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

Subject: Fixation of Maximum Retail Price for the year 2017-18.

Reference: 1. Notification SRO 157 dated 30-03-2017.
2. Deputy Excise Commissioner, (Executive), Jammu's letter No. MRP-2017-18/DECEJ/Exc/87A dated 07-04-2017.

O R D E R No.: 14 OF 2017
D A T E D: 08 - 04 - 2017

In exercise of the powers conferred under Rule 38, sub rule 31 clause (b) sub clause (iv) of the J&K Liquor License and Sale Rules, 1984, read with SRO 157 dated 30-03-2017, the recommendation of Committee constituted vide Excise Order No. 39-E of 2013 dated 17-04-2013, and in supersession of all the previous orders on the subject, the ex-manufacturer price, the ex-wholesale price and maximum retail price of JK Special Whisky, Local Premium/ Medium/ Economy, Imported Super Deluxe/ Deluxe/ Premium/ Medium, Imported Beer, Ready to Drink (RTD) Beverages and Local Beer for the year 2017-18 to be applicable with immediate effect, as contained in Annexure – 1 to 11 to this order is hereby approved. No brands shall be sold either below or above the prescribed rate.

The IMFL shall be supplied to JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-7, JKEL-7B & JKEL-7C in bottles of 750 ML only.

Sd/-
(Mohammad Javed Khan), IAS,
Excise Commissioner,
J&K Government


Encl.:

No.: EC/Exc/MRP/2017-18/ 161-84

Dated: 08-04-2017

Copy to:

1. The Commissioner/Secretary to Govt., Finance Department, J&K Civil Secretariat, Jammu.
2. The Commissioner, Commercial Taxes, J&K Government, Srinagar.
3. The Additional Commissioner, Commercial Taxes, Jammu/ Kashmir.
4. The Deputy Excise Commissioner, (Executive), Jammu/ Kashmir/ Distilleries/ Accounts for information and necessary action.


8.4.17

5. The Deputy Excise Commissioner, Toll Post Lakhanpur.
6. The Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Distilleries for further circulation amongst the IMFL licensees of their respective Excise Ranges and to ensure strict compliance.
7. The Excise and Taxation Officer, Eradication Wing, Jammu for information.
8. The Assessing Authority, Commercial Taxes, Circle 'H', Jammu.
9. The Technical P. A. to Excise Commissioner, J&K Govt., Jammu for information.
10. The President Wine Association, Jammu
11. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E, JKEL-7, JKEL-7B, JKEL-7C M/s
12. All wholesalers namely JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W M/s
13. All manufacturers namely JKEL-6 and D-2, B-1
14. Office file (w.2.s.c).


8.4.17
Technical P. A.
to Excise Commissioner,
J&K Government

ANNEXURE 1

MRP OF JK SPECIAL WHISKY FOR THE YEAR 2017-18

Ex-Manufacturer Price Per Case:-

Page No. of

Price in Rupees

S. No	Category	Strength	Packing	Price in Rupees				
				750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.	
1	JK SPECIAL WHISKY	60	Bottles	310.00	378.00	0.00	434.00	
2	JK SPECIAL WHISKY	60	Pouches	0.00	250.00	262.00	275.00	

Ex-Whole Sale Price Per Case:-

Price in Rupees

S.No	Category	Strength	Packing	Price in Rupees				
				750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.	
1	JK SPECIAL WHISKY	60	Bottles	1408.00	1479.00	0.00	1538.00	
2	JK SPECIAL WHISKY	60	Pouches	0.00	1346.00	1359.00	1372.00	

MRP (inclusive of all taxes) per unit:-

Price in Rupees

S.No	Category	Strength	Packing	Price in Rupees				
				750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.	
1	JK SPECIAL WHISKY	60	Bottles	192.00	100.00	0.00	50.00	
2	JK SPECIAL WHISKY	60	Pouches	0.00	92.00	62.00	45.00	

Note: Additional freight charges @ 5% for Kashmir division; Poonch and Kishtwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP.

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MRP of Local Premium Brands For Sale In Civil For The Year 2017-18

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
(Fig. in Rs.)												
1	Trishul Bottlers Sikanderpur Jmu for M/s USL	Bagpiper Deluxe Whisky	75	1108	1097	1155	2534	2522	2530	412	205	102
2	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowells Green Label Whisky	75	1179	1231	1401	2610	2665	2792	421	214	110
3	National Industrial Corp. Ltd. Bari Brahmana	Black & Gold Rare Premium whisky	75	1660	1680	1740	3122	3143	3153	485	244	121
4	National Industrial Corp. Ltd. Bari Brahmana	Nicol's V Vodka	75	1660	1680	1740	3122	3143	3153	485	244	121
5	National Industrial Corp. Ltd. Bari Brahmana	Nicol's V Vodka Green Apple	75	2220	2240	2270	3718	3740	3717	559	281	139
6	M/s Oakland Bottlers for M/s India Glycols Limited	Soulmate Premium Whisky	75	1725	1715	1750	3191	3180	3163	494	246	122
7	M/s Oakland Bottlers for M/s India Glycols Limited	V2O Green Apple Vodka	75	2290	2315	2340	3793	3819	3792	569	286	141
8	M/s Oakland Bottlers, Samba	Heniskot Blended Grey Brandy	75	1242	1267	1333	2677	2703	2719	429	216	108
9	M/s Oakland Bottlers, Samba	Heniskot Blended Malt Whisky	75	1900	1915	1995	3377	3393	3424	517	259	130
10	M/s Oakland Bottlers, Samba	Saturdays Aged 1 Whisky	7.5	1660	1660	1740	3122	3122	3153	485	242	121

