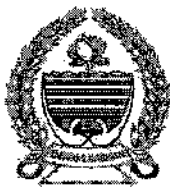


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Tele/ Fax:

(T) 0191-2477977,2477761

(X) 0194-2442533,2430678

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

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

ORDER NO : 01 Of 2013
D A T E D : 01 - 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/22 Dated: 1-4-2013 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 liquor 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 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 'G' of this order with immediate effect.

The existing MRP of Beer is extended upto 15th of April,2013. However, any other revision in this MRP, if required, will be notified separately.

MRP of Imported Deluxe 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)		
				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	4503	4534	4585	4779	4812	4866	573	339	170
2	Pernod Ricard India Pvt. Ltd.	Seagram's 100 Pipers Deluxe Blended Scotch Whisky	75	8919	8926	8926	9460	9468	9467	1268	635	317
3	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Rare Premium Whisky	75	4705	4709	4811	4993	4998	5105	700	350	178
4	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Reserve Collection	75	6329	6329	6475	6715	6715	6869	919	460	234
5	Pernod Ricard India Pvt. Ltd.	Royal Stag Barrel Select	75	3733	3726	3802	3963	3956	4036	569	284	144
6	Khoday India Ltd.	Peter Scot Malt Whisky	75	4185	4239	4243	4442	4499	4503	630	319	159
7	United Spirits Limited	Signature Premier Grain Whisky	75	5003	5065	5070	5309	5375	5380	740	374	187
8	United Spirits Limited	Mc Dowells Signature Rare Whisky	75	4681	4760	4850	4968	5052	5147	697	354	179
9	United Spirits Limited	Antiquity Blue Ultra Premium Whisky	75	6277	6263	6439	6660	6645	6831	912	455	233
10	United Spirits Limited	Antiquity Premium Rare Whisky	75	5238	0	0	5558	0	0	772	0	0
11	United Spirits Limited	Royal Challenge Whisky	75	4409	4521	4575	4680	4798	4855	360	338	170
12	United Spirits Limited	Black Dog Deluxe Scotch Whisky	75	13080	13171	13197	13871	13967	13995	829	920	460
13	United Spirits Limited	Black Dog Centenary Scotch Whisky	75	9971	10051	10103	10575	10660	10715	1410	710	356
14	United Spirits Limited	Whyte & Mackay Special Scotch Whisky	75	7967	0	0	8451	0	0	1140	0	0
15	Beam Global Spirits & Wine	Teacher's 50 (12 Yrs. Old Scotch)	75	12647	12752	12998	13412	13523	13784	1770	892	454
16	Beam Global Spirits & Wine	Teacher's Highland Cream	75	9380	9541	9634	9949	10119	10218	1330	676	340
17	Beam Global Spirits & Wine	Teacher's Origin Blended Scotch Whisky	75	14382	13872	0	15251	14710	0	2003	967	0
18	Diageo India Pvt. Ltd.	Johny Walker (Black Label) Blended Scotch Whisky	75.4	22888	0	0	24267	0	0	3150	0	0
19	Diageo India Pvt. Ltd.	Johny Walker (Red label) Blended Scotch Whisky	75.4	10189	0	0	10806	0	0	1439	0	0
20	Diageo India Pvt. Ltd.	Black & White Blended Scotch Whisky	75	10049	0	0	10658	0	0	1420	0	0
21	Diageo India Pvt. Ltd.	Vat 69 Blended Scotch Whisky	75	8612	0	0	9135	0	0	1227	0	0
22	Diageo India Pvt. Ltd.	Smirnoff Tripple Distilled Vodka	75	4706	4750	4843	4994	5041	5139	700	353	179
23	Diageo India Pvt. Ltd.	Rowson's Reserve Premium Whisky	75	4647	0	0	4932	0	0	692	0	0
24	M/s Nashik Vinters PVT Ltd	Hardys Shiraz Cabernet Sauvignon	24	7516	0	0	7973	0	0	1079	0	0
25	M/s Nashik Vinters PVT Ltd	Hardys Riesling Gewurztraminer	20	7525	0	0	7983	0	0	1080	0	0
26	M/s Nashik Vinters PVT Ltd	The African Horizon Pinotage	25	6554	0	0	6953	0	0	949	0	0
27	M/s Nashik Vinters PVT Ltd	The African Horizon Sauvignon Blanc	20	6467	0	0	6861	0	0	938	0	0
28	Radico Khaitan Ltd	After Dark Whisky	75	3714	3766	3762	3943	3998	3993	567	287	143

