OFFICE OF THE EXCISE COMMISSIONER J&K GOVERNMENT,

Excise and Taxation Complex, Rail Head Jammu 180012

SUB : MAXIMUM SALE PRICE OF BEER IN J&K STATE.

EXCISE ORDER NO. 944 OF 2007

D A T E D: 30-03-2007

In terms of sub-rule 31 (b) – (iv) of Rule 38 of the Jammu and Kashmir Liquor Licence and Sales Rules, 1984 governing the sale of spirit (IMFL), as recommended by the committee constituted vide excise order No: 248 of 2006 dated 25-05-2006 and in supersession to all previous orders issued on the subject, the ex-manufacturer price, EX-JKEL-1, EX-JKEL-2 price and maximum sale rates of different volumes of Beer for the year 2007-08 shall be as indicated at annexure- 'A' to this order:

This order shall be operative with immediate effect.

Any default on this account shall attract the provisions of the Jammu and Kashmir Excise Act Samvat, 1958.

Sd/-(Abdul Hamid) IAS Excise Commissioner,

NO: - EC/STS/333/2006-07/5517-37

Dated:-30-3-2007

Copy to the:-

- 1. Commissioner Commercial Taxes, J&K Government, Jammu.
- 2. Dy. Excise Commissioner, Executive, Jammu / Kashmir, Distilleries / Accounts, Jammu for information and necessary action.
- 3. Additional Commissioner Commercial Taxes Jammu / Kashmir.
- 4. Additional Commissioner Commercial Taxes Jammu / Kashmir.
- 5. Excise and Taxation Officer, Excise Range Jammu City North / South / Jammu-Kathua / Doda-Udhampur / Rajouri-Poonch / Leh for further circulation amongst the IMFL licensees of their respective Excise Ranges for strict compliance.
- 6. Excise and Taxation Officer Eradication.
- 7. Assessing Authority, Commercial Taxes Circle-'H' Jammu.
- 8. Technical P.A to Excise Commissioner.
- 9. President Wine Association, Jammu /
- 10. All retailers namely JKEL-2,JKEL-3, JKEL-4, JKEL-4A,JKEL-4B,JKEL-4C, JKEL-4E and JKEL-7 M/S
- 11. All wholesalers namely JKEL-1 M/S
- 12. All Manufacturers namely JKEL-6 and D-2 M/S
- 13. Order File

ANNEXURE 'A' TO EXCISE ORDER NO : 944 DATED :30-3-2007 SALE RATE FOR LOCALLY PRODUCED / IMPORTED - BEER FOR SALE IN CIVIL MARKET.

| | | | IFRP | | | | | | | | EX-JKEL-1 PRICE PER CASE | | | | MRP / UNIT (INCL. OF ALL TAXES) | | | |
|-----------|-----------|--------------|--------|--------|--------|-------|--------|--------|--------|-------|-----------------------------|--------|--------|-------|------------------------------------|--------|--------|-------|
| S. No. | BREWERY | BRAND | 650 ML | 500 ML | 330 ML | 325ML | 650 ML | 500 ML | 330 ML | 325ML | 650 ML | 500 ML | 330 ML | 325ML | 650 ML | 500 ML | 330 ML | 325ML |
| 11 | DEVANS | GODFATHER | | | | | | | | | | | | | | | | |
| | MODERN | HIGH POWER | 268.80 | 0.00 | 0.00 | 0.00 | 352.80 | 0.00 | 0.00 | 0.00 | 363.38 | 0.00 | 0.00 | 0.00 | 48.00 | 0.00 | 0.00 | 0.00 |
| 12 | DEVANS | GODFATHER | | | | | | | | | | | | | | | | |
| | MODERN | 10000+ | 268.80 | 0.00 | 0.00 | 0.00 | 352.80 | 0.00 | 0.00 | 0.00 | 363.38 | 0.00 | 0.00 | 0.00 | 48.00 | 0.00 | 0.00 | 0.00 |
| 13 | DEVANS | GODFATHER | | | | | | | | | | | | | | | | |
| | MODERN | 10000+ SUPER | 268.80 | 0.00 | 0.00 | 0.00 | 352.80 | 0.00 | 0.00 | 0.00 | 363.38 | 0.00 | 0.00 | 0.00 | 48.00 | 0.00 | 0.00 | 0.00 |
| 14 | DEVANS | MONALISA | | | | | | | | | | | | | | | | |
| | MODERN | PREMIUM | 265.44 | 0.00 | 0.00 | 0.00 | 349.44 | 0.00 | 0.00 | 0.00 | 359.92 | 0.00 | 0.00 | 0.00 | 48.00 | 0.00 | 0.00 | 0.00 |
| 15 | NEW INDIA | FALCON | | | | | | | | | | | | | | | | |
| | BREWERIES | SUPERSTRON | 268.80 | 0.00 | 0.00 | 0.00 | 352.80 | 0.00 | 0.00 | 0.00 | 363.38 | 0.00 | 0.00 | 0.00 | 48.00 | 0.00 | 0.00 | 0.00 |
| 16 | DEVANS | FALCON | | | | | | | | | | | | | | | | |
| | MODERN | PREMIUM | 265.44 | 0.00 | 0.00 | 0.00 | 349.44 | 0.00 | 0.00 | 0.00 | 359.92 | 0.00 | 0.00 | 0.00 | 48.00 | 0.00 | 0.00 | 0.00 |
| 7 | MANAV | IKON PREMIUM | | | | | | | | | | | | | | | | |
| | BREWERIES | LAGER | 185.00 | 0.00 | 0.00 | 0.00 | 442.46 | 0.00 | 0.00 | 0.00 | 455.73 | 0.00 | 0.00 | 0.00 | 57.00 | 0.00 | 0.00 | 0.00 |

