

OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT**EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU-180004**

(Tele / Fax : 0191-2477977 / 2477761)

www.jkexcise.nic.in

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

- Ref:- i) SRO 98 Dated 5th April, 2005
 ii) SRO 107 Dated 28th March, 2012
 iii) Recommendations of Committee (Constituted vide Excise Order NO. No.141 of 2009 dated 30.6.2009) issued vide letter No.: Deputy Excise Commissioner, Executive, Jammu's No. MRP/DECEJ/Exc/13962 Dated: 31-3-2012

EXCISE ORDER NO : 529 Of 2012
D A T E D : 31 - 03 - 2012

Whereas, the Government vide Notification SRO 107 dated 28th March, 2012 issued under endorsement No. ET/Estt/36/2012 dated 28-03-2012 by the Finance department has authorized Excise Commissioner, J&K Government to fix **MRP of all brands of liquor for the year 2012-13**. 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 JK Desi Whisky, Local cheap Brands of IMFL, Local Medium Brands of IMFL, Local Premium Brands of IMFL, Imported Deluxe Brands of IMFL, Imported Premium Brands of IMFL, Imported Medium Brands of IMFL, , Local and Imported Beer and RTD(imported) to be sold by the Off Licenses (JKEL-2) in civil market in the State is notified as per Annexure 'A' to 'J' of this order with immediate effect.

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

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.

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


(Vineta Gupta) IAS
Excise Commissioner
J&K Government

No: EC/STS/MRP-12-13/1396-1415

Dated: 31-3-2012

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, Toll Post, Lakhanpur.
6. Deputy Excise Commissioner, Accounts/Distilleries, Jammu.
7. 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.
8. Excise & Taxation Officer, Eradication Wing, Jammu.
9. Assessing Authority, Commercial Taxes Circle "H" Jammu.
10. President Wine Association, Jammu _____
11. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7 M/S _____
12. All Manufacturers namely JKEL-6 and D-2 M/S _____
13. Programmer, Excise Department for updation in the departmental website.
14. Order File (w 2 s c).

ANNEXURE -A

MRP OF JK DESI WHISKY FOR THE YEAR 2012-2013

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	289	340	-	383
2	JK DESI WHISKY	60	Pouches	-	220	225	231

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	1132	1185	-	1229
2	JK DESI WHISKY	60	Pouches	-	1060	1066	1073

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	145	76	-	38
2	JK DESI WHISKY	60	Pouches	-	69	46	33

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'Annexure- B'**MRP of Imported Deluxe Brands For Sale In Civil For The Year 2012-13**