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29	M/s John Dewars and Sons Limited, Perthshire- Scotland, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Dewars 12 Years Scotch Whisky Whisky	70.10	22876	0	0	24255	0	0	3149	0	0
30	M/s John Dewars and Sons Limited, Perthshire- Scotland, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Dewars White label Scotch Whisky	70.10	13008	0	0	13794	0	0	1819	0	0
31	M/s Grey Goose- BMP, 16130 Gensac-LA, Palue, France, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Grey Goose Vodka	70.10	22863	0	0	24241	0	0	3147	0	0
32	M/s S.A, Arenal, Jalisco, EMB, BMP For Tradall S.A, F-30300 Beaucaire- Mexico Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Camino Real Tequila	70.10	9899	0	0	10499	0	0	1400	0	0
33	M/s DA CVC S.r.l., Gattinara-Italia, Imported & Distributed by M/s RED, Rad Elan Distributors Pvt. Ltd.,	Caldirola Prosecco	19.28	9049	0	0	9598	0	0	1286	0	0
34	M/s DA CVC S.r.l., Gattinara-Italia, Imported & Distributed by M/s RED, Rad Elan Distributors Pvt. Ltd.,	La Cacciatora Cuvee Del Centenario Rosso	21.91	6296	0	0	6680	0	0	915	0	0
35	M/s DA CVC S.r.l., Gattinara-Italia, Imported & Distributed by M/s RED, Rad Elan Distributors Pvt. Ltd.,	La Cacciatora Cuvee Del Centenario Bianco	20.15	6261	0	0	6643	0	0	910	0	0
36	M/s Chivas Brothers Ltd. Distillers Keith Scotland, Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Chivas Regal Aged 12 Years Blended Scotch Whisky	75.36	24032	0	0	25480	0	0	3304	0	0
37	M/s George Ballantine & Son Ltd. Distillers Dumbarton Scotland Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Ballantines Finest Scotch Whisky	75.36	11264	0	0	11946	0	0	1584	0	0
38	PRODUCED AND BOTTLED IN AHUS, SWEDEN By M/s The Absolut Company AB 117 97 Stockholm, Sweden & Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Absolut Vodka	70.10	10493	0	0	11129	0	0	1480	0	0
39	Product of France imported and Distributed by M/s Sobieski Beverages India Pvt. Ltd	St Jean D'OC Red Wine Merlot	22.78	7017	0	0	7444	0	0	1012	0	0
40	Product of France Imported and Distributed by M/s Sobieski Beverages India Pvt. Ltd	St Jean D'OC White Wine Chardonnay	22.78	7860	0	0	8338	0	0	1125	0	0