| ı | 1441414 | TABOET | | | | | | | | | | | | | | | | |
|-----|---------------|-------------|--------|------|--------|--------|--------|------|--------|--------|--------|------|--------|--------|-------|------|-------|-------|
| 8 | MANAV | TARGET | 200.00 | 0.00 | 0.00 | 0.00 | 1E7 1G | 0.00 | 0.00 | 0.00 | 171 10 | 0.00 | 0.00 | 0.00 | 59.00 | 0 00 | 0.00 | 0.00 |
| | BREWERIES | SUPER | 200.00 | 0.00 | 0.00 | 0.00 | 457.46 | 0.00 | 0.00 | 0.00 | 471.18 | 0.00 | 0.00 | 0.00 | 59.00 | 0.00 | 0.00 | 0.00 |
| 9 | MOHAN | MEAKIN'S | 183.41 | 0 00 | 0.00 | 0.00 | 456.00 | 0 00 | 0.00 | 0.00 | 469.68 | 0 00 | 0.00 | 0.00 | 59.00 | 0 00 | 0.00 | 0.00 |
| | MEAKIN'S LTD. | 10000 | 103.41 | 0.00 | 0.00 | 0.00 | 450.00 | 0.00 | 0.00 | 0.00 | 409.00 | 0.00 | 0.00 | 0.00 | 59.00 | 0.00 | 0.00 | 0.00 |
| 10 | BOMBAY | KINGFISHER | 0.00 | 0.00 | 200 40 | 0.00 | 0.00 | 0.00 | ECO 00 | 0.00 | 0.00 | 0.00 | E70 00 | 0.00 | 0.00 | 0 00 | 25.00 | 0.00 |
| | BREWERIES | STRONG | 0.00 | 0.00 | 280.19 | 0.00 | 0.00 | 0.00 | 562.99 | 0.00 | 0.00 | 0.00 | 579.88 | 0.00 | 0.00 | 0.00 | 35.00 | 0.00 |
| 111 | BOMBAY | KINGFISHER | 0.00 | 0.00 | 050.00 | 0.00 | 0.00 | 0.00 | E04.00 | 0.00 | 0.00 | 0.00 | 554.04 | 0.00 | 0.00 | 0 00 | 04.00 | 0.00 |
| | BREWERIES | PREMIUM | 0.00 | 0.00 | 252.08 | 0.00 | 0.00 | 0.00 | 534.99 | 0.00 | 0.00 | 0.00 | 551.04 | 0.00 | 0.00 | 0.00 | 34.00 | 0.00 |
| 12 | UNITED | KINGFISHER | 005.00 | 0.00 | 050.00 | 0.00 | 407.00 | 0.00 | 404.00 | 0.00 | 404.00 | 0.00 | 500 75 | 0.00 | 00.00 | 0 00 | 04.00 | 0.00 |
| | BREWERIES | STRONG | 235.00 | 0.00 | 256.00 | 0.00 | 467.20 | 0.00 | 491.99 | 0.00 | 481.22 | 0.00 | 506.75 | 0.00 | 60.00 | 0.00 | 31.00 | 0.00 |
| 13 | UNITED | KINGFISHER | 005.00 | 0.00 | 050.00 | 0.00 | 407.00 | 0.00 | 404.00 | 0.00 | 404.00 | 0.00 | 500 75 | 0.00 | 00.00 | 0 00 | 04.00 | 0.00 |
| | BREWERIES | PREMIUM | 235.00 | 0.00 | 256.00 | 0.00 | 467.20 | 0.00 | 491.99 | 0.00 | 481.22 | 0.00 | 506.75 | 0.00 | 60.00 | 0.00 | 31.00 | 0.00 |
