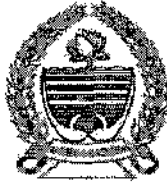


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GOVERNMENT OF JAMMU AND KASHMIR
DEPARTMENT OF EXCISE
EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU-180004

SUB : MAXIMUM SALE PRICE OF BEER, RTD AND IMFL IN J&K STATE

ORDER NO : 05 Of 2013
D A T E D : 09 - 04 -2013

Ref:- i) SRO 148 Dated 28th March,2013
ii) Recommendations of Committee (Constituted vide Excise Order NO. No.141 of 2009 dated 30.6.2009) issued vide letter No. MRP/DECEJ/Exc/201 Dated: 8-4-2013 by Dy. Excise Commissioner, Executive, Jammu.

Whereas, the Government vide Notification SRO 148 dated 28th March,2013 issued under endorsement -No. ET/Estt/37/2013 dated 28-03-2012 by the Finance department has authorized Excise Commissioner, J&K Government to fix **MRP of all brands of Beer, RTD for the year 2013-14**. Therefore, in terms of sub-rule 31 (b)-(iv) of Rule 38 of the Jammu and Kashmir Liquor Licence and Sales Rules, 1984 and in supersession of all the previous orders, the Ex-Manufacturers Price, Ex-wholesale Price and MRP of various volumes of Local and Imported Beer, RTD and Imported Medium/Premium Brands of IMFL to be sold by the Off Licenses (JKEL-2) in civil market in the State is notified as per Annexure 'A' to 'D' of this order with immediate effect.

Any revision in this MRP, if required, will be notified separately.

9/1

[Signature]

ANNEXURE -A

Page 2 of 8

MRP of Local Beer Brands 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	God Father S.Strong Premium	Glass	8	354	0	468	468	466	0	585	584	67	0	40	40			
2	DEVANS MODERN BREWERIES	God Father High Power S.Strong	Glass	8	354	0	468	468	466	0	585	584	67	0	40	40			
3	DEVANS MODERN BREWERIES	God Father 10000+ Premium Strong	Glass	8	354	0	0	0	466	0	0	0	67	0	0	0			
4	DEVANS MODERN BREWERIES	God Father 10000+ Super Strong Premium	Glass	8	354	0	0	0	466	0	0	0	67	0	0	0			
5	DEVANS MODERN BREWERIES	Godfather Super Strong International Quality Beer	Glass	8	354	0	0	0	466	0	0	0	67	0	0	0			
6	DEVANS MODERN BREWERIES	Bulldozer Strong Beer	Glass	8	354	0	0	0	466	0	0	0	67	0	0	0			
7	DEVANS MODERN BREWERIES	Bulldozer Super Strong Beer	Glass	8	354	0	0	0	466	0	0	0	67	0	0	0			
8	DEVANS MODERN BREWERIES	Monalisa Premium Lager	Glass	5	354	0	0	0	466	0	0	0	67	0	0	0			
9	NEW INDIA BREWERIES	Falcon Super Strong	Glass	8	354	0	0	0	466	0	0	0	67	0	0	0			
10	NEW INDIA BREWERIES	Falcon 10000 Beer	Glass	8	354	0	0	0	466	0	0	0	67	0	0	0			
11	NEW INDIA BREWERIES	Golden Eagle Super Strong	Glass	8	383	0	0	0	558	0	0	0	77	0	0	0			
12	NEW INDIA BREWERIES	Meakin 10000 Super Strong	Glass	8	383	0	0	0	558	0	0	0	77	0	0	0			
13	NEW INDIA BREWERIES	Fit n Fire Beer Super Strong	Glass	8	354	0	0	0	466	0	0	0	67	0	0	0			
14	Basantar Breweries	Chinar 10000 Super Strong	Glass	8	354	0	468	0	466	0	585	0	67	0	40	0			
15	Basantar Breweries	Chinar Lite Premium	Glass	5	354	0	468	0	466	0	585	0	67	0	40	0			
16	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Tin	8	0	682	460	0	0	859	577	0	0	60	40	0			
17	Basantar Breweries	Sea Hawk Premium Lager Beer	Tin	5	0	682	460	0	0	859	577	0	0	60	40	0			
18	Devans Modern Breweries Ltd. Jammu	ROCKY Super Strong Beer	Glass	8	375	0	0	0	487	0	0	0	70	0	0	0			
19	Devans Modern Breweries Ltd. Jammu	INERNO Super Strong Beer	Glass	8	457	0	0	0	572	0	0	0	79	0	0	0			
20	Devans Modern Breweries Ltd. Jammu	Victor Strong Beer	Glass	8	375	0	0	0	487	0	0	0	70	0	0	0			

(Fig in Rs)