MRP of Imported Premium 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
(Fig. in Rs.)												
1	Pernod Ricard India Pvt. Ltd.	Seagram's Royal Stag Delux Whisky	75	2644	2666	2683	2809	2832	2850	415	209	104
2	Pernod Ricard India Pvt. Ltd.	Seagram's Imperial Blue Superior Grain Whisky	75	2374	2418	2360	2522	2569	2507	379	193	94
3	Pernod Ricard India Pvt. Ltd.	Seagram's Fuel Vodka	75	2754	2725	2759	2925	2895	2930	430	213	107
4	Khoday India Ltd.	Red Knight Malt Whisky	75	2645	2668	2676	2810	2834	2842	415	209	104
5	Radico Khaitan Ltd	Magic Moments Grain Vodka	75	2796	2824	2780	2970	2999	2953	435	219	108
6	Radico Khaitan Ltd	8 PM Rare Blend of Indian Whisky & Scotch Whisky	75	2165	2181	2151	2301	2318	2286	352	177	87
7	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Green Apple	65	3053	3082	3072	3242	3273	3262	469	237	117
8	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Lemon Grass & Ginger	65	3053	3082	3072	3242	3273	3262	469	237	117
9	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Orange	65	3053	3082	3072	3242	3273	3262	469	237	117
10	Jagatjit Industries Ltd.	Aristocrat Premium Blended with Scotch Whisky	75	2229	2266	2250	2369	2408	2391	360	183	90
11	Jagatjit Industries Ltd.	AC Neat Whisky	75	2115	2121	2109	2248	2254	2241	345	173	85
12	M/s Jagatjit Industries Ltd., P.O. Jagatjit Nagar, Distt.	Ice Triple Distilled Pure Grain Premium Vodka	75	2714	2741	2696	2883	2911	2864	424	214	105
13	M/s Jagatjit Industries Ltd., P.O. Jagatjit Nagar, Distt.	Ice Flavorz Green Apple Flavored Vodka	75	2966	2988	2986	3150	3173	3171	458	230	114
14	M/s Jagatjit Industries Ltd., P.O. Jagatjit Nagar, Distt.	Ice Flavorz Orange Flavored Vodka	75	2966	2988	2986	3150	3173	3171	458	230	114
15	United Spirits Limited	Golconda Brandy	75	2079	2080	2068	2210	2211	2198	340	170	84
16	United Spirits Limited	DSP Black Whisky	75	2268	2309	2259	2410	2454	2400	365	185	90
17	United Spirits Limited C/o CDBL	Mc Dowell's No1 Reserve Whisky	75	2381	2383	2380	2530	2532	2529	380	190	94
18	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Platinum Luxury Whisky	75	2645	2687	2684	2810	2854	2851	415	210	104
19	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Diet Mate Whisky	75	2531	2534	2544	2689	2692	2702	400	200	100
20	United Spirits Limited C/o CDBL	Mc Dowell's Cariba Rum	75	2531	2534	2544	2689	2692	2702	400	200	100
21	Bacardi India Pvt. Ltd.	Eristoff Triple Distilled Premium Vodka	75	3023	3028	3071	3210	3216	3261	485	233	117
22	M/s Khoday India Limited Bangalore	Hercules Deluxe Rum	75	2634	2643	2651	2798	2808	2816	414	208	103
23	M/s S.D Beverages Pvt. Ltd Dera Bassi	Spark Green Apple Premium Green Vodka	75	2757	2812	2748	2928	2987	2919	430	219	107
24	M/s S.D Beverages Pvt. Ltd Dera Bassi	Spark Cranberry Premium Grain Vodka	75	2757	2812	2748	2928	2987	2919	430	219	107
25	M/s S.D Beverages Pvt. Ltd Dera Bassi	Spark Orange Premium Grain Vodka	65	2757	2812	2748	2928	2987	2919	430	219	107
26	M/s S.D Beverages Pvt. Ltd Dera Bassi	Spark Lime Premium Grain Vodka	65	2757	2812	2748	2928	2987	2919	430	219	107

'Annexure- C'

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	Radico Khaitan Ltd	Contessa XXX Rum	75	1796	1814	1793	1910	1929	1906	292	147	72
2	Jagatjit Industries Ltd.	Aristocrart Vodka	75	1871	1894	1876	1989	2014	1994	302	152	75
3	United Spirits Limited	White Mischief Vodka	75	1859	1863	1865	1977	1981	1983	300	150	75
4	United Spirits Limited	Premium Romanov Vodka	75	1919	1941	1953	2040	2063	2076	308	155	77
5	United Spirits Limited C/o CDBL	Mc Dowell's Blue Riband Duet Gin & Lime	65	1938	1940	1952	2060	2062	2075	310	155	77