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	Bacardi-Martini India Ltd.	Bacardi Superior Rum	75	4119	4150	4222	4372	4405	4481	620	312	158
2	Bacardi-Martini India Ltd.	Bacardi Razz Original Raspberry Rum	75	4119	4150	4222	4372	4405	4481	620	312	158
3	Bacardi-Martini India Ltd.	Bacardi Apple Original Raspberry Rum	75	4119	4150	4222	4372	4405	4481	620	312	158
4	Bacardi-Martini India Ltd.	Bacardi Limon Original Raspberry Rum	75	4119	4150	4222	4372	4405	4481	620	312	158
5	Bacardi-Martini India Ltd.	Bacardi Orange Original Raspberry Rum	75	4119	4150	4222	4372	4405	4481	620	312	158
6	Pernod Ricard India Pvt. Ltd.	100 Pipers Deluxe Blended Scotch Whisky	75	8675	8675	8693	9202	9158	9177	1234	609	304
7	Pernod Ricard India Pvt. Ltd.	Blenders Pride Rare Premium Whisky	75	4578	4578	4673	4859	4859	4959	682	341	173
8	Khoday India Ltd.	Peter Scot Malt Whisky	75	4161	4206	4211	4417	4464	4469	625	316	167
9	United Spirits Limited	Signature Premier Grain Whisky	75	4973	5028	5035	5277	5336	5343	735	371	185
10	United Spirits Limited	Signature Rare Whisky	75	4608	4701	4787	4890	4989	5080	686	349	177
11	United Spirits Limited	Antiquity Blue Whisky	75	6241	6226	6404	6621	6574	6762	906	450	230
12	United Spirits Limited	Antiquity Premium Rare Whisky	75	5202	0	0	5520	0	0	766	0	0
13	United Spirits Limited	Royal Challenge	75	4363	4467	4513	4631	4741	4790	653	333	168
14	United Spirits Limited	Black Dog Deluxe Scotch Whisky	75	13052	13142	13195	13841	13937	13992	1823	918	460
15	United Spirits Limited	Black Dog Centenary Scotch Whisky	75	9943	10034	10075	10546	10642	10685	1405	708	355
16	Beam Global Spirits & Wine	Teacher's. 50 (12 Yrs. Old Scotch)	75	12555	12656	12904	13314	13421	13684	1756	885	450
17	Beam Global Spirits & Wine	Teacher's Highland Cream	75	9343	9495	9690	9910	10071	10171	1324	672	339
18	Diageo India Pvt. Ltd.	Johny Walker (Black Label) Blended Scotch Whisky	75.4	21359	0	0	22647	0	0	2943	0	0
19	Diageo India Pvt. Ltd.	Johny Walker (Red label) Blended Scotch Whisky	75.4	9491	0	0	10066	0	0	1343	0	0
20	Diageo India Pvt. Ltd.	Black & White Blended Scotch Whisky	75	9366	0	0	9934	0	0	1327	0	0
21	Diageo India Pvt. Ltd.	Vat 69 Blended Scotch Whisky	75	8017	0	0	8504	0	0	1145	0	0
22	Diageo India Pvt. Ltd.	Smirnoff Tripple Distilled Vodka	75	4360	4408	4496	4628	4678	4772	652	329	167
23	United Spirits Limited	Whyte & Mackay Special Scotch Whisky	75	7939	0	0	8421	0	0	1134	0	0
24	M/s Nashik Vinters Pvt. Ltd.	Hardys Shiraz Cabernet	24	7204	0	0	7642	0	0	1035	0	0
25	M/s Nashik Vinters Pvt. Ltd.	Hardys Rielsing Gewurztraminer	20	7137	0	0	7571	0	0	1026	0	0
26	M/s Nashik Vinters Pvt. Ltd.	African Horizon Pinotage	25	6548	0	0	6947	0	0	947	0	0
27	M/s Nashik Vinters Pvt. Ltd.	African Horizon Sauvignon Blanc	20	6463	0	0	6857	0	0	936	0	0
28	Radico Khaitan Ltd	After Dark Whisky	75	3594	3646	3643	3816	3871	3867	549	278	138

'Annexure- C'

MRP of Imported Premium Brands For Sale In Civil For The Year 2012-13

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.	Royal Stag Delux Whisky	75	2621	2621	2655	2784	2784	2820	411	205	103
2	Pernod Ricard India Pvt.	Imperial Blue Sup. Grain Whisky	75	2268	2307	2246	2410	2451	2387	364	185	90
3	Pernod Ricard India Pvt.	Seagram's Fuel Vodka	75	2621	2621	2655	2784	2784	2820	411	205	103
4	Khoday India Ltd.	Red Knight Malt Whisky	75	2576	2595	2562	2737	2757	2721	405	204	100
5	Radico Khaitan LTd	Magic Moment Vodka	75	2688	2715	2672	2855	2884	2838	419	212	104
6	Radico Khaitan LTd	8 PM Whisky	75	2079	2096	2068	2210	2228	2198	339	171	84
7	Radico Khaitan LTd	Magic Moments Remix Flavoured Vodka Green Apple	65	2945	2977	2967	3128	3162	3151	454	229	113
8	Radico Khaitan LTd	Magic Moments Remix Flavoured Vodka Lemon Grass & Ginger	65	2945	2977	2967	3128	3162	3151	454	229	113
9	Radico Khaitan LTd	Magic Moments Remix Flavoured Vodka Orange	65	2945	2977	2967	3128	3162	3151	454	229	113
10	Jagatjit Industries Ltd.	Aristocrat Premium Whisky	75	2156	2193	2179	2291	2331	2316	349	177	87
11	Jagatjit Industries Ltd.	AC Neat Whisky	75	2052	2058	2055	2181	2187	2184	335	168	83
12	Jagatjit Industries Ltd.	Aristocrat Whisky	75	2058	2062	2063	2187	2192	2193	336	168	84
13	United Spirits Limited	Bagpiper Whisky	75	2267	2274	2257	2409	2416	2398	364	182	90
14	United Spirits Limited	Golconda Brandy	75	2041	2038	2022	2169	2166	2149	334	167	82
15	United Spirits Limited	DSP Black Whisky	75	2268	2309	2257	2410	2454	2398	364	185	90
16	Chandigarh Distillers & Bott.	McD No1 Whisky	75	2354	2386	2369	2501	2535	2517	375	190	94
17	Chandigarh Distillers & Bott.	Red Romanov Vodka	75	2465	2485	2471	2619	2640	2625	390	196	97
18	Chandigarh Distillers & Bott.	Romanov Vodka Apple Thrill	75	2486	2518	2509	2641	2675	2665	393	199	98
19	Chandigarh Distillers & Bott.	Romanov Vodka Orange Thrill	75	2486	2518	2509	2641	2675	2665	393	199	98
20	Chandigarh Distillers & Bott.	McD No 1 Platinum Luxury Whisky	75	2630	2651	2624	2794	2816	2787	412	207	102
21	A.B Sugars Ltd. Dasua	Evening Special Premium Whisky	75	2148	2156	2174	2283	2291	2310	348	175	87
22	Bacardi India Pvt. Ltd.	Eristoff Triple Distilled Premium Vodka	75	3004	3004	3048	3190	3190	3237	461	231	116