Dpt

SQ

21	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Lager Beer	Glass	5	397	0	417	0	572	0	595	0	79	0	41	0
22	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Strong Beer	Glass	8	397	0	417	0	572	0	595	0	79	0	41	0
23	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Lager Beer	Tin	5	0	690	455	0	0	963	634	0	0	65	43	0
24	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Strong Beer	Tin	8	0	690	475	0	0	963	655	0	0	65	44	0
25	Basantar Breweries For United Breweries Ltd.	Zingaro Premium Super Strong Beer	Glass	8	374	0	0	0	549	0	0	0	76	0	0	0
26	Basantar Breweries	King of Forest Super Strong Beer	Glass	8	354	0	468	0	466	0	585	0	67	0	40	0
27	Basantar Breweries	King of Forest Lite Premium Beer	Glass	5	354	0	468	0	466	0	585	0	67	0	40	0
28	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Glass	8	375	0	468	0	487	0	585	0	70	0	40	0
29	Basantar Breweries	Sea Hawk Premium Lager Beer	Glass	5	375	0	475	0	487	0	593	0	70	0	41	0
30	Basantar Breweries	Deep's Fire Red Extra Strong Beer	Glass	8	370	0	470	0	482	0	587	0	69	0	40	0
31	Basantar Breweries	Deep's Fire Premium Lager Beer	Glass	5	370	0	470	0	482	0	587	0	69	0	40	0
32	Basantar Breweries	Deep's Fire Red Extra Strong Beer	Tin	8	0	682	460	0	0	859	577	0	0	60	40	0
33	Basantar Breweries	Deep's Fire Premium Lager Beer	Tin	5	0	682	460	0	0	859	577	0	0	60	40	0

OPF

(ANNEXURE-B)

MRP OF IMPORTED BEER 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	UNTED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER **	GLASS	8	601	0	0	0	622	0	0	0	0	84	0	0	0		
2	UNTED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER **	TIN BEER	8	0	981	0	0	0	1016	0	0	0	0	68	0	0		
3	DMB KOTPUTLI JAIPUR	God Father S.Strong High Power Beer	TIN BEER	8	0	970	668	0	0	1004	692	0	0	67	67	46	0		
4	DMB KOTPUTLI JAIPUR	God Father Lager Original Quality Beer	TIN BEER	5	0	970	653	0	0	1004	676	0	0	67	67	45	0		
5	DMB KOTPUTLI JAIPUR	God Father Lager Original Quality Beer	GLASS	5	632	0	0	0	654	0	0	0	0	88	0	0	0		
6	DMB KOTPUTLI JAIPUR	God Father Lite Premium Quality Lager Beer	TIN BEER	5	0	0	653	0	0	0	676	0	0	0	0	45	0		
7	DMB KOTPUTLI JAIPUR	God Father Super Strong International Quality Beer	GLASS	8	632	0	0	0	654	0	0	0	0	88	0	0	0		
8	DMB KOTPUTLI JAIPUR	Buildozer Strong Beer	TIN BEER	8	0	970	0	0	0	1004	0	0	0	0	67	0	0		
9	SAB Miller India	HAYWARDS 5000 S.STRONG	GLASS	8	562	0	0	0	582	0	0	0	0	80	0	0	0		
10	SAB Miller India	HAYWARDS 5000 S.STRONG	TIN BEER	8	0	931	656	0	0	964	679	0	0	0	65	45	0		
11	SAB Miller India	FOSTER'S LAGER	TIN BEER	5	0	940	0	0	0	973	0	0	0	0	66	0	0		
12	SAB Miller India	FOSTER'S LAGER BEER	GLASS	5	565	0	0	0	585	0	0	0	0	80	0	0	0		
13	MOUNTSHIVALIK BREWERIES	PREMIUM THUNDERBOLT SUPERSTRONG	GLASS	8	548	0	0	0	570	0	0	0	0	79	0	0	0		
14	MOUNTSHIVALIK BREWERIES	THUNDERBOLT SUPERSTRONG	TIN BEER	8	0	924	0	0	0	957	0	0	0	0	65	0	0		
15	UNTED BREWERIES LTD LUDHIANA	KINGFISHER RED PREMIUM GRAVITY BEER **	GLASS	8	597	0	0	0	618	0	0	0	0	84	0	0	0		
16	Carlsberg India Pvt. Ltd Hiraclal Pardesh	Carlsberg All Malt Premium Beer	TIN BEER	5	0	1279	848	0	0	1323	878	0	0	0	85	56	0		
17	Carlsberg India Pvt. Ltd Hiraclal Pardesh	Tuborg Genium Quality Strong Beer	TIN BEER	8	0	929	0	0	0	961	0	0	0	0	65	0	0		
18	Carlsberg India Pvt. Ltd Hiraclal Pardesh	Palone 8 X-Tra Strong Premium Beer	TIN BEER	8	0	914	628	0	0	946	650	0	0	0	64	44	0		
19	Carlsberg India Pvt. Ltd Hiraclal Pardesh	Tuborg Genium Quality Green	TIN BEER	5	0	929	0	0	0	961	0	0	0	0	65	0	0		
20	Carlsberg India Pvt. Ltd Hiraclal Pardesh	Tuborg Genuine Quality Green	GLASS	5	574	0	663	0	594	0	686	0	0	81	0	46	0		

(Fig in Rs)