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

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			
1	Napoliian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Silky Vodka	75	1499	1503	1525	2847	2851	2824	420	210	104
2	Napoliian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Green Apple Vodka	65	1850	1873	1937	3052	3077	3101	446	224	112
3	Napoliian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Orange Vodka	65	1850	1873	1937	3052	3077	3101	446	224	112
4	Napoliian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Mango Vodka	65	1850	1873	1937	3052	3077	3101	446	224	112
5	M/s Napoliian Blenders & Bottlers Samba for Sainov Spirits Ltd.	President House Special Deluxe Whisky	75	1009	1028	1065	2328	2348	2337	355	179	88
6	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Knight Rider Apple Vodka	65	1443	1423	1463	2621	2600	2598	392	195	97
7	Tawi Bottlers Suniwan Samba for M/s Mohan Meakin Ltd.	Old Monk Gold Reserve Rum	75	1103	1133	1163	2427	2459	2441	368	186	92
8	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Solan No. 1 Whisky	75	973	977	975	2290	2294	2241	350	175	85
9	Trishul Bottlers Sikanderpur Jmu for M/s USL	Bagpiper Whisky	75	973	977	975	2290	2294	2241	350	175	85
10	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowells Green Label Whisky	75	1124	1126	1126	2450	2452	2401	370	185	90
11	National Industrial Corp. Ltd. Bari Brahmmana	Black & Gold Rare Premium whisky	75	1565	1580	1640	2810	2826	2843	415	209	104
12	National Industrial Corp. Ltd. Bari Brahmmana	Nico's V Vodka	75	1565	1580	1640	2810	2826	2843	415	209	104
13	National Industrial Corp. Ltd. Bari Brahmmana	Black & Gold Brandy	75	1565	1580	1640	2810	2826	2843	415	209	104
14	Khoday Industres Ltd. Bari Brahmmana	Red Knight Select Whisky	75	1152	1177	1207	2372	2398	2384	361	182	90

(Fig. in Rs.)

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

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)		
				57	59	81	57	59	81	57	59	81
1	Trishul Bottlers Sikanderpur Jmu	Luknavi Paan Elaichi Liqueur	75	825	959	1036	1882	2024	2066	289	153	77
2	Trishul Bottlers Sikanderpur Jmu	Lemon Punch Duet Gin N Lime	65	645	745	883	1558	1664	1775	250	131	68
3	Trishul Bottlers Sikanderpur Jmu for M/s USL	Carew Dry Gin	65	737	746	805	1748	1758	1782	273	137	69
4	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowell's No.1 Celebration Matured XXX Ru	75	911	919	963	2081	2089	2091	313	157	78
5	Trishul Bottlers Sikanderpur Jmu for M/s USL	Director Special Superior Whisky	75	904	900	1020	2073	2069	2152	312	156	80
6	Trishul Bottlers Sikanderpur Jmu	Majestic Vodka	75	733	844	904	1785	1902	1926	277	146	73
7	Dogra Distilleries Gangyal Jmu	LLA Pan Paan Elaichi Liqueur	75	800	870	955	1856	1930	1980	286	147	75
8	Dogra Distilleries Gangyal Jmu	DD GREEN APPLE VODKA	65	901	955	990	1829	1886	1889	283	145	72
9	Dogra Distilleries Gangyal Jmu	DD VODKA	75	755	870	950	1808	1930	1974	280	147	74
10	Dogra Distilleries Gangyal Jmu	DD Duet	65	850	870	900	1775	1796	1793	276	139	69
11	Oakland Bottlers Samba for M/s Jagajit Ind. Ltd.	Aristocrat Extra Dry Gin	65	663	674	703	1670	1682	1674	263	132	65
12	Oakland Bottlers Samba for M/s Jagajit Ind. Ltd.	Aristocrat Deluxe XXX Rum	75	811	830	849	1975	1995	1970	300	151	74
13	Devans Modern Breweries Ltd. Bohri T.T. Jmu	God Father Premium Rum	75	870	884	913	1930	1945	1935	295	148	73
14	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Paradise Duet -Gin with Lime	65	765	835	902	1685	1759	1795	265	137	69
15	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Pan Elaichi Paradise Liqueur	65	798	868	935	1720	1794	1830	269	139	70
16	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Kashmir No. 1 Brandy	75	765	835	902	1819	1893	1924	281	145	73
17	Napolian Blenders & Bottlers Samba	Napolian's Party Lemon Duet	65	768	798	848	1688	1720	1738	266	135	67
18	Napolian Blenders & Bottlers Samba	Napolian's W Bravo XXX Rum	75	738	753	783	1790	1806	1797	278	140	69
19	Napolian Blenders & Bottlers Samba	Napolian's Caribbeans XXX Dark Rum	75	778	793	823	1832	1848	1840	283	142	70
20	Napolian Blenders & Bottlers Samba	Napolian's INOV Russian Vodka	75	763	783	803	1816	1838	1819	281	142	70
21	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	Ninja Duet Gin-Lime	65	831	838	869	1848	1855	1850	285	143	71
22	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	Ninja Mineral Vodka	75	807	828	807	1970	1993	1926	300	151	73
23	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	Ninja Extra Dry Gin	65	643	662	683	1649	1669	1652	261	132	65

