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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.: 525 OF 2019  
DATED: 11 - 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, Super Deluxe and BIO Brands** to be applicable with immediate effect, as contained in **Annexure A,B,C and D** 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,B,C and D

No.: EC/Exc/MRP/2019-20/ 5228-40

Dated: 11-03-2019

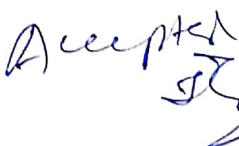
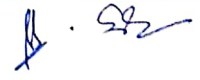
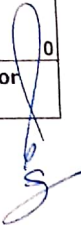
Copy to the:

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 Udampur-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
1	Mrs. John Dewars and Sons Limited, Perthshire- Scotland, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Dewars White label Blended Scotch Whisky	75	13142	0	0	14371	0	0	2015	0	0
(Fig. in Rs.)												

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  
  
  


ANNEXURE- <sup>c)</sup>

MRP of Imported Super 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	Beam Global Spirits & Wine(I) Pvt. Ltd. Alwar Rajasthan	Teacher's Origin Blended Scotch Whisky	75.00	15978	15430	0	17263	16677	0	2410	1165	0

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*

*SR*

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	M/s S.A. Arenal. Jalisco. EMB, BMP For Tradall S.A, F-30300 Beaucaire- Mexico Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Camino Real Taquila	70.10	12953	0	0	14034	0	0	1955	0	0
2	M/s George Ballantine & Son Ltd. Distillers Dumbarton Scotland Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Ballantine's Finest Blended Scotch Whisky	75.36	13497	0	0	14617	0	0	2035	0	0
3	PRODUCED AND BOTTLED IN AHUS, SWEDEN By M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Absolut Vodka	70.10	13439	0	0	14555	0	0	2025	0	0
4	Pernod Ricard India Pvt. Ltd. Produced and Bottled in Ahus, Sweden, the Absolut company AB 117 97 Stockholum. Sweden	Absolut Citron Lemon Flavored Vodka	70.10	14549	0	0	15743	0	0	2185	0	0

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.

  
 Accept  
  
  


## ANNEXURE-

## MRP of Imported BIO (SUPER 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	Pernod Ricard India Pvt. Ltd. Distilled at Banfshiri Glenlivet Distillery product of Scotland	The GLENLIVET Single Malt Scotch Whisky	75.36	33221	0	0	35380	0	0	4820	0	0
2	M/s Chivas Brothers Ltd. Distillers Keith Scotland, Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Chivas Regal Aged 12 Years Blended Scotch Whisky	75.36	27067	0	0	28856	0	0	3945	0	0
3	Distilled, blended & Bottled in Scotland Imported and Distributed by United Spirits Ltd C/o Tulsi Global Logistics Pvt Ltd Panvel Maharashtra.	Johny Walker Black Label Blended Scotch Whisky	75.36	25581	0	0	27281	0	0	3735	0	0
4	M/s Grey Goose- BMP, 16130 Gensac-LA, Palue, France, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Grey Goose Vodka	70.10	28703	0	0	30591	0	0	4180	0	0

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.