

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 BEER

EXCISE O R D E R N O. 440-ST S O F 2006

D A T E D: - 09-09-2006

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.780-ST S of 2006 dated 28-02-2006 and in continuation to Excise Order No.34-ST S of 2006 dated 10-04-2006, No.61-ST S of 2006 dated 22-04-2006, 179-ST S of 2006 dated 29-04-2006, 191-ST S of 2006 dated 09-05-2006, 246-ST S of 2006 dated 23-05-2006, 251-ST S of 2006 dated 26-05-2006 and 327-ST S of 2006 dated 29-06-2006 the ex-manufacturer price, ex-wholesale price and maximum sale rates of different volumes of IMFL for the year 2006-07 shall be as under: -

DELUXE BRANDS

EX-MANUFACTURER PRICE PER CASE	EX-JKEL-1 PRICE PER CASE
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Price in Rupees

S. NO.	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	ANTIQUITY RARE PREMIUM WHISKY	WHISKY	75	ENA	4981.00	0.00	0.00	5230.05	0.00	0.00
2	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	ROYAL CHALLENGE WHISKY	WHISKY	75	ENA	3922.00	4029.00	4083.00	4118.10	4230.45	4287.15

Maximum Retail Price in Rupees

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML
1	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	ANTIQUITY RARE PREMIUM WHISKY	WHISKY	75	ENA	603	0	0
2	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	ROYAL CHALLENGE WHISKY	WHISKY	75	ENA	491	251	127

PREMIUM BRANDS

S.NO.	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEGREE	SPIRIT	EX-MANUFACTURER PRICE PER CASE			EX-JKEL-1 PRICE PER CASE		
						750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	DIRECTOR'S SPECIAL BLACK DELUXE WHISKY	WHISKY	75	ENA	2161.50	2194.50	2184.60	2269.58	2304.23	2293.83
2	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	DIRECTOR'S SPECIAL WHISKY	WHISKY	75	ENA	1777.50	1787.50	1761.60	1866.38	1876.88	1849.68
3	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	GOLCONDA BRANDY	BRANDY	75	ENA	1708.50	1718.50	1687.60	1793.93	1804.43	1771.98
4	RADICO KHAITAN LTD. U.P UNIT RAMPUR DISTILLERY	MAGIC MOMENT VODKA	VODKA	75	ENA	2319.78	2347.18	2331.87	2435.77	2464.54	2448.46
5	KHASA DISTILLERY CO. AMRITSAR PUNJAB	ROYAL CLASSIC WHISKY	WHISKY	75	ENA	2247.50	2267.50	2241.60	2359.88	2380.88	2353.68

Maximum Retail Price in Rupees

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML
1	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	DIRECTOR'S SPECIAL BLACK DELUXE WHISKY	WHISKY	75	ENA	294	149	74
2	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	DIRECTOR'S SPECIAL WHISKY	WHISKY	75	ENA	254	127	63
3	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	GOLCONDA BRANDY	BRANDY	75	ENA	246	124	61
4	RADICO KHAITAN LTD. U.P UNIT RAMPUR DISTILLERY	MAGIC MOMENT VODKA	VODKA	75	ENA	311	157	78
5	KHASA DISTILLERY CO. AMRITSAR PUNJAB	ROYAL CLASSIC WHISKY	WHISKY	75	ENA	303	153	76

MEDIUM BRANDS

EX-MANUFACTURER PRICE PER CASE	EX-JKEL-1 PRICE PER CASE
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S.NO.	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	WHITE MISCHIEF VODKA	VODKA	75	ENA	1521.00	1554.00	1553.20	1597.05	1631.70	1630.86
2	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	OLD TAVERN WHISKY	WHISKY	75	ENA	1483.00	1498.00	1475.20	1557.15	1572.90	1548.96

Maximum Retail Price in Rupees

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML
1	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	WHITE MISCHIEF VODKA	VODKA	75	ENA	216	110	55
2	SHAW WALLACE DISTILLERIES LTD. UNIT CENTRAL DISTILLERY AND BREWERIES MERRUT CANT (U.P)	OLD TAVERN WHISKY	WHISKY	75	ENA	212	107	53

Economy/Cheap Brands

1. Ex-Manufacturer price per case: -

Price in Rupees

S. No.	Category	Strength	750 ML	375 ML	180 ML
1.	WHISKY WITH 2% MATURED MALT SPIRIT	75	261.21	296.23	313.26
2.	NORMAL WHISKY	75	242.49	277.51	295.31
3.	RUM	75	242.49	277.51	295.31
4.	ORANGE GIN	65	252.02	298.23	339.80
5.	LEMON GIN	65	304.01	350.22	389.80
6	NORMAL GIN	65	226.90	261.92	280.43

2. Ex-Wholesaler Price per case: -

On the basis of above the ex-wholesaler price has been fixed as below after adding excise duty, expenses and profit margin: -

Price in Rupees

S. No.	Category	Strength	750 ML	375 ML	180 ML
1.	WHISKY WITH 2% MATURED MALT SPIRIT	75	1033.82	1069.89	1056.84
2.	NORMAL WHISKY	75	1014.54	1050.61	1038.35
3.	RUM	75	1014.54	1050.61	1038.35
4.	ORANGE GIN	65	922.39	969.98	986.29
5.	LEMON GIN	65	975.94	1023.53	1037.79
6.	NORMAL GIN	65	896.51	932.58	925.14

Economy/Cheap Brand**Maximum Retail Price in Rupees**

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML
1	NAPOLIAN BLENDERS AND BOTTLERS INDUSTRIAL GROWTH CENTRE, SAMBA, JAMMU	NAPOLIANS A CLASS WHISKY	WHISKY	75	ENA	147.00	75.00	37.00
2	NAPOLIAN BLENDERS AND BOTTLERS INDUSTRIAL GROWTH CENTRE, SAMBA, JAMMU	NAPOLIANS A CLASS RUM	RUM	75	ENA	147.00	75.00	37.00
3	NAPOLIAN BLENDERS AND BOTTLERS INDUSTRIAL GROWTH CENTRE, SAMBA, JAMMU	NAPOLIANS A CLASS GIN	GIN	65	ENA	135.00	69.00	34.00
4	NAPOLIAN BLENDERS AND BOTTLERS INDUSTRIAL GROWTH CENTRE, SAMBA, JAMMU	NAPOLIANS ORANGE GIN	ORANGE GIN	65	ENA	138.00	71.00	36.00
5	NAPOLIAN BLENDERS AND BOTTLERS INDUSTRIAL GROWTH CENTRE, SAMBA, JAMMU	NAPOLIANS LEMON DUET	LEMON GIN	65	ENA	143.00	74.00	37.00

Classification of other brands**MEDIUM BRANDS**

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	Type of liquor	Classification
1.	KHODAY INDIA LIMITED, BANGALORE	DEMOCRAT WHISKY EXPORT QUALITY	WHISKY	Medium Brand

Beer

DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	EX-JKEL-1A PRICE PER CASE				EX-JKEL-1 PRICE PER CASE			
			650 ML BOTTLE	500 ML BOTTLE	330 ML	325 ML	650 ML BOTTLE	500 ML BOTTLE	330 ML	325 ML
UNITED BREWERIES UNIT PUNJAB BREWERIES LUDHIANA	SUPER STRONG ZINGARO PREMIUM BEER	BEER	444.34	0.00	0.00	0.00	457.67	0.00	0.00	0.00
UNITED BREWERIES UNIT PUNJAB BREWERIES LUDHIANA	SAND PIPER PREMIUM BEER	BEER	444.34	0.00	0.00	0.00	457.67	0.00	0.00	0.00
UNITED BREWERIES UNIT BOMBAY BREWERIES MAHARASHTRA	KINGFISHER STRONG PREMIUM BEER	BEER	464.37	0.00	0.00	0.00	478.30	0.00	0.00	0.00
UNITED BREWERIES UNIT BOMBAY BREWERIES MAHARASHTRA	KINGFISHER PREMIUM LAGER BEER	BEER	464.37	0.00	0.00	0.00	478.30	0.00	0.00	0.00

Beer

Maximum retail price: -

DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	650 ML BOTTLE	500 ML BOTTLE	330 ML	325 ML
UNITED BREWERIES UNIT PUNJAB BREWERIES LUDHIANA	SUPER STRONG ZINGARO PREMIUM BEER	BEER	56	0	0	0
UNITED BREWERIES UNIT PUNJAB BREWERIES LUDHIANA	SAND PIPER PREMIUM BEER	BEER	56	0	0	0
UNITED BREWERIES UNIT BOMBAY BREWERIES MAHARASHTRA	KINGFISHER STRONG PREMIUM BEER	BEER	58	0	0	0
UNITED BREWERIES UNIT BOMBAY BREWERIES MAHARASHTRA	KINGFISHER PREMIUM LAGER BEER	BEER	58	0	0	0

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 w.e.f 10-09-2006.

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/230/235/2006-07/4467-4766

Dated: - 09-09-2006

Copy to the:-

1. Commissioner Commercial Taxes, J&K Government, Srinagar.
2. Dy. Excise Commissioner, Executive, Jammu / Kashmir, Distilleries / Accounts, Jammu for information and necessary action.
3. Additional Commissioner Commercial Taxes Jammu / Kashmir.
4. 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.
5. Excise and Taxation Officer Eradication.
6. Assessing Authority, Commercial Taxes Circle-'H' Jammu.
7. Technical P.A to Excise Commissioner.
8. President Wine Association, Jammu /.....
9. All retailers namely JKEL-2, JKEL-3, JKEL-4 JKEL-4A JKEL-4B, JKEL-4C JKEL-4E and JKEL-7 M/S.....
10. All wholesalers namely JKEL-1 M/S.....
11. All manufacturers namely JKEL-6 and D-2 M/S.....
12. Order File (w 2 s c).