(Fig. in Rs.)

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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)			
				75	92	11	37	11	18	75	12	11	18	75	12
24	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	Ninja XXX Rum	75	817	840	883	1981	2005	2006	301	152	75			
25	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	First Spiced Gin	65	649	663	705	1655	1670	1676	262	132	65			
26	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	First Vodka	75	815	841	869	1979	2006	1992	301	152	75			
27	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	First Coffee Rum	75	823	853	883	1987	2019	2006	302	153	75			
28	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	Ninja Duet	75	835	845	883	2000	2011	2006	303	152	75			
29	Basantar Bottlers Samba	Black Berry Prestige Whisky	75	851	783	815	1910	1838	1831	292	142	70			
30	Tawi Bottlers Sunjwan Samba for M/s Mohan Meakin Ltd.	Old Monk XXX Rum	75	911	918	963	2081	2088	2091	313	157	78			
31	Tawi Bottlers Sunjwan Samba for M/s Mohan Meakin Ltd.	Black Knight Whisky	75	800	800	850	1963	1963	1971	299	149	74			
32	Tawi Bottlers Sunjwan Samba for M/s Mohan Meakin Ltd.	Knight Rider Vodka	75	879	913	955	2047	2083	2083	309	157	78			
33	Trikuta Bottlers Samba	Sikkim XXX Prize Rum	75	877	893	913	2045	2062	2038	309	155	76			
34	Trikuta Bottlers Samba	Sikkim Deluxe Musk Brandy	75	807	823	843	1970	1987	1964	300	151	74			
35	Trikuta Bottlers Samba	Magic King Duet Lime	65	890	910	925	1818	1839	1820	281	142	70			
36	Trikuta Bottlers Samba	Banarsi Pan Elachi	75	785	875	945	1840	1935	1969	284	148	74			
37	National Industrial Corp. Ltd. Bari Brahmamata Jammu	Black Bull Matured XXX Rum	75	911	918	963	1973	1981	1988	300	150	75			
38	Khoday Industries Ltd. Bari Brahmamata	Hercules XXX Rum	75	953	970	983	2018	2036	2009	305	154	75			
39	Khoday Industries Ltd. Bari Brahmamata	Sea Pirate XXX Rum	75	953	970	983	2018	2036	2009	305	154	75			

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ANNEXURE 'F'