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'Annexure- D'

MRP OF IMPORTED MEDIUM BRANDS FOR SALE IN CIVIL FOR THE YEAR 2012-13

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	Radico Khaitan Ltd	Contessa Rum *	75	1733	1750	1727	1843	1861	1836	283	142	70
2	Jagatjit Industries Ltd.	Aristocrart Vodka *	75	1799	1822	1805	1913	1937	1919	291	147	72
3	United Spirits Limited	White Mischief*	75	1795	1803	1790	1909	1917	1903	291	146	72
4	United Spirits Limited	Romanov Vodka *	75	1883	1904	1891	2002	2024	2010	302	152	75
6	Chandigarh Distillers & Bott.	Blue Riband Duet *	65	1878	1887	1878	1997	2006	1996	301	151	75
7	A.B.Sugars Ltd.	Raffles Vodka *	75	1775	1795	1816	1888	1909	1931	288	145	73
8	A.B.Sugars Ltd.	Silver Peg XXX Rum *	75	1795	1820	1801	1909	1935	1915	291	147	72
9	A.B.Sugars Ltd.	Raffles Duet *	75	1815	1840	1831	1930	1956	1947	293	148	73
10	Khoday India Ltd	Hercules XXX Rum*	75	1825	1836	1801	1941	1952	1915	295	148	72

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ANNEXURE - E

MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2012-13

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	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER PREMIUM LAGER **	TIN BEER	5	0	930	613	0	962	634	0	0	65	43	0	
2	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER STRONG PREMIUM **	TIN BEER	8	0	930	633	0	962	655	0	0	65	44	0	
3	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER **	GLASS	8	588	0	0	0	608	0	0	0	83	0	0	
4	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER **	TIN BEER	8	0	980	0	0	1014	0	0	0	68	0	0	
5	DMB KOTPUTLI JAIPUR	God Father S-Strong High Power Beer	TIN BEER	8	0	927	632	0	960	654	0	0	65	44	0	
6	DMB KOTPUTLI JAIPUR	God Father Lager Original Quality Beer	TIN BEER	5	0	927	617	0	960	638	0	0	65	43	0	
7	DMB KOTPUTLI JAIPUR	God Father Lager Original Quality Beer	GLASS	5	596	0	0	0	617	0	0	0	84	0	0	
8	DMB KOTPUTLI JAIPUR	God Father Lite Premium Quality Lager Beer	TIN BEER	5	0	0	617	0	0	638	0	0	0	43	0	
9	DMB KOTPUTLI JAIPUR	God Father Super Strong International Quality Beer	GLASS	8	596	0	0	0	617	0	0	0	84	0	0	
10	DMB KOTPUTLI JAIPUR	Buildozer Strong Beer	TIN BEER	8	0	927	9	0	960	9	0	0	65	0	0	
11	SKOL BREWERIES LTD HARYANA	HAYWARDS 5000 S-STRONG	GLASS	8	554	0	0	0	574	0	0	0	79	0	0	
12	SKOL BREWERIES LTD HARYANA	HAYWARDS 5000 S-STRONG	TIN BEER	8	0	935	639	0	968	662	0	0	65	44	0	
13	SKOL BREWERIES LTD HARYANA	FOSTER'S LAGER	TIN BEER	5	0	947	0	0	980	0	0	0	66	0	0	
14	SKOL BREWERIES LTD HARYANA	FOSTER'S LAGER BEER	GLASS	5	572	0	0	0	592	0	0	0	81	0	0	
15	MOUNTSHIVALIK BREWERIES	PREMIUM THUNDERBOLT SUPERSTRONG **	GLASS	8	547	0	0	0	569	0	0	0	79	0	0	
16	MOUNTSHIVALIK BREWERIES	THUNDERBOLT SUPERSTRONG **	TIN BEER	8	0	923	0	0	955	0	0	0	65	0	0	
17	UNITED BREWERIES LTD LUDHIANA	KINGFISHER PREMIUM LAGER BEER **	GLASS	8	553	0	575	0	572	0	595	0	79	0	0	
18	UNITED BREWERIES LTD LUDHIANA	KINGFISHER STRONG PREMIUM BEER **	GLASS	8	553	0	575	0	572	0	595	0	79	0	0	
19	UNITED BREWERIES LTD LUDHIANA	SUPER STRONG ZINGARO PREMIUM BEER **	GLASS	8	530	0	0	0	548	0	0	0	76	0	0	

(Fig in Rs)

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
UNITED BREWERIES LTD																
20	LUDHIANA	PREMIUM GRAVITY BEER	GLASS	8	596	0	0	0	617	0	0	0	84	0	0	0
21	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg All Malt Premium Beer	TIN BEER	5	0	1263	832	0	0	1307	861	0	0	84	55	0
22	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Gold Label Strong Beer	TIN BEER	8	0	921	0	0	0	953	0	0	0	65	0	0
23	Carlsberg India Pvt. Ltd Himachal Pardesh	Palone & X-Tra Strong Premium Beer	TIN BEER	8	0	913	577	0	0	945	597	0	0	64	41	0
24	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Genuine Quality Green	TIN BEER	5	0	921	0	0	0	953	0	0	0	65	0	0
25	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Genuine Quality Green	GLASS	5	570	0	660	0	590	0	683	0	81	0	46	0
26	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Gold Label Strong Beer	GLASS	8	570	0	660	0	590	0	683	0	81	0	46	0
27	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg All Malt Premium Beer	GLASS	5	749	0	827	0	775	0	856	0	101	0	55	0
28	Carlsberg India Pvt. Ltd Himachal Pardesh	Palone & X-Tra Strong Premium Beer	GLASS	8	524	0	0	0	542	0	0	0	76	0	0	0
29	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 (355 ML)	GLASS	5	0	0	0	1835	0	0	1899	0	0	0	0	113
30	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg Elephant Beer	TIN BEER	8	0	1263	0	0	0	1307	0	0	84	0	0	0
31	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg Elephant Beer	GLASS	8	749	0	827	0	775	0	856	0	101	0	55	0

(Fig in Rs)

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ANNEXURE - F
MRP of Imported RTD Beverages For Sale In Civil For The Year 2012-13

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	Breezez Tropical Lime	Glass Bottle	4.8	0	0	0	856	0	0	0	886	0	0	0	55
2	Bacardi India Ltd. Goa	Breezez Tropical Orange	Glass Bottle	4.8	0	0	0	856	0	0	0	886	0	0	0	55
3	Bacardi India Ltd. Goa	Breezez Tropical Cranberry	Glass Bottle	4.8	0	0	0	856	0	0	0	886	0	0	0	55
4	Bacardi India Ltd. Goa	Breezez Jamaican Passion	Glass Bottle	4.8	0	0	0	856	0	0	0	886	0	0	0	55
5	Bacardi India Ltd. Goa	Bacardi Lemonade	Glass Bottle	8.0	0	0	0	1050	0	0	0	1087	0	0	0	66
6	Bacardi India Ltd. Goa	Bacardi Cola	Glass Bottle	8.0	0	0	0	1050	0	0	0	1087	0	0	0	66

(Fig in Rs)



