



Tel No: 0191-2477977,
FAX: 0191-2477761
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.: 540 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 Super Deluxe, BIO, Local Premium/Medium, Local Economy 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
28/3/19
(M. Raju) IAS
Excise Commissioner,
J&K Government

Encl.: Annexure-A, B & C.

No.: EC/Exc/MRP/2019-20/5821-5881

Dated: 28-03-2019





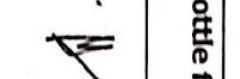
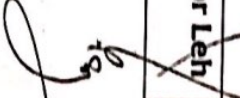
Copy to the:

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 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 Super Deluxe / Bio 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 | Irish Distillers Ltd, Robinhood Road, Clodalkin, Dublin 22, Ireland, imported and distributed by Pernod Ricard India Pvt. Ltd., C/o Veritas Loogistic Pvt. Ltd. | Jameson Irish Whisky | 70.10 | 16631 | 0 | 0 | 17794 | 0 | 0 | 2460 | 0 | 0 |
| 2 | Pernod Ricard India Pvt. Ltd., 25th Milestone, NH-22, Vill. Gholu Majra, Derabassi, S.A.S. Nagar (Mohali) Punjab | Seagram's 100 Pipers Blended Scotch Whisky Aged 12 Years | 75.00 | 16485 | 0 | 0 | 17639 | 0 | 0 | 2440 | 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.

ANNEXURE - 2
MRP of Local Premium/Medium Brands For Sale In Civil Market For The Year 2019-20

| S. No | DISTILLERY / BOTTLING PLANT | BRAND | DEGREE | EX MANUFACTURER PRICE/CASE IN RUPEES | | | EX-JKEL-1 PRICE/CASE IN RUPEES | | | MRP per Unit (2019-20) Inclusive of all Taxes in Rupees | | |
|---------------------|--|------------------------------------|--------|--------------------------------------|--------|--------|--------------------------------|--------|--------|---|--------|--------|
| | | | | 750 ML | 375 ML | 180 ML | 750 ML | 375 ML | 180 ML | 750 ML | 375 ML | 180 ML |
| (Fig. in Rs) | | | | | | | | | | | | |
| 1 | Trishul Sikanterpur Jmu Bottlers | Lucknavi Paan Elaichi Liqueur | 75 | 1096 | 1259 | 1343 | 3017 | 3193 | 3210 | 475 | 250 | 125 |
| 2 | Trishul Sikanterpur Jmu Bottlers | Doctor Brandy | 75 | 1152 | 1189 | 1264 | 3078 | 3117 | 3125 | 485 | 245 | 125 |
| 3 | Dogra Distilleries, Gangyal | Black Angel Cafe Rum | 75 | 1061 | 1101 | 1162 | 2980 | 3023 | 3015 | 470 | 240 | 120 |
| 4 | Dogra Distilleries, Gangyal | Black Angel Malted Whisky Reserve | 75 | 1263 | 1212 | 1242 | 3197 | 3142 | 3101 | 500 | 245 | 120 |
| 5 | Trikuta Bottlers, Samba For Rock and Storm Distilleries(P) Ltd., Sunam, Punjab | Commander n Caribbean Gold XXX Rum | 75 | 1222 | 1222 | 1313 | 3153 | 3153 | 3177 | 495 | 250 | 125 |
| 6 | Tawi Bottlers, Sujwan For Mohan Meakins Ltd. | Old Monk XXX Rum | 75 | 960 | 960 | 960 | 2871 | 2871 | 2798 | 455 | 230 | 110 |
| 7 | Oakland Bottlers, Samba | Heniskot Blended Grape Brandy | 75 | 1319 | 1319 | 1419 | 3257 | 3257 | 3291 | 510 | 255 | 130 |

[Handwritten signature]