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

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGR. EE	EX MANUFACTURER PRICE/CASE			EX-JRET-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	National Ind. Corp. Bari Brahmana	Standard Whisky	75	425	488	532	1387	1453	1463	219	113	56
2	National Ind. Corp. Bari Brahmana	Standard XXX Rum	75	425	488	532	1387	1453	1463	219	113	56
3	National Ind. Corp. Bari Brahmana	Standard Extra Dry Gin	65	392	460	495	1228	1300	1304	201	104	52
4	National Ind. Corp. Bari Brahmana	Standard Orange Gin	65	416	467	530	1253	1307	1341	203	105	53
5	Rockland Distilleries Pvt. Ltd. B.B	Star One Whisky	75	425	488	532	1387	1453	1463	219	113	56
6	Rockland Distilleries Pvt. Ltd. B.B	Star XXX Rum	75	425	488	532	1387	1453	1463	219	113	56
7	Rockland Distilleries Pvt. Ltd. B.B	Star Orange Gin	65	416	467	530	1253	1307	1341	203	105	53
8	Rockland Distilleries Pvt. Ltd. B.B	Star Dry Gin	65	392	460	495	1228	1300	1304	201	104	52
9	Ranson Industries Gangyal Jmu	Ranson Club Whisky	75	425	488	532	1387	1453	1463	219	113	56
10	Ranson Industries Gangyal Jmu	Ranson Club XXX Rum	75	425	488	532	1387	1453	1463	219	113	56
11	Ranson Industries Gangyal Jmu	Ranson Club Gin	65	392	467	530	1228	1307	1341	201	105	53
12	Trishul Bottlers Sikanderpur Jmu	Tiger XXX Rum	75	425	488	532	1387	1453	1463	219	113	56
13	Trishul Bottlers Sikanderpur Jmu	Mission Kashmir XXX Rum	75	425	488	532	1387	1453	1463	219	113	56
14	Trishul Bottlers Sikanderpur Jmu	Tiger Whisky	75	425	488	532	1387	1453	1463	219	113	56
15	Trishul Bottlers Sikanderpur Jmu	Tiger Dry Gin	65	392	460	495	1228	1300	1304	201	104	52
16	Trishul Bottlers Sikanderpur Jmu	Tiger Orange Gin	65	416	467	530	1253	1307	1341	203	105	53
17	Trishul Bottlers Sikanderpur Jmu for M/s USL	Olde Adventurer Matured Cane Rum	75	566	566	644	1643	1643	1684	248	124	63
18	Trishul Bottlers Sikanderpur Jmu for M/s USL	Kerala Malted Whisky	75	602	606	647	1682	1686	1688	253	127	63
19	Trishul Bottlers Sikanderpur Jmu	Crazy Hunter Whisky	75	578	600	637	1549	1572	1574	237	120	59
20	Trishul Bottlers Sikanderpur Jmu	Black Cat Whisky	75	603	606	646	1575	1579	1583	240	120	60
21	Basantar Bottlers Samba	Chinar Fine Whisky	75	425	488	532	1387	1453	1463	219	113	56
22	Basantar Bottlers Samba	Chinar XXX Rum	75	425	488	532	1387	1453	1463	219	113	56
23	Basantar Bottlers Samba	Chinar Orange Gin	65	416	467	530	1253	1307	1341	203	105	53
24	Basantar Bottlers Samba	Chinar Ice Blue Gin	65	392	460	495	1228	1300	1304	201	104	52
25	Gupta Modern Breweries Muthi Jmu	Old 007 Whisky	75	425	488	532	1387	1453	1463	219	113	56
26	Gupta Modern Breweries Muthi Jmu	Old Charlie XXX Rum	75	425	488	532	1387	1453	1463	219	113	56
27	Gupta Modern Breweries Muthi Jmu	Ranjit Gin	65	392	460	495	1228	1300	1304	201	104	52
28	Gupta Modern Breweries Muthi Jmu	Orange Gin	65	416	467	530	1253	1307	1341	203	105	53
29	Madeira Bottlers Bari Brahmana	Royal Club XXX Rum	75	425	488	532	1387	1453	1463	219	113	56

