

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

**Sub: - Classification of Brands of IMFL.**  
**Ref: Deputy Excise Commissioner Executive, Jammu's letter No. 1647/MRP**  
**/Exc/5035 Dated 30-09-2013.**

**EXCISE ORDER NO. - 331 OF 2013**  
**DATED: - 23-10-2013**

As recommended by the Committee constituted vide Excise Order No. 39-E of 2013 Dated: 17.04.2013 and Minutes of meeting furnished by the Deputy Excise Commissioner (Executive), Jammu vide above referred No & Date & in continuation to Excise order No. 39-E of 2013 dated 17.04.2013 , No. 168 of 2013 dated 19-06-2013 ,No: 197 of 2013 Dated : 03-07-2013 , No. 253 of 2013 dated 19-08-2013 and 279 of 2013 dated 09-09-2013 Five brands of Local IMFL as mentioned in Annexure 'A' to this Order is hereby classified in Premium/Medium Categories for sale in Civil/CSD/PMF market during the year 2013-14 in pursuance of SRO 186 dated 07.07.2005 issued under Finance Department's endorsement No. ET/E/5/2004 dated 07.07.2005.

Sd/  
**(Vineeta Gupta) IAS**  
**Excise Commissioner,**  
**J&K Govt., Jammu.**  
Dated: - 23 -10-2013

**NO: - EC/STS/2013-14/547-59**  
**Copy to the:-**

1. Principal Secretary to Govt., Finance Department, J&K, Civil Secretariat, Jammu.
2. Commissioner Commercial Taxes, Jammu/Kashmir.
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/Kashmir 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, Jammu for information.
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 Govt., Jammu/Sgr.  
21/10

## Annexure-A of Excise order no. 331 Dated 23-10-2013

No.	DISTILLERY / BOTTLING PLANT	BRAND	Type of Liquor	Classification	Remarks
1.	Trikuta Bottlers, Samba	Sea Chariot XXX Dark Rum	Rum	Medium	For Civil /CSD/ PMF
2	Trikuta Bottlers, Samba for M/s High Brew International Pvt Ltd., 57, Rani Jhansi Road, Paharganj, New Delhi	Double Monk Matured XXX Rum	Rum	Medium	For Civil /CSD/ PMF
3	Trikuta Bottlers, Samba for M/s High Brew International Pvt Ltd., 57, Rani Jhansi Road, Paharganj, New Delhi	5 Barrel Premium Whisky	Whisky	Premium	For Civil /CSD/ PMF
4	Oakland Bottlers Pvt Ltd, Samba for M/s Oasis Distilleries Limited Focal Point, Vill. Sandhe Hasham, Ferozepur city	Royal Arms Rare Whisky	Whisky	Premium	For Civil /CSD/ PMF
5	Oakland Bottlers Pvt Ltd, Samba for M/s Oasis Distilleries Limited Focal Point, Vill. Sandhe Hasham, Ferozepur city	Superior Old Fox XXX Rum	Rum	Medium	For Civil /CSD/ PMF

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2/10

**OFFICE OF THE EXCISE COMMISSIONER,  
Excise and Taxation Complex, Rail Head Jammu,  
Tels: - 0191-2477977, Fax 0191-2477761**

**SUB: FIXATION OF MAXIMUM SALE PRICE OF LOCAL PREMIUM / MEDIUM BRAND OF IMFL AND LOCAL/IMPORTED BRAND OF BEER FOR SALE IN CIVIL MARKET OF J&K STATE FOR THE YEAR 2013-14.**

