

OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT
Excise and Taxation Complex, Rail Head, Jammu – 180012
Tele: - 0191-2477977, Fax 0191-2477761

SUB: FIXATION OF REVISED MAXIMUM SALE PRICE OF IMPORTED (DELUXE/PREMIUM/MEDIUM) BRANDS OF IMFL / BEER AND LOCAL (PREMIUM/MEDIUM/CHEAP/ECONOMY) BRANDS OF IMFL FOR SALE IN CIVIL MARKET IN J&K STATE FOR THE YEAR 2011-12.

Ref: Deputy Excise Commissioner (Executive) Jammu's letter No. MRP/DECEJ/Exc/3630 dated 01-08-2011.

EXCISE ORDER NO: 244 OF 2011
D A T E D: 18 -08-2011

In exercise of the powers conferred under Sub-rule 31 (b) (iv) of Rule 38 of the Jammu & Kashmir Liquor License and Sales Rules, 1984 Governing the sale of spirit (IMFL), as recommended by the Committee constituted vide Excise order No. 141 of 2009 dated 30.06.2009 and minutes of meeting conveyed by Deputy Excise Commissioner Executive, Jammu vide his above referred letter no and dates and in continuation to Excise Order No.01 of 2011 dated:01-04-2011, No.13 of 2011 dated:07-04-2011 and No.233 of 2011 dated; 27-07-2011, the revised ex-manufacturer price, the ex-wholesale price and maximum sale rates of Imported (Deluxe/Premium/Medium) Brands of IMFL and Beer, Local (Premium/Medium/Cheap/Economy) brands of IMFL as indicated in Annexure 'A', 'B', 'C', 'D' and 'E' are approved for sale in civil market of J&K State during the year 2011-12.

The IMFL shall be supplied to JKEL-3, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7 licensees in bottles of 750 ML only.

Any default on this account shall attract the provisions of the Jammu & Kashmir Excise Act Samvat, 1958 and Rules framed there under.

Sd/
(Vineeta Gupta) IAS
Excise Commissioner
J&K Government, Srinagar.

No: Ee/STS/2011/588-600

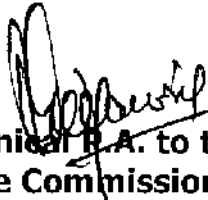
Dated: 18 -08-2011

Copy to the:

1. Commissioner/Secretary to Government, Finance Department, J&K Civil Sectt.Srinagar.
2. Commissioner, Commercial Taxes, J&K Government, Jammu.
3. Additional Commissioner Commercial Taxes, Jammu/Kashmir.
4. Deputy Excise Commissioner, (Executive), Jammu/Kashmir, Distilleries/Accounts, Jammu for information and necessary action.
5. Excise & 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 and to ensure strict compliance.
6. Excise & Taxation Officer, Eradication Wing, Jammu for information.
7. Assessing Authority, Commercial Taxes, Circle 'H', Jammu.
8. Technical P. A. to the Excise Commissioner, Srinagar for information.

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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 files (w.2.s.c)


Technical P.A. to the
Excise Commissioner
J&K Government, Srinagar.
18/8/2011
18/8/2011

Annexure-A
Revised MRP of Imported Brands for Sale in Civil Market

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)
Deluxe Brand													
1	Permod Ricard India Pvt. Ltd.	100 Pipers Deluxe Scotch Whisky	75	0	8151	8093	0	8640	8579	0	557	276	
				EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT			
			DEG.	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	
(Fig. in Rs.)													
Premium Brand													
1	National Industries Corp. Dera Bassi	Golden Barrel Reserve Whisky	75	2025	2048	2047	2147	2171	2170	315	159	79	
				EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)			
			DEG.	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	
(Fig. in Rs.)													
Medium Brand													
1	National Industries Corp. Dera Bassi	Black Bull Mature XXX Rum	75	1788	1808	1804	1895	1916	1912	275	139	69	
				EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)			
			DEG.	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	
(Fig. in Rs.)													

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(ANNEXURE - B)

REVISED MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2011-12

S. No.	BREWERY	BRAND	CATEGORY	DEG. BELOW % V/V	EX-JKEL-1A PRICE PER CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes)						
					650 ML	500 ML	330 ML	355ML	650 ML	500 ML	330 ML	355ML	650 ML	500 ML	330 ML	355ML			
1	Carlsberg India Pvt. Ltd Himachal Pardash	Carlsberg Elephant Beer	TIN BEER	8	0	1225	0	0	0	0	1268	0	0	0	0	79	0	0	0
2	Carlsberg India Pvt. Ltd Himachal Pardash	Carlsberg Elephant Beer	GLASS	8	724	0	802	0	0	749	0	830	0	0	94	0	52	0	0

(Fig in Rs)



'Annexure-C'

Revised MRP of Local Premium Brands For Sale In Civil For The Year 2011-12

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER 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	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Silky Vodka	75	1492	1493	1508	2762	2763	2732	389	194	96
2	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Green Apple Vodka	65	1843	1863	1920	2977	2998	3017	415	209	104
3	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Orange Vodka	65	1843	1863	1920	2977	2998	3017	415	209	104
4	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Mango Vodka	65	1843	1863	1920	2977	2998	3017	415	209	104
5	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Knight Rider Apple Vodka	65	936	953	976	2015	2033	2017	299	151	74
6	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Old Monk Gold Reserve Rum	75	1096	1123	1146	2342	2371	2348	338	171	84



'Annexure- D'

Revised MRP of Local Medium Brands For Sale In Civil For The Year 2011-12

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER 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	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Ninja Rum	75	810	830	866	1896	1917	1914	275	139	69
2	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	First Spiced Gin	65	642	653	688	1580	1591	1592	238	120	59
3	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd.	First Vodka	75	808	831	852	1894	1918	1899	275	139	68
4	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd.	First Coffee Rum	75	816	843	866	1902	1931	1914	276	140	69
5	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Ninja Duet	75	828	835	866	1915	1923	1914	277	139	69
6	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Knight Rider Vodka	75	826	843	866	1913	1931	1914	277	140	69
7	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Triple Crown Brandy	75	796	823	846	1881	1910	1893	273	138	68

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'Annexure- E '

Revised MRP of Local Cheap/Economy Brands For Sale In Civil For The Year 2011-12

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX. MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER 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	Trikuta Bottlers Jammu	Magic King Malted Whisky	75	529	564	600	1455	1492	1495	214	109	54			
2	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Blue Bull Rum	75	511	523	556	1508	1520	1517	220	110	55			
3	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Blue Bull Gin	65	626	633	646	1501	1508	1488	219	110	54			

