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GOVERNMENT OF JAMMU AND KASHMIR
DEPARTMENT OF EXCISE
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

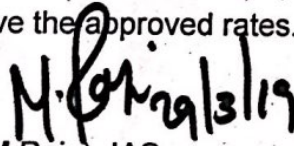
Subject: Fixation of Maximum Retail Price.

Reference: Notification SRO 128 dated 25-02-2019.

ORDER No.: 544 OF 2019
DATED: 30 - 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 of **Local Draught Beer 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 approved rates.


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

Encl.: Annexure-A

No.: EC/Exc/MRP/2019-20/5988-6012

Dated: 30-03-2019

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 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).

Ex-Brewery Price of Local Draught Beer Brands For Sale In Civil Bars For The Year 2019-20

ANNEXURE

BREWERY

BRAND

Category

DEG. BELOW % VV

30 LTR

5 LTR

(Fig in Rs)

| | | | | | | |
|----|--|--|-------------|---|------|---|
| 1 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Lager International Quality Beer ✓ | Draught Keg | 5 | 2577 | 0 |
| 2 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Supreme Strong Beer ✓ | Draught Keg | 8 | 2577 | 0 |
| 3 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Supreme Super Strong Beer ✓ | Draught Keg | 8 | 2577 | 0 |
| 4 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Lager Original Quality Beer ✓ | Draught Keg | 5 | 2577 | 0 |
| 5 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Super Strong Original Quality Beer ✓ | Draught Keg | 8 | 2577 | 0 |
| 6 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Electra Premier Quality Beer Super ✓ Strong | Draught Keg | 8 | 3577 | 0 |
| 7 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Electra Finest Quality Beer Super ✓ Strong | Draught Keg | 8 | 3577 | 0 |
| 8 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Electra Premium Strong Beer ✓ | Draught Keg | 8 | 3577 | 0 |
| 9 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Electra International Quality Beer ✓ | Draught Keg | 8 | 2577 | 0 |
| 10 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Electra International Quality Beer ✓ Super Strong | Draught Keg | 8 | 2577 | 0 |
| 11 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Electra Premium Quality Beer ✓ | Draught Keg | 8 | 2577 | 0 |
| 12 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Electra Premium Quality Beer Super Strong | Draught Keg | 8 | 2577 | 0 |
| 13 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Super Strong Premium Beer | Draught Keg | 8 | 2577 | 0 |
| 4 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Premier Strong Beer | Draught Keg | 8 | 3577 | 0 |

For The Year 2019-20

ANNEXURE
Ex-Brewery Price of Local Draught Beer Brands For Sale In Civil Bars For The Year 2019-20

| BREWERY | | BRAND | | Category | DEG. BELOW % V/V | 30 LTR | 5 LTR |
|---------|-------------------------------------|--|--|-------------|------------------|--------|-------|
| 15 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Platinum Strong Beer | | Draught Keg | 8 | 2577 | 0 |
| 16 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER Premium Original Quality Beer | | Draught Keg | 8 | 2577 | 0 |
| 17 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER The Legendary Super Strong Beer | | Draught Keg | 8 | 2577 | 0 |
| 18 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER The Legendary Finest Strong Beer | | Draught Keg | 8 | 3577 | 0 |
| 19 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER The Legendary Premium Strong Beer | | Draught Keg | 8 | 3577 | 0 |
| 20 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER The Legendary Premier Strong Beer | | Draught Keg | 8 | 3577 | 0 |
| 21 | DEVANS MODERN BREWERIES LTD., SAMBA | GODFATHER The Legendary Original Strong Beer | | Draught Keg | 8 | 2577 | 0 |

Note 1) Additional freight charges @ Rs 5 per bottle for Kashmir division, Poonch and Kishtwar districts of Jammu Division, Rs 10 bottle for Leh and Kargil Districts.

[Handwritten signatures and marks]