**Ref: Deputy Excise Commissioner (Executive) Jammu's letter No. 1647/MRP/ Exc/5035 Dated 30-09-2013**

**EXCISE ORDER NO: 332 OF 2013  
D A T E D: 23-10-2013**

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. 39-E of 2013 dated: 17-04-2013 and recommendation conveyed by Deputy Excise Commissioner Executive, Jammu vide her above referred letter no and date and in continuation to Excise Order No. 01 of 2013 dated:01-04-2013, No:05 of 2013 Dated :09-04-2013, 38 of 2013 dated 17-04-2013 No. 39 of 2013 dated 17-04-2013, No. 169 Of 2013 dated 19-06-2013 , 196 of 2013 dated 03-07-2013 , No. 212 of 2013 dated 11-07-2013 , No. 254 of 2013 dated 19-08-2013 , No. 280 of 2013 dated 09-09-2013 and No. 281 of 2013 dated 09-09-2013 ex-manufacturer price, the ex-wholesale price and maximum sale rates of Local Premium /Medium Brand of IMFL as per Annexure "A" and Local /Imported Brand of Beer as per Annexure "B" to this order are approved for sale in Civil market of J&K State for the year 2013-14.

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, Jammu.  
Dated: 23-10-2013**

**NO: EC/STS/2013-14/ 560-71**

Copy to the:

1. Principal Secretary to Govt., Finance Department, J&K Civil Sectt. Jammu.
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.
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, Govt., Jammu/Sgr.**

**Annexure - A to Excise order no. 832 Dated: 03-16-2013**

**MRP of Local Premium Brands For Sale In Civil For The Year 2013-14**

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX - Manufacture Price per case				EX-JKEL-1 PRICE / CASE				MRP PER UNIT(INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML		
1	Trikuta Bottlers, Samba for M/s High Brew International Pvt Ltd., 57, Rani Jhansi Road, Paharganj, New Delhi	5 Barrel Premium Whisky	75	1050.00	1000.00	1025.00	2371.00	2318.00	2295.00	361	177	87		
2	Oakland Bottlers Pvt Ltd, Samba for M/s Oasis Distilleries Limited Focal Point, Vill. Sandhe Hasham, Ferozepur city	Royal Arms Rare Whisky	75	1124.00	1125.00	1126.00	2449.00	2450.00	2402.00	370	165	90		

**MRP of Local Medium Brands For Sale In Civil For The Year 2013-14**

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX - Manufacture Price per case				EX-JKEL-1 PRICE / CASE				MRP PER UNIT(INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML		
1	Trikuta Bottlers, Samba for M/s High Brew International Pvt Ltd., 57, Rani Jhansi Road, Paharganj, New Delhi	Sea Chariot XXX Dark Rum	75	911.00	919.00	963.00	1973.00	1982.00	1988.00	300	150	75		
2	Oakland Bottlers Pvt Ltd, Samba for M/s Oasis Distilleries Limited Focal Point, Vill. Sandhe Hasham, Ferozepur city	Double Monk Matured XXX Rum	75	911.00	919.00	963.00	2080.00	2089.00	2091.00	313	157	78		
3	Oakland Bottlers Pvt Ltd, Samba for M/s Oasis Distilleries Limited Focal Point, Vill. Sandhe Hasham, Ferozepur city	Superior Old Fox XXX Rum	75	909.00	929.00	963.00	2078.00	2100.00	2091.00	313	158	78		

ANNEXURE - 'B' to Excise order no. 322 Dated 23-10-2013

**MRP of Local Beer Brand For Sale In Civil For The Year 2013-14**

S. No	BREWERY	BRAND	Category	DEG. BELOW % V/V	EX MANUFACTURER PRICE/CASE					EX-JKEL-1 PRICE PER CASE					Maximum Retail Price per Unit (Inclusive of all Taxes)				
					650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML			
1	Devans Modern Breweries Ltd. Jammu	GODFATHER Super Strong Original Quality Beer	Glass	8	457	0	0	0	0	572	0	0	0	0	0	79	0	0	0

(Fig in Rs)

**MRP of Imported Beer Brand For Sale In Civil For The Year 2013-14**

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	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML			
1	Devans Modern Breweries Ltd. Rajasthan	GODFATHER Electra Beer	Tin	8	739	0	0	0	0	765	0	0	0	0	0	100	0	0	0
2	Devans Modern Breweries Ltd. Rajasthan	GODFATHER Super Strong International Quality Beer	Tin	8	0	1210	832	0	0	0	1252	861	0	0	0	81	55	0	0

(Fig in Rs)

2/14