  
**Government of Jammu and Kashmir**  
**Office of the Excise Commissioner**  
Excise and Taxation Complex Jammu

Subject:- Fixation of Maximum Retail Price (MRP) for liquor for the year 2019-20.

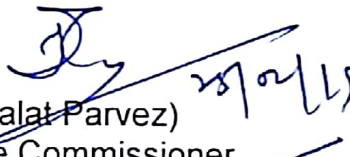
Reference:- 1. Notification SRO No.128 dated 25-02-2019 (Excise Policy).  
2. Letter No.1647/MRP/Exc/10900 Dated:25-02-2019 issued by Dy. Excise Commr. (Executive) Jammu (Chairman Price Fixing Committee)

Order No. 491 of 2019  
Dated:- 25 - 02 - 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 (Excise Policy 2019-20) and the recommendations of the Committee constituted vide Excise Order No.475 of 2017 dated 14-11-2017 and in supersession of all the previous orders on the subject, the Ex-manufacturer price (EDP), Ex wholesale price and Maximum Retail Price (MRP) for JK Special Whisky and IMFL (Cheap), for the year 2019-20 as contained in Annexure A and Annexure B are hereby approved and shall be applicable with effect from 26<sup>th</sup> of February, 2019.

**No Brands shall be sold below or above the prescribed notified rates as per new Excise Policy 2019-20.**

Enclosures: As above.

  
(Talat Parvez)  
Excise Commissioner  
Jammu and Kashmir  
Dated:-25-02-2019

No.EC/Exc/4784-93

Copy to the:-

1. Principal Secretary to Government, Finance Department, Civil Secretariat, Jammu for information.
2. Deputy Excise Commissioner (Distilleries) for immediate compliance
3. Deputy Excise Commissioner, Toll Post, Lakhampur for information.
4. Deputy Excise Commissioner (Executive) Jammu/Srinagar for immediate compliance.
5. Deputy Excise Commissioner (Accounts) for information.
6. Pvt. Secretary to Hon'ble Advisor, Finance Department for information.
7. Excise and Taxation Officers, All Excise Ranges Jammu/Srinagar, Distilleries and Accounts Jammu for immediate implementation.
8. President, Chamber of Commerce and Industries Jammu/Kashmir for information.
9. President, Wine Traders Association Jammu/Kashmir for information and compliance.
10. President Hotel, Bar and Restaurant Association Jammu/Kashmir for information and compliance.

ANNEXURE-A

MRP OF JK SPECIAL WHISKY FOR THE YEAR 2019-20

Ex-Manufacturer Price Per Case:-

S.		Category	Strength	Packing	Price in Rupees			
No	750 ML 12 Pcs.				375 ML (24 Pcs.)	250 ML (36 Pcs.)	180 ML (50 Pcs.)	
1		JK SPECIAL WHISKY	60	Bottles	380.00	460.00	480.00	540.00

Ex-Whole Sale Price Per Case:-

S.No		Category	Strength	Packing	Price in Rupees			
	750 ML 12 Pcs.				375 ML (24 Pcs.)	250 ML (36 Pcs.)	180 ML (50 Pcs.)	
1		JK SPECIAL WHISKY	60	Bottles	1644.00	1727.00	1748.00	1810.00

MRP (inclusive of all taxes) per unit:-

S.No		Category	Strength	Packing	Price in Rupees			
	750 ML Per unit				375 ML per Unit	250 ML Per Unit	180 ML Per Unit	
1		JK SPECIAL WHISKY	60	Bottles	230.00	120.00	80.00	60.00

Note: 1) Freight charges shall be added to the MRP at the rate of Rs.5/bottle for Kashmir Division, Poonch and Kishtwar and Rs. 10/bottle for Leh and Kargil District.  
2) For type B Licenses additional assessment shall be @35% of the MRP i.e Peg rate notified on menu inclusive of all taxes duly vetted by Excise Department