| 14 | UNITED | ZINGARO | 040.00 | | 004.00 | | 444.00 | | 400.00 | | 455.50 | | 400.00 | 0.00 | | | 00.00 | |
| | BREWERIES | PREMIUM | 210.00 | 0.00 | 231.00 | 0.00 | 444.20 | 0.00 | 468.99 | 0.00 | 457.53 | 0.00 | 483.06 | 0.00 | 58.00 | 0.00 | 30.00 | 0.00 |
| 15 | MILLENNIUM | KINGFISHER | | | | | | | | | | | | | | | | |
| | IND. LTD. | STRONG | 235.00 | 0.00 | 256.00 | 0.00 | 467.20 | 0.00 | 491.99 | 0.00 | 481.22 | 0.00 | 506.75 | 0.00 | 60.00 | 0.00 | 31.00 | 0.00 |
| 16 | MILLENNIUM | KINGFISHER | | | | | | | | | | | | | | | | |
| | IND. LTD. | PREMIUM | 235.00 | 0.00 | 256.00 | 0.00 | 467.20 | 0.00 | 491.99 | 0.00 | 481.22 | 0.00 | 506.75 | 0.00 | 60.00 | 0.00 | 31.00 | 0.00 |
| 17 | MILLENNIUM | ZINGARO | | | | | | | | | | | | | | | | |
| 17 | IND. LTD. | PREMIUM | 210.00 | 0.00 | 231.00 | 0.00 | 444.20 | 0.00 | 468.99 | 0.00 | 457.53 | 0.00 | 483.06 | 0.00 | 58.00 | 0.00 | 30.00 | 0.00 |
| 18 | MOUNTSHIVALI | THUNDERBOLT | | | | | | | | | | | | | | | | |
| 10 | K BREWERIES | SUPERSTRON | 210.00 | 0.00 | 0.00 | 260.00 | 450.20 | 0.00 | 0.00 | 502.30 | 463.71 | 0.00 | 0.00 | 517.37 | 58.00 | 0.00 | 0.00 | 32.00 |
| 19 | ROCHEES | HAYWARDS | | | | | | | | | | | | | | | | |
| 19 | BREWERIES | 5000 | 226.24 | 0.00 | 253.00 | 0.00 | 466.00 | 0.00 | 495.91 | 0.00 | 479.98 | 0.00 | 510.79 | 0.00 | 60.00 | 0.00 | 32.00 | 0.00 |
| 120 | ROCHEES | FOSTER'S | | | | | | | | | | | | | | | | |
| | BREWERIES | LAGER | 249.60 | 0.00 | 286.00 | 0.00 | 489.36 | 0.00 | 528.91 | 0.00 | 504.04 | 0.00 | 544.78 | 0.00 | 62.00 | 0.00 | 33.00 | 0.00 |
| 121 | ROCHEES | ROYAL | | | | | | | | | | | | | | | | |
| | BREWERIES | CHALLENGE | 226.24 | 0.00 | 253.00 | 0.00 | 466.00 | 0.00 | 495.91 | 0.00 | 479.98 | 0.00 | 510.79 | 0.00 | 60.00 | 0.00 | 32.00 | 0.00 |
| | | | | | | | | | - | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |