

**OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT  
EXCISE AND TAXATION COMPLEX, RAIL HEAD JAMMU 180012**

**SUB : MAXIMUM SALE PRICE OF IMFL IN J&K STATE INCLUDING JK  
DESI- WHISKY BRAND.**

**EXCISE ORDER NO : 682  
D A T E D : 31-3-2008**

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-wholesale price and maximum sale rates of different volumes of IMFL including JK Desi-Whisky brand for the year 2008-09 shall be as under :-

**JK - DESI WHISKY**

**Ex-Manufacturer price per case:-**

Price in Rupees

S.No	Category	Strength	Packing	750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.
1.	JK DESI WHISKY	60	Bottles	223.00	258.00	Nil	288.00
2.	JK DESI WHISKY	60	Pouches	Nil	166.00	170.00	174.00

**Ex-Whole Sale price per case:-**

Price in Rupees

S.No	Category	Strength	Packing	750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.
1.	JK DESI WHISKY	60	Bottles	1026.00	1062.00	Nil	1092.00
2.	JK DESI WHISKY	60	Pouches	Nil	968.00	972.00	976.00

**MRP (inclusive of all taxes) per unit:-**

Price in Rupees

S.No	Category	Strength	Packing	750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.
1.	JK DESI WHISKY	60	Bottles	116	60	Nil	30
2.	JK DESI WHISKY	60	Pouches	Nil	55	37	27

*[Signature]*



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IMFL-Local Medium Brands For Sale In Civil For The Year 2008-09

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX MANUFACTURER PRICE PER CASE				EX-JKEL-1 PRICE PER CASE				Max.Retail Price / Unit (incl.of all Taxes)			
				70 ML	217 ML	333 ML	50 ML	124 ML	317 ML	311 ML	50 ML	124 ML	317 ML	311 ML	50 ML
1	Trishul Bottlers	Luknavi Paan Elaichi Liqueur	75	625.00	740.00	790.00	NIL	1564.00	1706.00	1722.00	NIL	216.00	116.00	58.00	NIL
2	Trishul Bottlers	Lemon Punch Duet	65	475.00	579.00	628.00	NIL	1304.00	1414.00	1432.00	NIL	188.00	100.00	50.00	NIL
3	Kashmir Distilleries Pvt. Ltd.	Monty XXX Rum	75	456.00	491.00	548.00	NIL	1417.00	1443.00	1427.00	NIL	200.00	102.00	50.00	NIL
4	Oakland Bottlers	Saturday's Whisky	75	730.00	844.00	855.00	NIL	1695.00	1605.00	1590.00	NIL	230.00	110.00	55.00	NIL
5	New India Distilleries	Vegas Paan Elaichi Liqueur	75	542.00	645.00	698.00	NIL	1497.00	1607.00	1581.00	NIL	209.00	110.00	54.00	NIL
6	Oakland Bottlers	OB Duet	65	475.00	579.00	628.00	NIL	1304.00	1413.00	1407.00	NIL	188.00	100.00	50.00	NIL
7	Dogra Distilleries	ILA Paan Liqueur	75	423.00	454.00	548.00	NIL	1372.00	1415.00	1433.00	NIL	156.00	100.00	50.00	NIL
8	Trishul Bottlers	Caraw Dry Gin	65	637.00	657.00	675.00	NIL	1474.00	1495.00	1485.00	NIL	205.00	104.00	52.00	NIL
9	Devars Modern Breweries	God Father XXX Rum	75	490.00	425.00	545.00	NIL	1443.00	1448.00	1432.00	NIL	203.00	102.00	50.00	NIL