(Fig. in Rs)

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGR DEE	EX MANUFACTURER PRICE/CASE				EX-JKEI-1 PRICE/CASE				MRP per Unit (Inclusive of all Taxes)			
				1M 750	1M 375	1M 180	1M 750	1M 375	1M 180	1M 750	1M 375	1M 180			
30	Madeira Bottlers Bari Brahmana	Royal Child Fine Whisky	75	425	488	532	1387	1453	1463	219	113	56			
31	Madeira Bottlers Bari Brahmana	Raspberry Orange Gin	65	416	467	530	1253	1307	1341	203	105	53			
32	Madeira Bottlers Bari Brahmana	Glory Dry Gin	65	392	460	495	1228	1300	1304	201	104	52			
33	Dogra Distilleries Gangyal Jmu	Knight No.1 Special Whisky	75	425	488	532	1387	1453	1463	219	113	56			
34	Dogra Distilleries Gangyal Jmu	DoubleCross XXX Rum	75	425	488	532	1387	1453	1463	219	113	56			
35	Dogra Distilleries Gangyal Jmu	Shalimar Dry Gin	65	392	460	495	1228	1300	1304	201	104	52			
36	Dogra Distilleries Gangyal Jmu	Chinab Orange Gin	65	416	467	530	1253	1307	1341	203	105	53			
37	Dogra Distilleries Gangyal Jmu	White Stag Whisky	75	648	649	668	1623	1624	1607	246	123	60			
38	New India Distilleries Sunjwan Samba	Gold Band XXX Rum	75	425	488	532	1387	1453	1463	219	113	56			
39	New India Distilleries Sunjwan Samba	Gold Band Whisky	75	425	488	532	1387	1453	1463	219	113	56			
40	New India Distilleries Sunjwan Samba	Gold Band Gin	65	392	416	495	1228	1253	1304	201	102	52			
41	New India Distilleries Sunjwan Samba	Vegas Orange Gin	65	416	467	530	1253	1307	1341	203	105	53			
42	Napolian Bottlers Samba	Napolian's A Class XXX Rum	75	425	488	532	1387	1453	1463	219	113	56			
43	Napolian Bottlers Samba	Napolian's A Class Whisky **	75	425	488	532	1387	1453	1463	219	113	56			
44	Napolian Bottlers Samba	Napolian's A Class Dry Gin **	65	392	460	495	1228	1300	1304	201	104	52			
45	Napolian Bottlers Samba	Napolian's Orange Gin **	65	416	467	530	1253	1307	1341	203	105	53			
46	Napolian Blenders & Bottlers	Napolian's Crown Malted WKY	75	505	525	550	1471	1493	1482	229	116	57			
47	Napolian Blenders & Bottlers	Napolian's Glacier Dry Gin	65	590	610	640	1438	1459	1458	225	114	56			
48	Oakland Bottlers Samba	OB Orange Gin	65	416	467	530	1253	1307	1341	203	105	53			
49	Oakland Bottlers Samba	OB Dry Gin	65	392	460	495	1228	1300	1304	201	104	52			
50	Oakland Bottlers Samba for M/s Jagatjit Ind.	Binnies Fine Whisky	75	532	549	580	1607	1625	1617	244	123	61			
51	Oakland Bottlers Samba for M/s Jagatjit Ind.	Shatrani Blended Whisky	75	465	514	535	1536	1588	1569	236	121	59			
52	Oakland Bottlers Samba	OB Whisky	75	603	606	646	1575	1579	1583	240	120	60			
53	Oakland Bottlers Samba	OB XXX Rum	75	603	606	646	1575	1579	1583	240	120	60			
54	Oakland Bottlers Samba	Oakland Brandy	75	603	606	646	1575	1579	1583	240	120	60			
55	Oakland Bottlers Samba	Samba XXX Rum	75	425	488	532	1387	1453	1463	219	113	56			
56	Oakland Bottlers Pvt. Ltd Samba	Silky Stude Prestige Whisky	75	425	488	532	1387	1453	1463	219	113	56			
57	Tawi Bottlers for M/s Mohan Meakin Sunjwan Samba	Blue Bull Whisky	75	522	536	559	1597	1612	1594	243	122	60			
58	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Triple Horse Fine Whisky	75	470	512	551	1434	1479	1483	224	115	57			
59	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Kashmir XXX Rum	75	425	488	532	1387	1453	1463	219	113	56			
60	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Kashmir Orange Gin	65	416	467	530	1253	1307	1341	203	105	53			

