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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.

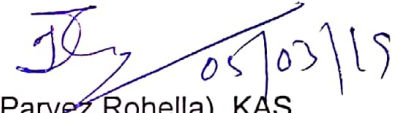
Reference: Notification SRO 128 dated 25-02-2019.

ORDER No.: 503 OF 2019

DATED: 05 - 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 Beer** 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 Rohella), KAS,
Excise Commissioner,
J&K Government

Encl.: Annexure-A

No.: EC/Exc/MRP/2019-20/ 4989-5001

Dated: 05-03-2019

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-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).

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

S. No	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEG BELO W% V/V	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	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325ML
1	United Breweries Ltd Ludhiana.	Kingfisher Premium Lager Beer	GLASS	8	1205	0	1266	0	1383	0	1449	0	200	0	105	0
2	United Breweries Ltd Ludhiana.	Kingfisher Strong Premium Beer	GLASS	8	0	0	1261	0	0	0	1444	0	0	0	105	0
3	Bombay Breweries Ltd. For United Breweries Ltd.	Kingfisher Premium Lager Beer	TIN	5	0	1953	1281	0	0	2232	1465	0	0	160	105	0
4	Bombay Breweries Ltd. For United Breweries Ltd.	Kingfisher Ultra Max Premium Strong Beer	GLASS	8	1495	0	1697	0	1688	0	1902	0	235	0	130	0
5	Bombay Breweries Ltd. For United Breweries Ltd.	Kingfisher Ultra Max Premium Strong Beer	TIN	8	0	2453	0	0	0	2758	0	0	0	190	0	0
6	Bombay Breweries Ltd. For United Breweries Ltd.	Heineken Lager Beer	GLASS	5	1700	0	1943	0	1903	0	2160	0	260	0	145	0
7	Bombay Breweries Ltd. For United Breweries Ltd.	Heineken Lager Beer	TIN	5	0	2528	0	0	0	2836	0	0	0	195	0	0
8	Bombay Breweries Ltd. For United Breweries Ltd.	Kingfisher Ultra Lager Beer	GLASS	5	1450	0	1606	0	1641	0	1806	0	230	0	125	0
9	Bombay Breweries Ltd. For United Breweries Ltd.	Kingfisher Ultra Lager Beer	TIN	5	0	2368	0	0	0	2668	0	0	0	185	0	0
10	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Genuine Quality Strong Beer	TIN	8	0	1875	0	0	0	2150	0	0	0	155	0	0
11	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Genuine Quality Strong Beer	GLASS	8	1205	0	0	0	1383	0	0	0	200	0	0	0
12	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg Elephant Strong Beer	TIN	8	0	2272	0	0	0	2568	0	0	0	180	0	0
13	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg Elephant Strong Beer	GLASS	8	1413	0	0	0	1602	0	0	0	225	0	0	0

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.

Accepted *[Signature]*