Imported Medium Brands For Sale In Civil For The Year 2008-09

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX-JKEL-1A PRICE PER CASE				EX-JKEL-1 PRICE PER CASE				Max.Retail Price / Unit (incl.of all Taxes)			
				124 ML	317 ML	311 ML	50 ML	124 ML	317 ML	311 ML	50 ML	124 ML	317 ML	311 ML	50 ML
1	Mohan Meskin Ltd.	Old Monk XXX Rum	75	1827.00	1717.00	1762.00	NIL	1790.00	1811.00	1795.00	NIL	241.00	121.00	60.00	NIL
2	Rampur Distillery	Contessa Rum	75	1544.00	1561.00	1534.00	NIL	1629.00	1647.00	1618.00	NIL	223.00	113.00	55.00	NIL
3	Jagajit Industries Ltd.	Aristocrat Dry Gin	65	1492.00	1502.00	1482.00	NIL	1574.00	1585.00	1563.00	NIL	217.00	109.00	54.00	NIL
4	Jagajit Industries Ltd.	Aristocrat Vodka	75	1532.00	1542.00	1517.00	NIL	1722.00	1733.00	1705.00	NIL	233.00	117.00	58.00	NIL
5	Jagajit Industries Ltd.	Bonnie Special Whisky	75	1389.00	1399.00	1369.00	NIL	1677.00	1687.00	1655.00	NIL	228.00	115.00	56.00	NIL
6	United Spirits Limited	White Mischief	75	1654.00	1687.00	1683.00	NIL	1744.00	1778.00	1776.00	NIL	236.00	120.00	60.00	NIL
7	United Spirits Limited	Romanov Vodka	75	1683.00	1700.00	1684.00	NIL	1772.00	1793.00	1777.00	NIL	239.00	120.00	60.00	NIL
8	Chandigarh Distillers & Bott.	Blue Riband Duet	65	1725.00	1740.00	1734.00	NIL	1850.00	1842.00	1830.00	NIL	244.00	123.00	61.00	NIL
9	Mohan Meskin Ltd.	Blue Bull Whisky	75	1548.00	1566.00	1529.00	NIL	1631.00	1641.00	1613.00	NIL	229.00	112.00	55.00	NIL
10	A.B.Sugars Ltd.	Ramies Vodka	75	1811.00	1838.00	1822.00	NIL	1781.00	1728.00	1711.00	NIL	231.00	117.00	58.00	NIL
11	A.B.Sugars Ltd.	Golden Border Whisky	75	1406.00	1413.00	1358.00	NIL	1485.00	1491.00	1432.00	NIL	206.00	104.00	50.00	NIL
12	A.B.Sugars Ltd.	Ramies Duet	75	1613.00	1636.00	1622.00	NIL	1781.00	1798.00	1771.00	NIL	231.00	117.00	58.00	NIL
13	Rampur Distillery	Royal Camondge Whisky	75	1686.00	1598.00	1673.00	NIL	1767.00	1781.00	1785.00	NIL	237.00	120.00	59.00	NIL

