



Tel No: 0191-2477977,  
FAX: 0191-247761  
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.: 539 OF 2019**  
**DATED: 28 - 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 Indian Wine and Imported Premium Brands** to be applicable with immediate effect, as contained in **Annexure A and B** to this order is hereby approved.

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

*M. Raju*  
28/3/19

(M. Raju) IAS  
Excise Commissioner,  
J&K Government

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

**No.:** EC/Exc/MRP/2019-20/ 5759- 5820

**Dated:** 28-03-2019

**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 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-**  
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	Boutique Spirit Brands Pvt. Ltd., At Unique Liquor, Derabassi, Distt. SAS Nagar, Punjab	Jordy's Bar Premium Exquisite Whisky	75	3937	3976	4129	4423	4465	4624	670	340	175
2	Boutique Spirit Brands Pvt. Ltd., At Unique Liquor, Derabassi, Distt. SAS Nagar, Punjab	Gladius Blended 10 year Old Gold Reserva Rum	75	3792	3830	3786	4267	4308	4253	650	330	160
3	Boutique Spirit Brands Pvt. Ltd., At Unique Liquor, Derabassi, Distt. SAS Nagar, Punjab	Cliff Hanger Premium Handcrafted Vodka	75	4242	4329	4138	4753	4847	4634	715	365	175
4	Boutique Spirit Brands Pvt. Ltd., At Unique Liquor, Derabassi, Distt. SAS Nagar, Punjab	Cliff Hanger Green Apple Premium Handcrafted Vodka	75	4242	4329	4138	4753	4847	4634	715	365	175

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 Signature]*