(Fig. in Rs)

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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
61	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Kashmir Dry Gin	65	392	460	495	1228	1300	1304	201	104	52
62	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Double Horse Malted Whisky	75	425	488	532	1387	1453	1463	219	113	56
63	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Sultan Malted Whisky	75	698	700	735	1676	1678	1678	252	126	62
64	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Godfather XXX Rum	75	605	642	675	1577	1617	1614	241	123	61
65	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Sultan XXX Rum	75	698	700	735	1676	1678	1678	252	126	62
66	Trikuta Bottlers Sanba	Himalaya No. 1 Whisky	75	425	488	532	1387	1453	1463	219	113	56
67	Trikuta Bottlers Sanba	Himalaya XXX Rum	75	425	488	532	1387	1453	1463	219	113	56
68	Trikuta Bottlers Sanba	Sky Blue Extra Dry Gin	65	392	460	495	1228	1300	1304	201	104	52
69	Trikuta Bottlers Sanba	Sky Blue Orange Gin	65	416	467	530	1253	1307	1341	203	105	53
70	Trikuta Bottlers Sanba	Magic King Malted Whisky	75	625	650	668	1599	1625	1607	243	123	60
71	Trikuta Bottlers Sanba	Magic Malt Whisky	75	565	610	640	1535	1583	1577	236	121	60
72	Kashmir Distilleries (P) Ltd Bari Brahmana	Flying Bird Whisky	75	425	488	532	1387	1453	1463	219	113	56
73	Kashmir Distilleries (P) Ltd Bari Brahmana	Flying Bird XXX Rum	75	425	488	532	1387	1453	1463	219	113	56
74	Kashmir Distilleries (P) Ltd Bari Brahmana	Flying Bird DRY Gin	65	392	460	495	1228	1300	1304	201	104	52
75	Kashmir Distilleries (P) Ltd Bari Brahmana	Flying Bird Orange Gin	65	416	467	530	1253	1307	1341	203	105	53
76	Kinoday Industries Ltd. Bari Brahmana	Metro Fire Whisky	75	602	622	645	1574	1595	1582	240	121	60
77	Kinoday Industries Ltd. Bari Brahmana	Kinoday XXX Rum	75	602	622	645	1574	1595	1582	240	121	60

(Fig. in Rs)

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ANNEXURE -G

MRP OF JK DESI WHISKY FOR THE YEAR 2013-2014

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	292	353	-	403
2	JK DESI WHISKY	60	Pouches	-	231	240	250

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	1163	1226	-	1277
2	JK DESI WHISKY	60	Pouches	-	1100	1109	1120

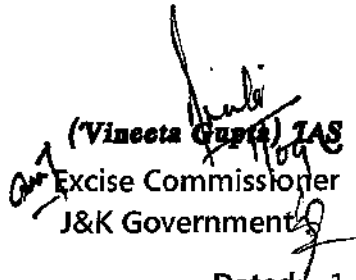
MRP (inclusive of all taxes) per unit:-

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	150	79	-	39
2	JK DESI WHISKY	60	Pouches	-	72	48	35

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-13-14/01-12

Dated: 1-4-2013

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).