| | | | | | | | | | | | | | |
|----|--|---|--------------|----|------|------|------|------|------|------|-----|-----|-----|
| 11 | Oakland Bottlers, Samba | Heniskot Matured Whisky | Blended | 75 | 1919 | 2101 | 2192 | 3903 | 4099 | 4123 | 595 | 310 | 155 |
| 10 | Oakland Bottlers, Samba for India Glycols Limited | Saturday Aged 1 Whisky | | 75 | 1684 | 1684 | 1765 | 3650 | 3650 | 3664 | 560 | 280 | 140 |
| 9 | Oakland Bottlers, Samba for India Glycols Limited | Soulmate Whisky | Premium | 75 | 2071 | 2071 | 2172 | 4066 | 4066 | 4102 | 615 | 310 | 155 |
| 12 | Oakland Bottlers, Samba for India Glycols Limited | V20 Green Apple Vodka | | 65 | 2424 | 2454 | 2505 | 4223 | 4256 | 4246 | 640 | 320 | 160 |
| 13 | Oakland Bottlers, Samba for India Glycols Limited | Beach House Premium Rum | XXX | 75 | 1200 | 1202 | 1232 | 3129 | 3131 | 3090 | 490 | 245 | 120 |
| 13 | for M/s Kaya Blenders and Distillers Ltd., II Floor, City Centre, Patiala, Punjab | Old Professor Premium Whisky | | 75 | 1449 | 1449 | 1487 | 3397 | 3397 | 3365 | 525 | 265 | 130 |
| 14 | Srgham Bottlers, Samba For M/s Kaya Blenders and Distillers Ltd., II Floor, City Centre, Patiala, Punjab | Soldier's Pride XXX Classic Rum | | 75 | 1136 | 1141 | 1232 | 3060 | 3066 | 3090 | 480 | 240 | 120 |
| 14 | Trikuta Bottlers, Samba | Royal Whisky | Monarch Gold | 75 | 1252 | 1252 | 1353 | 3185 | 3185 | 3220 | 500 | 250 | 125 |
| 15 | Tawi Bottlers, Sujiwan For Mohan Meakins Ltd. | Knight Rider Premium Green Apple Vodka | | 65 | 1293 | 1293 | 1414 | 3007 | 3007 | 3072 | 475 | 240 | 120 |
| 16 | Kashmir Bottlers, Samba | K.Bottler's Special Paan Banarsi Liquer | | 75 | 1111 | 1121 | 1250 | 3034 | 3044 | 3110 | 480 | 240 | 125 |

| | | | | | | | | | | | | |
|----|--|---------------------------------|----|------|------|------|------|------|------|-----|-----|-----|
| 19 | Kashmir Bottlers, Samba | K. Botter's Blue Blended Whisky | 75 | 2226 | 2259 | 2361 | 4233 | 4269 | 4305 | 640 | 325 | 165 |
| | Kashmir Bottlers, Samba | Tapster Green Apple Vodka | 65 | 1534 | 1540 | 1601 | 3266 | 3272 | 3273 | 510 | 255 | 130 |
| 20 | Devans Modern Breweries, Bohri, Talab Tillo, Jammu | Master Barrel Reserve Whisky | 75 | 2156 | 2201 | 2247 | 4158 | 4206 | 4182 | 630 | 320 | 160 |
| | | | | | | | | | | | | |

S. R. W. S. R.

Note
 1. Additional freight charges @ Rs 5 per bottle for Kashmir division, Poonch and Kishthwar districts of Jammu Division, Rs 10 per bottle for Leh and Kargil Districts.
 2. One time automation charges @ 1% of EDP for manufacturer, @ 0.5% for wholesaler and @ 1% for retailer is included in the MRP.

ANNEXURE - C
MRP of Local Economy Brands For Sale In Civil Market For The Year 2019-20

| S. No | DISTILLERY / BOTTLING PLANT | BRAND | DEGREE | EX MANUFACTURER PRICE/CASE IN RUPEES | | | EX-JKEL-1 PRICE/CASE IN RUPEES | | | MRP per Unit (2019-20) Inclusive of all Taxes in Rupees | | |
|-------|---|------------------------------|--------|--|--------|--------|--------------------------------------|--------|--------|--|--------|--------|
| | | | | 750 ML | 375 ML | 180 ML | 750 ML | 375 ML | 180 ML | 750 ML | 375 ML | 180 ML |
| 1 | Dogra Distilleries Gangyal Jmu | Captain's Choice XXX Rum | 75 | 775 | 835 | 900 | 2419 | 2483 | 2488 | 370 | 190 | 95 |
| 2 | Dogra Distilleries Gangyal Jmu | White Stag XXX Rum Whisky | 75 | 775 | 835 | 900 | 2419 | 2483 | 2488 | 370 | 190 | 95 |
| 3 | Devans Modern Breweries, Talab Tillo, Jammu | Moodmaker Deluxe Whisky | 75 | 775 | 835 | 900 | 2419 | 2483 | 2488 | 370 | 190 | 95 |
| 4 | Trikuta Bottlers Samba | 7 PM Fine Whisky | 75 | 775 | 835 | 900 | 2419 | 2483 | 2488 | 370 | 190 | 95 |

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.

(Fig. in Rs)

[Handwritten Signature]