



Tel No: 0191-2477977,  
FAX: 0191-2477761  
www.jkexcise.nic.in  
e-mail: excise.commr@jk.gov.in

**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.: 497 OF 2019  
DATED: 01 - 03 - 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 (JKEL-1) price and Maximum Retail Price of Local Medium/ Premium brands to be applicable with immediate effect, as contained in Annexure – A & B to this order is hereby approved.

The MRP includes the cost on account of onetime expenses for automation of the business process.

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

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

Encl: Annexure-A, B

No.: EC/Exc/MRP/2019-20/ 4934-46.

Dated: 01-03-2019

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-

## MRP of Local Premium/Medium 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
(Fig. in Rs)												
1	National Industrial Corp. Ltd. Bari Brahmana	Black & Gold Rare Premium whisky	75	1818	1843	1869	3794	3821	3776	580	295	145
2	National Industrial Corp. Ltd. Bari Brahmana	Hawain Matured Premium White Rum	75	1707	0	0	3675	0	0	565	0	0
3	National Industrial Corp. Ltd. Bari Brahmana	Nicol's Black & gold French Brandy V.S.O.P	75	1818	1843	1869	3794	3821	3776	580	295	145
4	National Industrial Corp. Ltd. Bari Brahmana	Black Bull Matured Premium Rum	75	1525	0	0	3479	0	0	540	0	0
5	Tawi Bottlers for Mohan Meakins Ltd	Old Monk Legend XXX Rum	75	2724	2724	2724	4769	4769	4695	710	355	175
6	Tawi Bottlers for Mohan Meakins Ltd	Old Monk Supreme XXX Rum	75	1823	0	0	3800	0	0	580	0	0
7	Tawi Bottlers for Mohan Meakins Ltd	Old Monk Legend XXX Rum (1000 ML)	75	2727	0	0	4772	0	0	950	0	0
8	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Old Vat Premium Blended Whisky	75	2204	2237	2338	4209	4245	4280	635	320	160
9	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Old Vat Classic Blended Whisky	75	2204	2237	2338	4209	4245	4280	635	320	160
10	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Old Vat Premier Blended Whisky	75	2204	2237	2338	4209	4245	4280	635	320	160

11	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Old Vat Ultra Premier Blended Whisky	75	2204	2237	2338	4209	4245	4280	635	320	160
12	Trikuta Bottlers, Samba For M/s Saraya Distillery (A unit of Saraya Industries Ltd.) New Delhi	Spark Green Apple Premium Grain Vodka	65	1756	1757	1798	3505	3506	3485	540	270	135
13	Trikuta Bottlers, Samba for M/s Rock and Storm Distilleries (P) Ltd., Distt.Sunam Punjab	Dennis Special Whisky	75	1687	1717	1828	3653	3685	3731	560	285	145
14	Trikuta Bottlers, Samba for M/s Rock and Storm Distilleries (P) Ltd., Distt.Sunam Punjab	Blue Eyes Pure Grain Vodka	75	1444	1482	1555	3392	3433	3438	525	265	135
15	Trikuta Bottlers, Samba for M/s Rock and Storm Distilleries (P) Ltd., Distt.Sunam Punjab	Revolution Green Apple Flavored Vodka	65	1742	1747	1768	3490	3495	3453	540	270	135
16	Trikuta Bottlers, Samba for M/s Rock and Storm Distilleries (P) Ltd., Distt.Sunam Punjab	Blue Eyes Green Apple Flavored Vodka	65	1985	2060	2202	3751	3832	3920	575	295	150
17	Oakland Bottlers Samba	Shekers Premium Tripple Distilled Improved Apple Grain Vodka	65	1519	1519	1584	3250	3250	3255	510	255	130
18	Oakland Bottlers Samba	Shekers Premium Tripple Distilled Improved Orange Grain Vodka	65	1519	1519	1584	3250	3250	3255	510	255	130
19	Oakland Bottlers Samba	Shekers Premium Tripple Distilled Improved Lime Grain Vodka	65	1519	1519	1584	3250	3250	3255	510	255	130
20	Dogra Distilleries Gangyal Jmu	IL A Pan Elaichi Liqueur	75	1005	1066	1167	2919	2985	3020	465	235	120
21	Dogra Distilleries Gangyal Jmu	DD GREEN APPLE FLAVOURED VODKA	65	1162	1167	1212	2866	2871	2855	455	230	115
22	Dogra Distilleries Gangyal Jmu	DD VODKA	75	1162	1167	1212	3088	3094	3069	485	245	120
23	Dogra Distilleries Gangyal Jmu	DD Duet Premix Gin (Lemon Flavoured)	65	1040	1050	1101	2734	2745	2735	440	220	110
24	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Paradise Duet Premix Gin (Lemon Flavoured)	65	993	1066	1153	2684	2762	2791	430	220	110
25	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Pan Elaichi Paradise Liqueur	65	1032	1113	1193	2726	2813	2834	440	225	115