Annexure- G

MRP of Local Premium Brands For Sale In Civil For The Year 2012-13

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	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
(Fig. in Rs.)												
1	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Silky Vodka	75	1499	1503	1525	2790	2794	2769	411	206	102
2	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Green Apple Vodka	65	1850	1873	1937	3003	3027	3053	438	220	110
3	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Orange Vodka	65	1850	1873	1937	3003	3027	3053	438	220	110
4	Napolian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Mango Vodka	65	1850	1873	1937	3003	3027	3053	438	220	110
5	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Knight Rider Apple Vodka	65	1443	1423	1463	2671	2550	2551	384	191	95
6	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Old Monk Gold Reserve Rum	75	1103	1133	1163	2370	2402	2386	359	181	90
7	Trikuta Bottlers	Casino Club Deluxe	75	943	963	993	2200	2222	2205	338	170	84
8	Trikuta Bottlers	Royal Gold Deluxe Whisky	75	943	963	993	2200	2222	2205	338	170	84
9	Trikuta Bottlers	Flip Premium Orange Vodka	65	1373	1388	1428	2497	2513	2514	375	188	94
10	Trikuta Bottlers	Flip Premium Apple Vodka	65	1373	1388	1428	2497	2513	2514	375	188	94
11	Trikuta Bottlers	O&G Premium VSOP French Brandy	75	1303	1313	1333	2582	2593	2566	385	193	95
12	Trikuta Bottlers	O&G Premium Royal Deluxe Gold Whisky	75	1303	1313	1333	2582	2593	2566	385	193	95
13	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	President House Special Deluxe Whisky	75	1009	1028	1065	2270	2291	2282	346	175	86
14	Tawi Bottlers for Mohan Meakin	Solan No. 1 Whisky	75	1142	1163	1173	2411	2434	2396	364	183	90
15	Trishul Bottlers	McDowell's Green Label Whisky	75	1134	1153	1175	2403	2423	2398	363	183	90
16	Kashmir Distilleries	Monty XXX Matured Rum	75	963	989	1039	2136	2163	2172	330	167	83
17	National Industrial Corp.Ltd	Black & Gold Rare Premium whisky	75	1573	1583	1648	2782	2793	2817	410	206	103
18	National Industrial Corp.Ltd	Black & Gold French Napoleon Brandy	75	1573	1583	1648	2782	2793	2817	410	206	103

'Annexure- H'

MRP of Local Medium Brands For Sale In Civil For The Year 2012-13

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	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				
(Fig. in Rs.)																
1	Trishul Bottlers	Luknavi Paan Elaichi Liqueur	75	772	896	952	1790	1922	1942	276	146	73				
2	Trishul Bottlers	Lemon Punch Duet	65	604	733	830	1483	1620	1689	239	128	65				
3	Dogra Distilleries	ILA Paan Liqueur	75	683	824	873	1696	1845	1858	265	142	71				
4	Dogra Distilleries	DD VODKA GREEN APPLE	65	853	878	908	1747	1774	1772	271	137	68				
5	Dogra Distilleries	DD VODKA	75	688	823	843	1701	1844	1827	266	141	70				
6	Trishul Bottlers	Carew Dry Gin	65	718	737	760	1679	1699	1686	263	133	65				
7	Trishul Bottlers	Celebration Rum	75	901	900	939	2013	2012	2011	303	152	75				
8	Trishul Bottlers	Director Special Superior Whisky	75	893	917	969	2004	2030	2043	302	153	76				