Imported Premium Brands For Sale In Civil For The Year 2008-09

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX-JKEL-1A PRICE PER CASE				EX-JKEL-1 PRICE PER CASE				Max.Retail Price / Unit (incl.of all Taxes)			
				124 ML	317 ML	311 ML	50 ML	124 ML	317 ML	311 ML	50 ML	124 ML	317 ML	311 ML	50 ML
1	Pemod Ricard India Pvt. Ltd.	Royal Stag Duet Whisky	75	2388.00	2406.00	2397.00	NIL	2519.00	2538.00	2529.00	NIL	328.00	165.00	82.00	NIL
2	Pemod Ricard India Pvt. Ltd.	Imperial Blue Sup. Grain Whisky	75	1925.00	1971.00	1983.00	NIL	2073.00	2079.00	2060.00	NIL	279.00	140.00	70.00	NIL
3	Pemod Ricard India Pvt. Ltd.	Seagram's Extra Dry Gin	75	2303.00	0.00	0.00	NIL	2638.00	0.00	0.00	NIL	348.00	0.00	0.00	NIL
4	Pemod Ricard India Pvt. Ltd.	Fuel Vodka	75	2388.00	2406.00	2397.00	NIL	2519.00	2538.00	2529.00	NIL	328.00	165.00	82.00	NIL
5	Khoday India Ltd.	Red Knight Malt Whisky	75	2346.00	2364.00	2334.00	NIL	2475.00	2494.00	2462.00	NIL	323.00	163.00	80.00	NIL
6	Rampur Distillery	Magic Moment Vodka	75	2409.00	2436.00	2397.00	NIL	2541.00	2570.00	2529.00	NIL	331.00	167.00	82.00	NIL
7	Rampur Distillery	8 PM Whisky	75	1890.00	1887.00	1862.00	NIL	1973.00	1971.00	1954.00	NIL	258.00	135.00	67.00	NIL
8	Rampur Distillery	Master Stroke De Luxe Whisky	75	2338.00	2381.00	2391.00	NIL	2578.00	2723.00	2733.00	NIL	346.00	175.00	86.00	NIL
9	Jagajit Industries Ltd.	Aristocrat Premium Whisky	75	2229.00	2244.00	2243.00	NIL	2362.00	2358.00	2367.00	NIL	311.00	152.00	78.00	NIL
10	Jagajit Industries Ltd.	AC Neat Whisky	75	1787.00	1792.00	1791.00	NIL	1886.00	1891.00	1890.00	NIL	258.00	129.00	65.00	NIL
11	Jagajit Industries Ltd.	Aristocrat Whisky	75	1893.00	1903.00	1872.00	NIL	1967.00	2008.00	1975.00	NIL	270.00	136.00	67.00	NIL
12	United Spirits Limited	Bagpiper Whisky	75	1906.00	1936.00	1925.00	NIL	2020.00	2031.00	2006.00	NIL	272.00	137.00	68.00	NIL
13	United Spirits Limited	Colconda Brandy	75	1839.00	1819.00	1788.00	NIL	1906.00	1919.00	1896.00	NIL	260.00	131.00	64.00	NIL
14	Chandigarh Distillers & Bott.	McD No1 Whisky	75	2289.00	2289.00	2285.00	NIL	2383.00	2413.00	2411.00	NIL	313.00	158.00	79.00	NIL
15	Chandigarh Distillers & Bott.	Green Label Whisky	75	1953.00	1983.00	1957.00	NIL	2071.00	2052.00	2055.00	NIL	279.00	140.00	69.00	NIL
16	Mohan Meskin Ltd.	Colonel's Special Whisky	75	2506.00	2516.00	2503.00	NIL	2655.00	2676.00	2691.00	NIL	338.00	165.00	80.00	NIL
17	Mohan Meskin Ltd.	Solan No. 1 Whisky	75	2094.00	2171.00	2178.00	NIL	2282.00	2293.00	2297.00	NIL	302.00	151.00	76.00	NIL
18	A.B.Sugars Ltd.	Ramies Whisky	75	1931.00	1951.00	1925.00	NIL	2037.00	2058.00	2030.00	NIL	275.00	139.00	68.00	NIL



The Classification of following brands of IMFL is as under:-

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S. No.	DISTILLERY / BOTTLING PLANT	BRAND	Type Of Liquor	Classification
1	Vinbros & Co.	7PM Onward Rare Premium Grain Whisky	Whisky	Premium
2	Vinbros & Co.	Green Channel Rum XXX	Rum	Premium
3	Vinbros & Co.	Vinbros Southern Spice White Rum	Rum	Premium
4	Kashmir Distilleries Pvt. Ltd.	Chak De Orange Gin	Gin	Cheap
5	Kashmir Distilleries Pvt. Ltd.	Chak De Dry Gin	Gin	Cheap
6	Kashmir Distilleries Pvt. Ltd.	Chak De Fine Whisky	Whisky	Cheap
7	Kashmir Distilleries Pvt. Ltd.	Chak De Rum	Rum	Cheap
8	Dogra Distilleries	Dogra's Royal Duet	Duet	Cheap
9	Dogra Distilleries	Russian Vodka	Vodka	Cheap
10	Dogra Distilleries	Ila Paen Liguor	Liquor	Medium

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.

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.

(Abdul Hanif) I.A.S.  
Excise Commissioner

NO: - EC/STS/333/2007-08/2007-99 Dated:- 31.3.2008

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 and to ensure 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