



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.

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

ORDER No.: 501 OF 2019

DATED: 02 - 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 price and Maximum Retail Price of **Imported Premium** brands 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 M.R.P.


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

02-03-2019

Encl.: Annexure-A

No.: EC/Exc/MRP/2019-20/4974-36

Dated: 02-03-2019

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 Lakhapur.
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).

| Sl. No | DISTILLERY / BOTTLING PLANT | BRAND | DEG | EX-JKEL-1A PRICE PER CASE in Rs. | | | EX-JKEL-1 PRICE PER CASE in Rs. | | | MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes) | | |
|---------------|--|--|-----|----------------------------------|--------|--------|---------------------------------|--------|--------|--|--------|--------|
| | | | | 750 ML | 375 ML | 180 ML | 750 ML | 375 ML | 180 ML | 750 ML | 375 ML | 180 ML |
| (Fig. in Rs.) | | | | | | | | | | | | |
| 1 | Pernod Ricard India Pvt. Ltd. | Seagram's Royal Stag Classic Whisky | 75 | 3932 | 3976 | 4097 | 4418 | 4465 | 4589 | 670 | 340 | 175 |
| 2 | Pernod Ricard India Pvt. Ltd. | Seagram's Imperial Blue Authentic Grain Whisky | 75 | 3655 | 3699 | 3681 | 4119 | 4166 | 4140 | 630 | 320 | 160 |
| 3 | Pernod Ricard India Pvt. Ltd. | Seagram's Fuel Vodka | 75 | 3938 | 3903 | 3902 | 4424 | 4387 | 4379 | 670 | 335 | 165 |
| 4 | Radico Ltd., Rampur(U.P.) | Magic Moments Grain Vodka Triple Distilled | 75 | 3958 | 4024 | 3897 | 4446 | 4517 | 4373 | 675 | 345 | 165 |
| 5 | Radico Ltd., Rampur(U.P.) | 8 PM Gold Deluxe Whisky | 75 | 3463 | 3458 | 3336 | 3911 | 3906 | 3767 | 605 | 300 | 145 |
| 6 | Radico Ltd., Rampur(U.P.) | Magic Moments Remix Flavoured Vodka Green Apple | 65 | 4241 | 4307 | 4179 | 4752 | 4823 | 4678 | 715 | 365 | 175 |
| 7 | Radico Ltd., Rampur(U.P.) | Magic Moments Remix Flavoured Vodka Lemon Grass & Ginger | 65 | 4241 | 4307 | 4179 | 4752 | 4823 | 4678 | 715 | 365 | 175 |
| 8 | Radico Ltd., Rampur(U.P.) | Magic Moments Remix Flavoured Vodka Orange | 65 | 4241 | 4307 | 4179 | 4752 | 4823 | 4678 | 715 | 365 | 175 |
| 9 | Radico Ltd., Rampur(U.P.) | Magic Moments Remix Flavoured Vodka Chocolate | 65 | 4241 | 4307 | 4179 | 4752 | 4823 | 4678 | 715 | 365 | 175 |
| 10 | United Spirits Limited, Pathankot | Mc Dowell's No1 Reserve Whisky | 75 | 3568 | 3574 | 3537 | 4025 | 4031 | 3984 | 615 | 310 | 155 |
| 11 | United Spirits Limited, C/o. CDBL, BANUR | Mc Dowell's No1 Reserve Whisky | 75 | 3568 | 3574 | 3537 | 4025 | 4031 | 3984 | 615 | 310 | 155 |
| 12 | United Spirits Limited C/o CDBL | Mc Dowell's No 1 Luxury Whisky | 75 | 3568 | 3574 | 3537 | 4025 | 4031 | 3984 | 615 | 310 | 155 |
| 13 | Bacardi India Pvt. Ltd. | Eristoff Triple Distilled Premium Vodka | 75 | 4073 | 4078 | 4081 | 4570 | 4576 | 4572 | 690 | 345 | 175 |

| No | DISTILLERY / BOTTLING PLANT | BRAND | DEG | 750 ML | 375 ML | 180 ML | 750 ML | 375 ML | 180 ML | 750 ML | 375 ML | 180 ML |
|----|---|--|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 14 | Alcobrew Distilleries India Pvt Ltd. Dera Bassi | White and Blue Premium Whisky | 75 | 3802 | 3811 | 3782 | 4277 | 4287 | 4249 | 650 | 325 | 160 |
| 15 | United Spirits Limited, Pathankot | Royal Challenge Gold Whisky | 75 | 4014 | 3962 | 3952 | 4507 | 4450 | 4433 | 680 | 340 | 170 |
| 16 | United Spirits Limited, Pathankot | Royal Challenge Gold Whisky (1000ml) | 75 | 3782 | 0 | 0 | 4256 | 0 | 0 | 865 | 0 | 0 |
| 17 | United Spirits Limited, C/o. CDBL, BANUR | Royal Challenge Gold Whisky | 75 | 4015 | 3962 | 3952 | 4508 | 4450 | 4433 | 685 | 340 | 170 |
| 18 | United Spirits Limited, C/o. CDBL, BANUR | Royal Challenge Gold Whisky (1000ml) | 75 | 3782 | 0 | 0 | 4256 | 0 | 0 | 865 | 0 | 0 |
| 19 | Octaga Green Power and Sugar Co. Kohlapur Maharashtra | Captain's Select Finest Grain Whisky | 75 | 3844 | 3885 | 3932 | 4323 | 4367 | 4411 | 660 | 330 | 170 |
| 20 | Radico Khaitan Ltd. | Pluton Bay Rare Exotic Rum | 75 | 3807 | 3815 | 3791 | 4283 | 4291 | 4259 | 650 | 325 | 165 |
| 21 | Radico Khaitan Ltd. | Regal Talons Rare Generation Whisky | 75 | 3667 | 3695 | 3651 | 4132 | 4162 | 4107 | 630 | 320 | 160 |
| 22 | Alcobrew Distilleries India Pvt Ltd. Dera Bassi | White Hills Reserve Whisky | 75 | 3517 | 3596 | 3500 | 3969 | 4055 | 3944 | 610 | 310 | 150 |
| 23 | Octaga Green Power and Sugar Co. Kohlapur Maharashtra | Grenade Reserve XXX Rum (12 years old) | 75 | 4464 | 0 | 4402 | 4993 | 0 | 4919 | 750 | 0 | 185 |

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.

(Handwritten signatures and initials)