9	Oakland Bottlers	Aristocrat Dry Gin	65	643	654	683	1599	1611	1605	253	127	63				
10	Oakland Bottlers	Aristocrat Deluxe XXX Rum	75	811	830	849	1917	1938	1915	292	147	72				
11	Oakland Bottlers for M/s Jagjit Industries	Bonnie Special Whisky	75	528	533	598	1617	1623	1649	256	128	64				
12	Devans Modern Breweries	God Father Premium Rum	75	790	804	830	1809	1824	1813	279	140	69				
13	Devans Modern Breweries	Paradise Duet -Gin with Lime	65	695	759	820	1580	1648	1679	251	130	65				
14	Devans Modern Breweries	Pan Elachi Paradise Liqueur	65	725	789	850	1612	1679	1710	255	132	66				
15	Napolian Blenders & Bottlers	Napolian's Party Lemon Duet	65	768	798	848	1657	1689	1708	260	132	66				
16	Napolian Blenders & Bottlers	Napolian's W Bravo XXX Rum	75	738	753	783	1754	1770	1763	272	137	68				
17	Napolian Blenders & Bottlers	Napolian's Carribbeans XXX Dark Rum	75	778	793	823	1797	1813	1805	277	140	69				
18	Napolian Blenders & Bottlers	Napolian's INOV Russian Vodka	75	763	783	803	1781	1802	1784	275	139	68				
19	Basantar Bottlers	Black Berry Prestige Whisky *	75	801	733	765	1821	1749	1744	280	136	67				
20	Tawi Bottlers for Mohan Meakin	Old Monk Rum	75	877	886	927	1987	1997	1998	300	151	75				
21	Tawi Bottlers for Mohan Meakin	Black Knight Whisky	75	907	926	947	2019	2039	2019	304	153	75				
22	Tawi Bottlers for Mohan Meakin	Knight Rider Vodka	75	889	886	929	2000	1997	2000	302	151	75				
23	Trikuta Bottlers Samba	Crystal Remix Vodka	75	879	906	929	1904	1932	1918	290	147	72				
24	Trikuta Bottlers Samba	Magic King Duet & Lime	65	843	863	883	1737	1758	1745	270	136	67				
25	Trikuta Bottlers Samba	BANARSI PAN ELAICHI	75	743	833	903	1760	1855	1890	273	142	72				
26	Trikuta Bottlers Samba	Sikkim XXX Prize Rum	75	807	823	843	1913	1930	1909	291	147	72				
27	Trikuta Bottlers Samba	Flip Premium Vodka	75	793	803	818	1898	1909	1883	289	145	71				
28	Trikuta Bottlers Samba	Flip Dry Gin	65	623	643	673	1578	1599	1594	251	127	63				
29	Trikuta Bottlers Samba	Flip Gin Lime Duet	65	843	863	883	1811	1832	1817	279	141	69				
30	M/s Napolian Blenders & Bottlers Samba for Saino Spirits Ltd.	Ninja Lime and Gin Duet	65	831	838	869	1798	1806	1802	277	139	69				
31	M/s Napolian Blenders & Bottlers Samba for Saino Spirits Ltd.	Ninja Mineral Vodka	75	807	828	807	1913	1935	1871	291	147	71				
32	M/s Napolian Blenders & Bottlers Samba for Saino Spirits Ltd.	Ninja Extra Dry Gin	65	643	662	683	1599	1619	1605	253	128	63				
33	M/s Napolian Blenders & Bottlers Samba for Saino Spirits Ltd.	Ninja Rum	75	817	840	883	1924	1948	1951	293	148	73				
34	M/s Napolian Blenders & Bottlers Samba for Saino Spirits Ltd.	First Spiced Gin	65	649	663	705	1605	1620	1628	254	128	64				
35	M/s Napolian Blenders & Bottlers Samba for Saino Spirits Ltd.	First Vodka	75	815	841	869	1922	1949	1937	292	148	73				
36	M/s Napolian Blenders & Bottlers Samba for Saino Spirits Ltd.	First Coffee Rum	75	823	853	883	1930	1962	1951	293	149	73				
37	M/s Napolian Blenders & Bottlers Samba for Saino Spirits Ltd.	Ninja Duet	75	835	845	883	1943	1953	1951	295	148	73				