*[Handwritten signature]*

*[Handwritten signature]*  
25/10/19

*[Handwritten signature]*  
25/10/15

## MRP of Local IMFL-Cheap 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	Oakland Bottlers Pvt. Ltd Samba for M/s Oasis Distilleries Ltd.	Every Day Prestige Whisky	75	595	672	777	2064	2145	2198	325	165	85
2	Oakland Bottlers Pvt. Ltd Samba for M/s Som Distilleries and Breweries Ltd.	Black Fort XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
3	Devans Modern Breweries, Talab Tillo, Jammu	Triple Horse Fine Whisky	75	595	672	777	2064	2145	2198	325	165	85
4	National Ind. Corp. Bari Brahmana	Standard Whisky	75	595	672	777	2064	2145	2198	325	165	85
5	National Ind. Corp. Bari Brahmana	Standard XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
6	National Ind. Corp. Bari Brahmana	Standard Extra Dry Gin	65	565	645	750	1863	1947	2006	300	155	80
7	National Ind. Corp. Bari Brahmana	Standard Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80
8	Rockland Distilleries Pvt. Ltd. B.B	Star One Whisky	75	595	672	777	2064	2145	2198	325	165	85
9	Rockland Distilleries Pvt. Ltd. B.B	Star XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
10	Rockland Distilleries Pvt. Ltd. B.B	Star Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80
11	Rockland Distilleries Pvt. Ltd. B.B	Star Dry Gin	65	565	645	750	1863	1947	2006	300	155	80
12	Ranson Industries Gangyal Jmu	Ranson Club Whisky	75	595	672	777	2064	2145	2198	325	165	85
13	Ranson Industries Gangyal Jmu	Ranson Club XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
14	Ranson Industries Gangyal Jmu	Ranson Club Dry Gin	65	565	645	750	1863	1947	2006	300	155	80
15	Trishul Bottlers Sikanderpur Jmu	Tiger XXX Rum	75	595	672	777	2064	2145	2198	325	165	85

(Fig. in Rs)

16	Trishul Bottlers Sikanderpur Jmu	Mission Kashmir XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
17	Trishul Bottlers Sikanderpur Jmu	Tiger Whisky	75	595	672	777	2064	2145	2198	325	165	85
18	Trishul Bottlers Sikanderpur Jmu	Tiger Dry Gin	65	565	645	750	1863	1947	2006	300	155	80
19	Trishul Bottlers Sikanderpur Jmu	Tiger Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80
20	Basantar Bottlers Samba	Chinar Fine Whisky	75	595	672	777	2064	2145	2198	325	165	85
21	Basantar Bottlers Samba	Chinar XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
22	Basantar Bottlers Samba	Chinar Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80
23	Basantar Bottlers Samba	Chinar Ice Blue Gin	65	565	645	750	1863	1947	2006	300	155	80
24	Gupta Modern Breweries Muthi Jmu	Old 007 Whisky	75	595	672	777	2064	2145	2198	325	165	85
25	Gupta Modern Breweries Muthi Jmu	Old Charlie XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
26	Gupta Modern Breweries Muthi Jmu	Ranjit Gin	65	565	645	750	1863	1947	2006	300	155	80
27	Gupta Modern Breweries Muthi Jmu	Premix Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80
28	Madeira Bottlers Bari Brahmana	Royal Club XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
29	Madeira Bottlers Bari Brahmana	Royal Club Fine Whisky	75	595	672	777	2064	2145	2198	325	165	85
30	Madeira Bottlers Bari Brahmana	Raspberry Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80
31	Madeira Bottlers Bari Brahmana	Glory Dry Gin	65	565	645	750	1863	1947	2006	300	155	80
32	Dogra Distilleries Gangyal Jmu	Knight No.1 Special Whisky	75	595	672	777	2064	2145	2198	325	165	85
33	Dogra Distilleries Gangyal Jmu	DoubleCross XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
34	Dogra Distilleries Gangyal Jmu	Shalimar Dry Gin	65	565	645	750	1863	1947	2006	300	155	80
35	Dogra Distilleries Gangyal Jmu	Chinab Orange Flavoured Premix	65	575	650	755	1873	1952	2011	300	155	80
36	New India Distilleries Sunjwan Samba	Gold Band XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
37	New India Distilleries Sunjwan Samba	Gold Band Whisky	75	595	672	777	2064	2145	2198	325	165	85
38	New India Distilleries Sunjwan Samba	Gold Band Gin	65	565	645	750	1863	1947	2006	300	155	80
39	New India Distilleries Sunjwan Samba	Vegas Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80
40	Oakland Bottlers Samba	OB Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80
41	Oakland Bottlers Samba	OB Dry Gin	65	565	645	750	1863	1947	2006	300	155	80

