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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.:** 533 OF 2019  
**DATED:** 19 - 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, Premium and BIO Wine Brands** to be applicable with immediate effect, as contained in **Annexure A,B and C** to this order is hereby approved.

No brand shall be sold either below or above the M.R.P.

*M. Raju*  
19/3/19  
(M. Raju) IAS  
Excise Commissioner,  
J&K Government

**Encl.:** Annexure-A,B and C.

**No.:** EC/Exc/MRP/2019-20/ 5499-550

**Dated:** 19-03-2019

**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).

ANNEXURE- A

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)			
				1000 ML	750ML	375ML	180 ML	1000 ML	750ML	375ML	180 ML	1000 ML	750ML	375ML	180 ML
(Fig. in Rs.)															
1	Beam Global Spirits & Wine ( I ) Pvt., Ltd.,Karora,Behror, Alwar, Rajasthan	Teacher's 50 Scottish Reserve Blended Scotch Whisky	75	13463	13963	14015	14217	14718	15258	15315	15526	2750	2135	1075	545
2	Beam Global Spirits & Wine ( I ) Pvt., Ltd.,Karora,Behror, Alwar, Rajasthan	Teacher's Highland Cream Blended Scotch Whisky	75	10299	0	0	0	11299	0	0	0	2135	0	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.

*[Handwritten signatures and initials]*


## ANNEXURE-

MRP of Imported Premium 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	United Spirits Limited, C/o. CDRL, BANUR	McDowells No.1 Platinum Classic Whisky	75	4007	3964	4019	4499	4452	4505	680	340	170
2	United Spirits Limited, C/o. CDRL, BANUR	Captain Morgan The Original Rum	75	3562	3576	3619	4018	4033	4073	615	310	155
3	Khoday India Limited, Bangalore	Red Knight Malt Whisky	75	3922	3996	3931	4417	4496	4420	670	340	170

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.



## ANNEXURE-

## MRP of IMPORTED BIO WINE BRANDS 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. C/o Veritas Logistics Pvt. Ltd, A-136/1, Okhla Industrial Area , Phase-II, New Delhi-20 produced at ORLANDO WINES, Barossa Valley Way, Rowland Flat, South Australia	Jacob's Creek Classic Shiraz Cabernet	23.66	9693	0	0	10275	0	0	1410	0	0	
2	Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd, A-136/1, Okhla Industrial Area , Phase-II, New Delhi-20 produced at ORLANDO WINES, Barossa Valley Way, Rowland Flat, South Australia	Jacob's Creek Classic Chardonnay	22.78	9693	0	0	10275	0	0	1410	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.