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GOVERNMENT OF JAMMU AND KASHMIR
DEPARTMENT OF EXCISE
EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU-180012

SUB : MAXIMUM SALE PRICE OF IMFL IN J&K STATE INCLUDING JK DESI- WHISKY BRAND.
Ref:- Dy. Excise Commissioner ,Executive's letter No. MRP/Exc/1801 dated 29/5/2014

CORRIGENDUM TO EXCISE ORDER NO. 44 of 2014 Dated 19-5-2014

It is hereby ordered that MRP of Local Cheap/Medium Brands, Imported Medium/Premium Brands , Imported Super Deluxe /Deluxe Brands, Local Beer and Imported Beer, issued vide Excise Order No. 44 of 2014 dated 19-5-2015 and endorsement No. EC/STS/MRP/14-15/113-133 dated 19-5-2014, as recommended by committee vide above cited reference no. has been revised and annexed as Annexure 'A' to 'H'.

This order shall be operative with immediate effect.

(Vineeta Gupta) IAS
Excise Commissioner
- J&K Government

No: EC/STS/MRP-14-15/156-176

Dated: 29-5-2014

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.

Revised MRP of Local Cheap Brands For Sale In Civil For The Year 2014-15

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGR EE	EX MANUFACTURER PRICE/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
				(Fig. in Rs)								
1	Trishul Bottlers Sikanderpur Jmu for M/s USL	Kerala Malted Whisky	75	602	611	667	1682	1691	1709	260	130	65
2	Oakland Bottlers Samba for M/s Jagatjit Ind.	Bonnie Special Whisky	75	602	610	667	1682	1690	1709	260	130	65
3	Oakland Bottlers Samba	OB Whisky	75	628	628	698	1602	1602	1639	250	125	63
4	Oakland Bottlers Samba	OB XXX Rum	75	628	628	698	1602	1602	1639	250	125	63
5	Oakland Bottlers Samba	Oakland Brandy	75	628	628	698	1602	1602	1639	250	125	63
6	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Sultan Malted Whisky	75	703	715	772	1681	1691	1717	260	130	65
7	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Sultan XXX Rum	75	703	714	772	1681	1693	1717	260	130	65

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Revised MRP of Local Medium Brands For Sale In Civil For The Year 2014-15

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	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	180 ML	326	164
1	Oakland Bottlers Samba for M/s Oasis Distilleries Ltd	Limanov	75	927	932	922	2133	2139	2082	326	164	79			

(Fig. in Rs.)

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REVISED MRP OF IMPORTED MEDIUM BRANDS FOR SALE IN CIVIL FOR THE YEAR 2014-15

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	United Spirits Limited	White Mischief Vodka	75	1971	2013	1985	2095	2140	2110	322	164	80
2	United Spirits Limited	Premium Romanov Vodka	75	1971	2013	1980	2095	2140	2105	322	164	80
3	Chandigarh Distillers & Bott.	Mc Dowell's Blue Ribband Duet Gin & Lime	65	1971	2013	1980	2095	2140	2105	322	164	80

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Revised MRP of Imported Premium Brands For Sale In Civil For The Year 2014-15

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	
				(Fig. in Rs.)									
1	Pernod Ricard India Pvt. Ltd.	Seagram's Royal Stag Delux Whisky	75	2675	2695	2705	2842	2863	2873	427	215	107	
2	Khoday India Ltd.	Red Knight Malt Whisky	75	2675	2695	2705	2842	2863	2873	427	215	107	
3	United Spirits Limited C/o Pathankot	Royal Challenge Gold Whisky	75	2868	2854	2870	3046	3031	3048	452	225	112	
4	United Spirits Limited C/o Pathankot	Mc Dowell's No1 Reserve Whisky	75	2415	2440	2411	2566	2592	2561	392	198	97	
5	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Platinum Luxury Whisky	75	2677	2705	2716	2844	2873	2885	427	215	107	
6	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Diet Mate Whisky	75	2608	2631	2632	2770	2795	2796	418	210	105	
7	Alcobrew Distilleries India Pvt Ltd. Dera Bassi	White and Blue Premium Whisky	75	2675	2695	2705	2842	2863	2873	427	215	107	

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Revised MRP of Imported Super Deluxe Brands For Sale In Civil For The Year 2014-15

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			
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	
				(Fig. in Rs.)									
1	at Banfshiri Glenlivet Distillery product of Scotland	The GLENLIVET Single Malt Scotch Whisky	75	30826	0	0	32682	0	0	4300	0	0	
2	Keith Scotland, Imported & Distributed by M/s Pernod Ricard	Chivas Regal Aged 12 Years Blended Scotch Whisky	75	24988	0	0	26493	0	0	3500	0	0	

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REVISED MRP of Imported Deluxe Brands For Sale In Civil For The Year 2014-15

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)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	M/s George Ballantine & Son Ltd. Distillers Dumbarton Scotland Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd., PRODUCED AND BOTTLED IN AHUS, SWEDEN BY	Ballantines Finest Scotch Whisky	75.36	11714	0	0	12423	0	0	1652	0	0
2	Company AB-117 97 Stockholm, Sweden & Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd., Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd, A-136/1, Okhla Industrial Area, Phase-II, New Delhi-20 produced at ORLANDO	Absolut Vodka	70.10	11718	0	0	12427	0	0	1653	0	0
3	WINES, Barossa Valley Way, Rowland Flat, South Australia Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd, A-136/1, Okhla Industrial Area, Phase-II, New Delhi-20 produced at ORLANDO	Jacob's Creek Shiraz Cabernet	23.66	8440	0	0	8952	0	0	1211	0	0
4	WINES, Barossa Valley Way, Rowland Flat, South Australia	Jacob's Shiraz Chardonnay	22.78	8423	0	0	8934	0	0	1209	0	0

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Revised MRP of Local Beer Brands For Sale In Civil For The Year 2014-15

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
(Fig in Rs)																
1	Basantar Breweries	Chinar 10000 Super Strong	Glass	8	354	0	466	0	466	0	583	0	69	0	41	0
2	Basantar Breweries	Chinar Lite Premium	Glass	5	354	0	466	0	466	0	583	0	69	0	41	0
3	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Tin	8	0	716	483	0	0	894	601	0	0	62	42	0
4	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Glass	8	380	0	491	491	493	0	609	508	72	0	42	28
5	Basantar Breweries .	Sea Hawk Premium Lager Beer	Glass	5	380	0	491	491	493	0	609	508	72	0	42	28

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REVISED MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2014-15

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	325 ML	
1	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER PREMIUM LAGER	TIN BEER	5	0	969	641	0	0	1003	664	0	0	68	45	0		
2	DMB KOTPUTLI JAIPUR	God Father S.Strong High Power Beer	TIN BEER	8	0	964	657	0	0	998	680	0	0	68	46	0		
3	DMB KOTPUTLI JAIPUR	God Father Lager Original Quality Beer	TIN BEER	5	0	964	636	0	0	998	658	0	0	68	45	0		
4	DMB KOTPUTLI JAIPUR	God Father Lager Original Quality Beer	GLASS	5	573	0	0	0	593	0	0	0	83	0	0	0		
5	DMB KOTPUTLI JAIPUR	God Father Lite Premium Quality Lager Beer	TIN BEER	5	0	0	636	0	0	0	658	0	0	0	45	0		
6	UNITED BREWERIES LTD LUDHIANA	KINGFISHER PREMIUM LAGER BEER **	GLASS	5	581	0	607	0	601	0	628	0	83	0	43	0		

(Fig in Rs)

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