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21	Carlsberg India Pvt. Ltd Himachal Pradesh	Tuborg Genium Quality Strong Beer	GLASS	8	574	0	663	0	594	0	686	0	81	0	46	0
22	Carlsberg India Pvt. Ltd Himachal Pradesh	Carlsberg All Malt Premium Beer	GLASS	5	764	0	843	0	791	0	873	0	103	0	56	0
23	Carlsberg India Pvt. Ltd Himachal Pradesh	Palone 8 X-Tra Strong Premium Beer	GLASS	8	529	0	0	0	548	0	0	0	76	0	0	0
24	Cerveceria Modelo, S.A. De C.V. Mexico, D.F. Through Brindco Sales Ltd., S-53, Okhla Industrial-Phase 2nd, New Delhi 110020	Corona Extra Beer BIO (355 ML)	GLASS	5	0	0	0	2107	0	0	0	2181	0	0	0	128
25	Carlsberg India Pvt. Ltd Himachal Pradesh	Carlsberg Elephant Strong Beer	TIN BEER	8	0	1279	0	0	0	1323	0	0	0	85	0	0
26	Carlsberg India Pvt. Ltd Himachal Pradesh	Carlsberg Elephant Strong Beer	GLASS	8	764	0	843	0	791	0	873	0	103	0	56	0

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MRP of Imported RTD Beverages 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	275ML	650 ML	500 ML	330 ML	275ML	650 ML	500 ML	330 ML	275ML
1	Bacardi India Ltd. Goa	Breezer Tropical Lime	Glass Bottle	4.8	0	0	0	904	0	0	0	936	0	0	0	57
2	Bacardi India Ltd. Goa	Breezer Tropical Orange	Glass Bottle	4.8	0	0	0	904	0	0	0	936	0	0	0	57
3	Bacardi India Ltd. Goa	Breezer Tropical Cranberry	Glass Bottle	4.8	0	0	0	904	0	0	0	936	0	0	0	57
4	Bacardi India Ltd. Goa	Breezer Jamaican Passion	Glass Bottle	4.8	0	0	0	904	0	0	0	936	0	0	0	57
5	Bacardi India Ltd. Goa	Bacardi Lemonade	Glass Bottle	6.0	0	0	0	1053	0	0	0	1090	0	0	0	66
6	Bacardi India Ltd. Goa	Bacardi Cola	Glass Bottle	8.0	0	0	0	1053	0	0	0	1090	0	0	0	66
7	Bacardi India Ltd. Goa	Breezer Lychee	Glass Bottle	4.8	0	0	0	904	0	0	0	936	0	0	0	57
8	Bacardi India Ltd. Goa	Breezer Blackberry Crush	Glass Bottle	4.8	0	0	0	904	0	0	0	936	0	0	0	57

(Fig in Rs)



'Annexure- D'


MRP OF IMPORTED MEDIUM BRANDS FOR SALE IN CIVIL FOR THE YEAR 2013-14

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE In (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	S.D. Beverages Pvt. Ltd. Rampur For Saraya Distillery	Diamond Extra Dry Gin Blue	65	1517	1542	1528	1614	1641	1625	257	130	64
2	S.D. Beverages Pvt. Ltd. Rampur For Saraya Distillery	Blue Diamond Gin 'N Lime	75	1830	1850	1846	1946	1967	1963	297	150	74
3	S.D. Beverages Pvt. Ltd. Rampur For Saraya Distillery	John Silvers XXX Treasured Rum	75	1830	1850	1846	1946	1967	1963	297	150	74
4	S.D. Beverages Pvt. Ltd. Rampur For	Paan Banarasi	75	1830	1850	1846	1946	1967	1963	297	150	74
5	S.D. Beverages Pvt. Ltd. Rampur For Saraya Distillery	Spark Premium Grain Vodka	75	1830	1850	1846	1946	1967	1963	297	150	74

MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL FOR THE YEAR 2013-14


1	Radico Khaitan LTd	Magic Moments Remix Flavoured Raspberry Vodka	65	3053	3082	3072	3242	3273	3262	469	237	117
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The IMFL shall be supplied to JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7 licenses in bottles of 750 ML only.

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


(Vineeta Gupta) IAS
Excise Commissioner
J&K Government

No: EC/STS/MRP-13-14/26-46

Dated: 9-4-2013

Copy to the:-

1. Principal Secretary to Government, Finance Department, Civil Secretariat, Jammu for information.
2. Commissioner Commercial Taxes, J&K Government, Srinagar.
3. Additional Commissioner Commercial Taxes (Adm), Jammu/Kashmir.
4. Deputy Excise Commissioner, Executive, Jammu/Kashmir.
5. Deputy Excise Commissioner, Accounts/Distilleries, Jammu.
6. 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.
7. Excise & Taxation Officer, Eradication Wing, Jammu.
8. Assessing Authority, Commercial Taxes Circle "H" Jammu.
9. President Wine Association, Jammu _____
10. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7 M/S _____
11. All Manufacturers namely JKEL-6 and D-2 M/S _____
12. Programmer, Excise Department for updation in the departmental website.
13. Order File (w 2 s c).