ANNEXURE 'I'

MRP of Local Cheap Brands For Sale in Civil For The Year 2012-13

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	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	National Ind. Corp.	Standard Whisky	75	393	448	482	1317	1375	1375	209	108	53
2	National Ind. Corp.	Standard XXX Rum	75	393	448	482	1317	1375	1375	209	108	53
3	National Ind. Corp.	Standard Dry Gin	65	363	423	448	1166	1230	1225	192	100	49
4	National Ind. Corp.	Standard Orange Gin	65	385	429	480	1189	1236	1259	195	100	50
5	Rockland Distillery	Star One Whisky	75	393	448	482	1317	1375	1375	209	108	53
6	Rockland Distillery	Star XXX Rum	75	393	448	482	1317	1375	1375	209	108	53
7	Rockland Distillery	Star Orange Gin	65	385	429	480	1189	1236	1259	195	100	50
8	Rockland Distillery	Star Dry Gin	65	363	423	448	1166	1230	1225	192	100	49
9	Ranson Industries	Ranson Club Whisky	75	393	448	482	1317	1375	1375	209	108	53
10	Ranson Industries	Ranson Club XXX Rum	75	393	448	482	1317	1375	1375	209	108	53
11	Trishul Bottlers	Tiger Rum	75	393	448	482	1317	1375	1375	209	108	53
12	Trishul Bottlers	Mission Kashmir XXX Rum	75	393	448	482	1317	1375	1375	209	108	53
13	Trishul Bottlers	Tiger Whisky	75	393	448	482	1317	1375	1375	209	108	53
14	Trishul Bottlers	Tiger Dry Gin	65	363	423	448	1166	1230	1225	192	100	49
15	Trishul Bottlers	Tiger Orange Gin	65	385	429	480	1189	1236	1259	195	100	50
16	Trishul Bottlers	Olde Adventure Rum	75	563	561	633	1583	1581	1618	240	120	60
17	Basantar Bottlers	Chinar Fine Whisky	75	393	448	482	1317	1375	1375	209	108	53
18	Basantar Bottlers	Chinar XXX Rum	75	393	448	482	1317	1375	1375	209	108	53
19	Basantar Bottlers	Chinar Orange Gin	65	385	429	480	1189	1236	1259	195	100	50
20	Basantar Bottlers	Chinar Ice Blue Gin	65	363	423	448	1166	1230	1225	192	100	49
21	GMB	007 Whisky	75	393	448	482	1317	1375	1375	209	108	53
22	GMB	Old Charlie Rum	75	393	448	482	1317	1375	1375	209	108	53
23	GMB	Ranjit Dry Gin	65	363	423	448	1166	1230	1225	192	100	49
24	GMB	Orange Gin	65	385	429	480	1189	1236	1259	195	100	50
25	Madeira Bottlers	Royal Club XXX Rum	75	393	448	482	1317	1375	1375	209	108	53
26	Madeira Bottlers	Royal Club Fine Whisky	75	393	448	482	1317	1375	1375	209	108	53
27	Madeira Bottlers	Raspberri Orange Gin	65	385	429	480	1189	1236	1259	195	100	50
28	Madeira Bottlers	Glory Dry Gin	65	363	423	448	1166	1230	1225	192	100	49
29	Dogra Distilleries	Knight No.1 Spl Whisky	75	393	448	482	1317	1375	1375	209	108	53
30	Dogra Distilleries	Double Cross Rum	75	393	448	482	1317	1375	1375	209	108	53
31	Dogra Distilleries	Shallmar Dry Gin	65	363	423	448	1166	1230	1225	192	100	49
32	Dogra Distilleries	Chinab Orange Gin	65	385	429	480	1189	1236	1259	195	100	50
33	Oakland Bottlers	OB Orange Gin	65	385	429	480	1189	1236	1259	195	100	50
34	Oakland Bottlers	OB Dry Gin	65	363	423	448	1166	1230	1225	192	100	49
35	New India Distilleries	Gold Band Rum	75	393	448	482	1317	1375	1375	209	108	53
36	New India Distilleries	Gold Band Whisky	75	393	448	482	1317	1375	1375	209	108	53
37	New India Distilleries	Gold Band Dry Gin	65	363	423	448	1166	1230	1225	192	100	49
38	New India Distilleries	Vegas Orange Gin	65	385	429	480	1189	1236	1259	195	100	50
41	Napolian Bottlers	Napolian's A Class Rum **	75	393	448	482	1317	1375	1375	209	108	53
42	Napolian Bottlers	Napolian's A Class Whisky **	75	393	448	482	1317	1375	1375	209	108	53
43	Napolian Bottlers	Napolian's A Class Dry Gin **	65	363	423	448	1166	1230	1225	192	100	49
44	Napolian Bottlers	Napolian's Orange Gin **	65	385	429	480	1189	1236	1259	195	100	50
45	Oakland Bottlers	Binnies Fine Whisky	75	512	529	560	1529	1547	1540	234	118	58
46	Oakland Bottlers	Shatranj Whisky	75	445	494	515	1458	1510	1493	226	116	57
47	Trishul Bottlers	Kerala Malted Whisky	75	567	568	602	1587	1588	1585	240	120	59
48	Tawi Bottlers/Mohan Maiker	Blue Bull	75	554	567	599	1573	1587	1582	239	120	59
49	Dogra Distilleries	White Stag Whisky	75	550	563	601	1483	1497	1501	229	115	57
50	Oakland Bottlers	OB Whisky	75	603	627	659	1540	1565	1563	235	119	59
51	Oakland Bottlers	OB Rum	75	603	627	659	1540	1565	1563	235	119	59
52	Trishul Bottlers	Crazy Hunter Whisky	75	537	557	576	1470	1491	1475	227	115	56
53	DMB	Triple Horse Fine Whisky	75	435	474	510	1361	1403	1405	214	110	54
54	DMB	Kashmir XXX Rum	75	393	448	482	1317	1375	1375	209	108	53
55	DMB	Kashmir Orange Gin	65	385	429	480	1189	1236	1259	195	100	50