42	Oakland Bottlers Samba	Samba XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
43	Oakland Bottlers Pvt Ltd Samba	Silky Studs Prestige Whisky	75	595	672	777	2064	2145	2198	325	165	85
44	Devans Modern Breweries, Talab	Kashmir XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
44	Tillo, Jammu	Kashmir Orange Flavoured Premix	65	575	650	755	1873	1952	2011	300	155	80
45	Devans Modern Breweries, Talab	Gin	65	565	645	750	1863	1947	2006	300	155	80
45	Tillo, Jammu	Kashmir Dry Gin	65	565	645	750	1863	1947	2006	300	155	80
46	Devans Modern Breweries, Talab	Double Horse Malted Whisky	75	595	672	777	2064	2145	2198	325	165	85
47	Tillo, Jammu	Himalaya No. 1 Whisky	75	595	672	777	2064	2145	2198	325	165	85
48	Trikutia Bottlers Samba	Himalaya XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
49	Trikutia Bottlers Samba	Himalaya XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
49	Trikutia Bottlers Samba	Sky Blue Extra Dry Gin	65	565	645	750	1863	1947	2006	300	155	80
50	Trikutia Bottlers Samba	Sky Blue Orange Flavoured Premix	65	575	650	755	1873	1952	2011	300	155	80
51	Trikutia Bottlers Samba	Gin	65	575	650	755	1873	1952	2011	300	155	80
52	Kashmir Distilleries (P) Ltd. Bari	Flying Bird Whisky	75	595	672	777	2064	2145	2198	325	165	85
52	Brahmana	Flying Bird Whisky	75	595	672	777	2064	2145	2198	325	165	85
53	Kashmir Distilleries (P) Ltd. Bari	Flying Bird XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
53	Brahmana	Flying Bird XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
54	Kashmir Distilleries (P) Ltd. Bari	Flying Bird DRY Gin	65	565	645	750	1863	1947	2006	300	155	80
54	Brahmana	Flying Bird DRY Gin	65	565	645	750	1863	1947	2006	300	155	80
54	Kashmir Distilleries (P) Ltd. Bari	Flying Bird Orange Flavoured Premix	65	575	650	755	1873	1952	2011	300	155	80
54	Brahmana	Flying Bird Orange Flavoured Premix	65	575	650	755	1873	1952	2011	300	155	80
55	Brahmana	Gin	65	595	672	777	2064	2145	2198	325	165	85
55	Brahmana	Gin	65	595	672	777	2064	2145	2198	325	165	85
56	Srhgam Bottlers, Plot No. 10,	Srhgam Whisky	75	595	672	777	2064	2145	2198	325	165	85
56	Phase 2nd IGC SIDCO, Samba	Srhgam Whisky	75	595	672	777	2064	2145	2198	325	165	85
57	Srhgam Bottlers, Plot No. 10,	Srhgam XXX Rum	65	595	672	777	2064	2145	2198	325	165	85
57	Phase 2nd IGC SIDCO, Samba	Srhgam XXX Rum	65	595	672	777	2064	2145	2198	325	165	85
58	Srhgam Bottlers, Plot No. 10,	Srhgam Dry Gin	65	565	645	750	1863	1947	2006	300	155	80
58	Phase 2nd IGC SIDCO, Samba	Srhgam Dry Gin	65	565	645	750	1863	1947	2006	300	155	80
59	Srhgam Bottlers, Plot No. 10,	Srhgam Orange Flavoured Premix	65	575	650	755	1873	1952	2011	300	155	80
59	Phase 2nd IGC SIDCO, Samba	Srhgam Orange Flavoured Premix	65	575	650	755	1873	1952	2011	300	155	80
60	Kashmir Bottlers, Phase -1,	K. Bottlers Special Whisky	75	595	672	777	2064	2145	2198	325	165	85
60	Industrial Growth Centre, SIDCO	K. Bottlers Special Whisky	75	595	672	777	2064	2145	2198	325	165	85
61	Kashmir Bottlers, Phase -1,	K. Bottlers Special XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
61	Industrial Growth Centre, SIDCO	K. Bottlers Special XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
61	Samba	K. Bottlers Special XXX Rum	75	595	672	777	2064	2145	2198	325	165	85

03 96 54

Accepted  
 Date: 10/11/19

62	Kashmir Industrial Growth Centre, SIDCO Samba	Bottlers, Phase -1	K. Bottlers Special Gin	65	565	645	750	1863	1947	2006	300	155	80
63	Kashmir Industrial Growth Centre, SIDCO Samba	Bottlers, Phase -1	K. Bottlers Special Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80
64	New India Distilleries Suntiwan Samba	Distilleries	Gold Band Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80
65	Srhgam Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Bottlers, Plot No. 10,	Srhgam's Gold Crown Whisky	75	595	672	777	2064	2145	2198	325	165	85
66	Srhgam Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Bottlers, Plot No. 10,	Srhgam's Gold Crown XXX Rum	75	595	672	777	2064	2145	2198	325	165	85
67	Srhgam Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Bottlers, Plot No. 10,	Srhgam's Silver Bell Dry Gin	65	565	645	750	1863	1947	2006	300	155	80
68	Srhgam Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Bottlers, Plot No. 10,	Srhgam's Silver Bell Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80
69	Kashmir Bottlers, Samba for M/s Jagajit Ind Ltd., Jagajit Nagar, Distt. Kapurthala, Punjab.	Bottlers, Samba for M/s	Shatranj Blended Whisky	75	595	672	777	2064	2145	2198	325	165	85
70	Ranson Industries Gangyal Jmu	Industries Gangyal Jmu	Ranson Club Orange Flavoured Premix Gin	65	575	650	755	1873	1952	2011	300	155	80

Note: 1) Freight charges shall be added to the MRP at the rate of Rs.5/bottle for Kashmir Division, Poonch and Kishtwar and Rs.10/bottle for Leh and Kargil District.

2) For type B Licenses additional assessment shall be @35% of the MRP i.e Peg rate notified on menu inclusive of all taxes duly vetted by Excise Department.

*[Handwritten signatures and initials]*

*[Handwritten signature]*