26	Khoday Industries Ltd. Bari Brahamana	Hereules XXX Rum	75	1163	1178	1227	3089	3106	3085	485	245	120
27	Khoday Industries Ltd. Bari Brahamana	Sea Pirate XXX Rum	75	1163	1174	1227	3089	3101	3085	485	245	120
28	Oakland Bottlers Samba	Famous Original Fantasy Gin	65	1037	1037	1055	2731	2731	2686	440	220	110
29	Oakland Bottlers Samba	Shekers Premium Tripple Distilled Grain Vodka	65	1283	1283	1319	2996	2996	2970	475	240	120
30	Dogra Distilleries Gangyal Jmu	Shekers Premium Tripple Distilled Improved Lime Grain Vodka	75	1061	1101	1162	2980	3023	3015	470	240	120
31	Tawi Bottlers for Mohan Meakins Ltd	Old Monk Extra Special XXX Rum	75	1192	1192	1293	3121	3121	3156	490	245	125
32	Trikuta Bottlers Samba For M/s Rock and Storm Distilleries Ltd., Distt. Sunam, Punjab	Revolution Original Vodka	75	1232	1252	1263	3164	3185	3124	495	250	125
33	Trikuta Bottlers Samba For M/s Rock and Storm Distilleries Ltd., Distt. Sunam, Punjab	Commander n Chief Matured XXX Rum	75	1151	1162	1273	3077	3088	3134	485	245	125
34	Trikuta Bottlers Samba For M/s Saraya Distillery ( Aunit of Saraya Industries Ltd.) New Delhi	Spark Premium Grain Vodka	75	1136	1111	1232	3060	3034	3090	485	240	120
35	Trikuta Bottlers Samba For M/s Saraya Distillery ( Aunit of Saraya Industries Ltd.) New Delhi	John Silver XXX Treasured Rum	75	1136	1111	1232	3060	3034	3090	485	240	120
36	Trikuta Bottlers Samba For M/s Saraya Distillery ( Aunit of Saraya Industries Ltd.) New Delhi	Paan Banarasi Liquer	75	1136	1111	1232	3060	3034	3090	485	240	120
37	Trikuta Bottlers Samba For M/s Saraya Distillery ( Aunit of Saraya Industries Ltd.) New Delhi	Blue Diamond Gin "N" Lime	65	1131	1111	1232	2832	2811	2876	450	225	115

Handwritten signatures and initials are present below the table, including a large signature that appears to be "S. S." and other smaller initials.

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38	Trikuta Bottlers Samba for M/s Rock & Storm Distilleries (P) Ltd District Sunam Punjab	Caribbean Gold XXX Rum	75	1151	1162	1273	3077	3088	3134	485	245	125
39	Trishul Bottlers Sikanderpur Jmu for M/s USL	Bagpiper Deluxe Whisky	75	1257	1257	1353	3191	3191	3220	500	250	125
40	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowells Green Label Whisky	75	1257	1257	1353	3191	3191	3220	500	250	125
41	M/s Dogra Distilleries, Gangyal	Black Angei VSOP Brandy	75	1131	1263	1313	3055	3197	3177	480	250	125
42	M/s Dogra Distilleries, Gangyal	Black Heart Whisky	75	1237	1252	1273	3169	3185	3134	495	250	125
43	M/s Trikuta Bottlers Samba	Royal Monarch Premium Whisky	75	1232	1204	1192	3164	3134	3047	495	245	120
44	M/s Madeira Bottlers, Bari Brahmana, Jammu	Royal Knight Premium Whisky	75	1199	1136	1136	3128	3060	2987	490	240	120
45	Trishul Bottlers Sikanderpur Jmu for M/s USL	Goleonda Brandy	75	1084	1091	1162	3004	3012	3015	475	240	120
46	M/s Tawi Bottlers Samba	Knight Rider Premium Vodka	75	1192	1192	1293	3121	3121	3156	490	245	125
47	Trishul Bottlers Sikanderpur Jmu for M/s USL	Carew's Dry Gin	65	856	859	1081	2536	2540	2714	410	205	110
48	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowells Blue Riband Duet Gin & Lime Flavoured	75	1271	1273	1369	3206	3208	3238	500	250	125
49	Trishul Bottlers Sikanderpur Jmu for M/s USL	Premium Romanov Vodka	75	1271	1273	1313	3206	3208	3177	500	250	125
50	Trishul Bottlers Sikanderpur Jmu for M/s USL	White Mischief Vodka	75	1146	1146	1232	3071	3071	3090	485	245	120
51	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowells No. 1 Celebration Matured XXX Rum	75	1222	1222	1313	3153	3153	3177	495	250	125

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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Accepted