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	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
56	DMB	Kashmir Dry Gin	65	363	423	448	1166	1230	1225	192	100	49
57	DMB	Double Horse Malted Whisky	75	393	448	482	1317	1375	1375	209	108	53
58	Dogra Distilleries	Dogra's Royal Duet	65	553	568	599	1367	1383	1385	215	109	54
59	Oakland Bottlers	Samba Rum	75	393	448	482	1317	1375	1375	209	108	53
60	Trikuta Bottlers	Himalaya No. 1 whisky	75	393	448	482	1317	1375	1375	209	108	53
61	Trikuta Bottlers	Himalaya XXX Rum	75	393	448	482	1317	1375	1375	209	108	53
62	Trikuta Bottlers	Sky Blue Extra Dry Gin	65	363	423	448	1166	1230	1225	192	100	49
63	Trikuta Bottlers	Sky Blue Orange Gin	65	385	429	480	1189	1236	1259	195	100	50
64	Trikuta Bottlers	Magic Malted Whisky	75	532	567	603	1464	1501	1504	226	115	57
65	Trikuta Bottlers	Magic King Malted Whisky	75	582	617	653	1517	1554	1557	232	118	59
66	Napolian Blenders & Bottle	Napolian's Crown Malted Wky	75	508	528	553	1439	1460	1451	223	113	56
67	Napolian Blenders & Bottle	Napolian's Glacier Dry Gin	65	593	613	643	1410	1431	1431	220	111	55
68	Kashmir Distilleries	Flying Bird Whisky	75	393	448	482	1317	1375	1375	209	108	53
69	Kashmir Distilleries	Flying Bird Rum	75	393	448	482	1317	1375	1375	209	108	53
70	Kashmir Distilleries	Flying Bird Gin	65	363	423	448	1166	1230	1225	192	100	49
71	Kashmir Distilleries	Flying Bird Orange Gin	65	385	429	480	1189	1236	1259	195	100	50
72	DMB	Sultan Malted Whisky	75	647	649	680	1586	1588	1585	240	120	59
73	DMB	Godfather XXX Rum	75	560	594	625	1494	1530	1527	230	117	58
74	DMB	Sultan XXX Rum	75	647	649	680	1586	1588	1585	240	120	59

(Fig. in Rs)

ANNEXURE - J

MRP of Local Beer Brands For Sale In Civil For The Year 2012-13

S. No	BREWERY	BRAND	Category	DEG. BELOW % VV	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		650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML
1	DEVANS MODERN BREWERIES	God Father S. Strong Premium	BEER	8	328	0	433	433	439	0	549	548	64	0	38	38
2	DEVANS MODERN BREWERIES	God Father High Power S. Strong	BEER	8	328	0	433	433	439	0	549	548	64	0	38	38
3	DEVANS MODERN BREWERIES	God Father 10000+ Premium Strong	BEER	8	328	0	433	433	439	0	549	548	64	0	38	38
4	DEVANS MODERN BREWERIES	God Father 10000+ Super Strong Premium	BEER	8	328	0	433	433	439	0	549	548	64	0	38	38
5	DEVANS MODERN BREWERIES	Godfather Super Strong International Quality Beer	BEER	8	328	0	0	0	439	0	0	0	64	0	0	0
6	DEVANS MODERN BREWERIES	Bulldozer Strong Beer	BEER	8	328	0	0	0	439	0	0	0	64	0	0	0
7	DEVANS MODERN BREWERIES	Bulldozer Super Strong Beer	BEER	8	328	0	0	0	439	0	0	0	64	0	0	0
8	DEVANS MODERN BREWERIES	Monalisa Premium Lager	BEER	5	328	0	0	0	439	0	0	0	64	0	0	0
9	NEW INDIA BREWERIES	Falcon Super Strong	BEER	8	328	0	0	0	439	0	0	0	64	0	0	0
10	NEW INDIA BREWERIES	Falcon 10000 Beer	BEER	8	328	0	0	0	439	0	0	0	64	0	0	0
11	NEW INDIA BREWERIES	Golden Eagle Super Strong	BEER	8	355	0	0	0	529	0	0	0	74	0	0	0
12	NEW INDIA BREWERIES	Meakin 10000 Super Strong	BEER	8	355	0	0	0	529	0	0	0	74	0	0	0
13	NEW INDIA BREWERIES	Fit n Fine Beer Super Strong	BEER	8	328	0	0	0	439	0	0	0	64	0	0	0
14	Basantar Breweries	Chinar 10000 Super Strong	BEER	8	328	0	430	0	439	0	546	0	64	0	38	0
15	Basantar Breweries	Chinar Lite Premium	BEER	5	328	0	430	0	439	0	546	0	64	0	38	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 Ultra Super Strong Beer	Tin	5	0	682	460	0	0	859	577	0	0	60	40	0

(Fig in Rs)

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