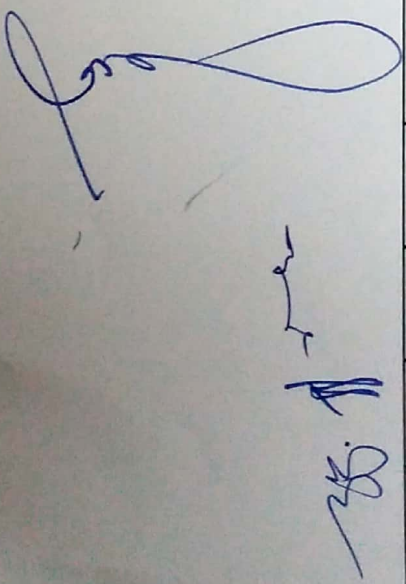
ANNEXURE - B

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

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	750 ML	375 ML	180 ML
1	Trishul Bottlers For M/s United Spirits Ltd.	Binnies Fine Whisky	75	700	700	790	2339	2339	2371	360	180	90

(Fig. in Rs)



**ANNEXURE - C**

**MRP of Local Premium / Medium Brands For Sale In Civil Market For The Year 2019-20**

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGR BE	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	750 ML	375 ML	180 ML
<b>(Fig. in Rs)</b>												
1	Trishul Bottlers, Sikanderpur, Bishnah, Jammu for M/s Jagatjit Industries, Kapurthala, Punjab	IICE Bare It All Vodka Premium	75	1929	1959	2182	3914	3946	4112	595	300	155
2	Trishul Bottlers, Sikanderpur, Bishnah, Jammu for M/s Jagatjit Industries, Kapurthala, Punjab	IICE Bite The Apple Vodka Premium	65	2444	2515	2677	4245	4321	4431	640	325	165
3	Trishul Bottlers, Sikanderpur, Bishnah, Jammu for M/s Jagatjit Industries, Kapurthala, Punjab	IICE Undress The Orange Vodka Premium	65	2444	2515	2677	4245	4321	4431	640	325	165
4	Devans Modern Breweries, Bohri Talab Tillo Jammu	Devans Old Vat Reserve Premium Blended Whisky	75	2439	2480	2674	4462	4506	4642	670	340	175

Note

1. 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.

2. One time automation charges @ 1% of EDP for manufacturer, @ 0.5% for wholesaler and @ 1% for retailer is included in the MRP.

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**ANNEXURE - D**

**MRP of Imported Deluxe Brands For Sale In Civil For The Year 2019-20**

S. No	DISTILLERY / BOTTLING PLANT	BRAND	EX-JKEL-1A PRICE PER CASE in Rs.				EX-JKEL-1 PRICE PER CASE in Rs.				MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)				
			DEG	1000 ML	750ML	375ML	180 ML	1000 ML	750ML	375ML	180 ML	1000 ML	750ML	375ML	180 ML
1	Boutique Spirit Brands Pvt. Ltd., At Unique Liquor, Derabassi, Distt. SAS Nagar, Punjab	Zeus XO Blended Extra Smooth Brandy	75	0	5409	5443	5412	0	6014	6051	6011	0	885	445	220

**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.**

(Fig. in Rs.)

## MRP of Imported CIDER Brand For Sale In Civil For The Year 2019-20

S. No	DISTILLERY / BOTTLING PLANT	BRAND	CATEGOR Y	DEG. BELO W % VV	EX-JKEL-1A PRICE PER CASE in Rs.				EX-JKEL-1 PRICE PER CASE in Rs.			MAXIMUM RETAIL PRICE / UNIT (Inclusive of all Taxes)				
					650 ML	500 ML	330 ML	275ml	650 ML	500 ML	330 ML	275ml	650 ML	500 ML	330 ML	275ml
1	Hygeia Fruit & Vegetable Processors Pvt. Ltd., Industrial Area, Nerchowk ( Ratti) Distt. Mandi (H.P.)	Jolly Maker Cider	GLASS	8	1529	0	1836	1542	1644	0	1964	1649	230	0	135	110

1. 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.

2. One time automation charges @ 0.5% for wholesaler and @ 1.5% for retailer is included in the MRP.

