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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.: 499 OF 2019
DATED: 07 - 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 Deluxe brands to be applicable with immediate effect, as contained in Annexure – A 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.


01/03/19
(Talat Parvez Rohella), KAS,
Excise Commissioner,
J&K Government

Encl.: Annexure-A.

No.: EC/Exc/MRP/2019-20/4997-59

Dated: 07 -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 Lakhampur.
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-7 and JKEL-7B, M/s
11. All wholesalers namely JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W, M/s
12. All manufacturers namely JKEL-6 and D-2
13. Order file/concerned file (w2scs).

ANNEXURE - PAGE _____ OF _____
MRP of Local Deluxe Brands For Sale In Civil Market For The Year 2019-20

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG REE	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	750 ML	375 ML	180 ML
(Fig. in Rs)												
1	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Grandeur Masters Reserve Premium Whisky	75	4045	4002	4245	6762	6715	6884	990	490	250
2	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Grandeur Masters Reserve Classic Premium Whisky	75	4045	4002	4245	6762	6715	6884	990	490	250
3	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Grandeur Masters Reserve Ultra Premium Whisky	75	4045	4002	4245	6762	6715	6884	990	490	250
4	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Grandeur Masters Reserve Premier Whisky	75	4045	4002	4245	6762	6715	6884	990	490	250

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.

(Handwritten signatures and initials)