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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.:** 512 OF 2019

**DATED:** 06-03-2019

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 Deluxe** 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/2019-20/5053-65

**Dated:** 06-03-2019

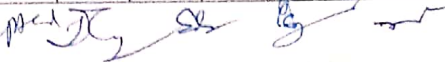
**Copy to the:**

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).

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

S. 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	Bacardi India Pvt. Ltd Karnataka	Bacardi Carta Blanca Superior White Rum	75	6208	6174	6271	6878	6841	6939	1005	500	255
2	Fernod Ricard India Pvt. Ltd.	Seagram's 100 Pipers Deluxe Blended Scotch Whisky	75	11167	11213	11261	12237	12286	12332	1730	870	435
3	Fernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Ultra Premium Whisky	75	6280	6290	6406	6955	6966	7085	1015	510	260
4	Fernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Reserve Collection Whisky	75	7798	7840	7890	8596	8641	8689	1235	620	315
5	Fernod Ricard India Pvt. Ltd.	Royal Stag Barrel Select Whisky	75	4829	4942	4923	5387	5509	5482	800	410	205
6	Khoday India Ltd.	Peter Scot Malt Whisky	75	6903	6953	6967	7629	7683	7691	1105	555	280
7	United Spirits Limited	Signature Premier Grain Whisky	75	6708	6779	6757	7418	7495	7464	1075	545	270
8	United Spirits Limited	Signature Rare Aged Whisky	75	6243	6220	6416	6915	6891	7096	1010	505	260
9	United Spirits Limited, Unit-Pathankot, P.O. Mirthal, Pathankot	Antiquity Blue Ultra Premium Whisky	75	8360	8361	8370	9203	9204	9207	1315	660	330
10	United Spirits Limited, Unit-II, Farmori, District Nasik, Maharashtra.	Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky	75	12533	12520	12811	13713	13699	14007	1930	965	495

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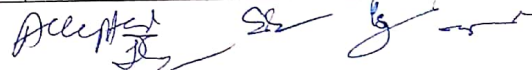
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S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
11	United Spirits Limited, Unit-II, Parmori, District Nasik, Maharashtra.	Black Dog Triple Gold Reserve Blended Scotch Whisky	75	16488	16553	16532	17987	18057	18028	2505	1260	630
12	Beam Spirits & Wine ( I ) Pvt., Ltd.	Teacher's 50 (12 Yrs.Old ) Blended Scotch Whisky	75	13682	13782	13973	14955	15063	15262	2095	1055	535
13	Beam Spirits & Wine ( I ) Pvt., Ltd.	Teacher's Highland Cream Blended Scotch Whisky	75	11084	11237	11193	12147	12312	12258	1715	870	435
14	Beam Spirits & Wine ( I ) Pvt., Ltd.	Jim Beam Kentucky Straight Bourbon Whisky	75	13603	0	13579	14869	0	14837	2085	0	520
15	Distilled, blended & Bottled in Scotland Imported and Distributed by United Spirits Ltd C/o Tulsi Global Logistics Pvt Ltd Panvel Maharashtra.	Johnnie Walker Red label Blended Scotch Whisky	75.36	13791	0	0	15073	0	0	2115	0	0
16	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Black & White Blended Scotch Whisky	75	13170	0	0	14401	0	0	2020	0	0
17	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Vat 69 Blended Scotch Whisky	75	10867	11046	11105	11913	12106	12163	1685	855	430

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S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
18	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Smirnoff Triple Distilled Vodka	75	6950	6936	6917	7679	7664	7637	1110	555	275
19	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Smirnoff Green Apple Triple Distilled Vodka	75	7260	7401	7383	8014	8167	8141	1155	590	295
20	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Smirnoff Orange Triple Distilled Vodka	75	7260	7401	7383	8014	8167	8141	1155	590	295
21	Alcobrew Distilleries India Pvt. Ltd Derabassi, Punjab	Old Smuggler Blended Scotch Whisky	75	10662	0	10890	11691	0	11931	1655	0	425
22	Alcobrew Distilleries India Pvt. Ltd Derabassi, Punjab	Golfer's Shot Barrel Aged Whisky	75	6195	6167	6322	6864	6833	6994	1000	500	255
23	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Green Apple Premium Flavoured Vodka	75	6587	6683	6619	7287	7391	7315	1060	535	265
24	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Orange Premium Flavoured Vodka	75	6587	6683	6619	7287	7391	7315	1060	535	265
25	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Super Premium Vodka	75	6250	6212	6360	6923	6882	7035	1010	505	255

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S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
26	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Morpheus XO Blended Premium Brandy	75	6216	6212	6226	6886	6882	6890	1005	505	250
27	M/s Octaga Green Power & Sugar Co. Ltd Kohlapur, Maharashtra.	Invincible Purete Vodka	75	6462	0	6440	7152	0	7122	1040	0	260
28	M/s Octaga Green Power & Sugar Co. Ltd Kohlapur, Maharashtra.	Master's Imperial Premium Whisky	75	6122	6299	6190	6785	6976	6851	990	510	250

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.

Accepted  