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
11	M/s Dogra Distilleries, Gangyal	Black Angel Reserve Malted Whisky	75	1200	1150	1180	2632	2579	2556	424	209	103
12	M/s Dogra Distilleries, Gangyal	Black Angel VSOP Brandy	75	1120	1250	1300	2547	2685	2684	413	215	107
13	M/s Dogra Distilleries, Gangyal	Black Heart Whisky	75	1230	1240	1260	2664	2675	2642	428	215	105
14	M/s Trikuta Bottlers Samba	Royal Monarch Premium Whisky	75	1120	1075	1026	2547	2499	2392	413	204	97
15	National Industrial Corp. Ltd. Bari Brahmana	Nicol's Black & gold French Brandy V.S.O.P	75	1660	1680	1740	3122	3143	3153	485	244	121
16	M/s Madeira Bottlers, Bari Brahmana, Jammu	Royal Knight Premium Whisky	75	1192	1125	1125	2623	2552	2498	423	207	101
17	Tawi Bottlers for Mohan Mekins ltd	Old Monk Legend XXX Rum	75	2565	2565	2565	4086	4086	4031	605	303	149
18	Tawi Bottlers for Mohan Meakins Ltd	Old Monk Supreme XXX Rum	75	1730	0	0	3196	0	0	494	0	0
19	Tawi Bottlers for Mohan Meakins Ltd	Old Monk Legend XXX Rum (1000 ML)	75	2565	0	0	4086	0	0	807	0	0

Note: Additional freight charges @ 5% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP.

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LOCAL MEDIUM BRANDS FOR THE YEAR 2017-18

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT 2015-16 (INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
11	Oakland Samba for M/s Jagatjit Ind. Ltd.	Botlers Aristocrat Deluxe XXX Rum	Medium	851	875	904	2260	2286	2263	371	187	92
12	Oakland Samba for M/s Oasis Distilleries Ltd	Botlers Limanov Distilled Vodka	Medium	954	957	954	2370	2373	2316	384	192	93
13	Oakland Samba for M/s Oasis Distilleries Ltd	Botlers Superior Old Fox XXX Rum	Medium	999	1017	1044	2418	2437	2412	390	196	96
14	Devans Breweries Ltd. T.T. Jmu	Modern God Father Premium Rum	Medium	1005	1021	1055	2424	2441	2423	391	196	97
15	Devans Breweries Ltd. T.T. Jmu	Modern Paradise Duet Premix (Lemon Flavoured)	Medium	883	965	1042	2294	2382	2409	375	193	96
16	Devans Breweries Ltd. T.T. Jmu	Modern Pan Elachi Liqueur	Medium	922	1002	1081	2336	2421	2451	380	195	98
17	Devans Breweries Ltd. T.T. Jmu	Modern Kashmir No. 1 Brandy	Medium	883	965	1042	2294	2382	2409	375	193	96
18	Basantar Samba	Botlers Black Berry Whisky	Medium	1028	945	985	2449	2360	2349	394	191	94
19	National Corp. Ltd. Brahmana Jammu	Industrial Silver Anchor Premium London Dry Gin	Medium	940	950	1005	2355	2366	2370	382	192	95
20	Khoday Industries Ltd. Bari Brahmana	Hercules XXX Rum	Medium	967	974	1008	2384	2391	2373	386	193	95

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LOCAL MEDIUM BRANDS FOR THE YEAR 2017-18

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT 2015-16 (INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
21	Khoday Industries Ltd. Bari Brahamana	Sea Pirate XXX Rum	Medium	967	974	1008	2384	2391	2373	386	193	95
22	Trikuta Bottlers Samba	Sariska XXX Dark Rum	Medium	980	1000	1040	2398	2419	2407	388	195	96
23	Trikuta Bottlers Samba	Kraze Vodka	Medium	962	967	1030	2378	2384	2397	385	193	96
24	Trikuta Bottlers Samba	Himalaya Doctor Brandy	Medium	962	967	1030	2378	2384	2397	385	193	96
25	Trikuta Bottlers Samba for Sikkim Distilleries	Sikkim Deluxe Musk Brandy	Medium	1096	1099	1158	2521	2524	2533	403	202	100
26	Trikuta Bottlers Samba for Sikkim Distilleries	Sikkim XXX Prize Rum	Medium	1096	1099	1158	2521	2524	2533	403	202	100
27	Kashmir Distilleries (P) Limited	Hippo XXX Rum	Medium	957	964	1011	2373	2381	2376	385	193	95
28	Oakland Samba	Famous Fantasy Gin Original	Medium	905	890	910	2318	2302	2269	378	188	92
29	Oakland Samba	Shekers Tripple Distilled Vodka	Medium	1150	1105	1175	2579	2531	2551	410	202	101
30	Oakland Samba	Shekers Tripple Improved Apple Vodka	Medium	1150	1105	1175	2579	2531	2551	410	202	101
31	Oakland Samba	Shekers Tripple Improved orange Vodka	Medium	1150	1105	1175	2579	2531	2551	410	202	101
32	Oakland Samba	Shekers Tripple Premium Distilled Vodka	Medium	1150	1105	1175	2579	2531	2551	410	202	101
33	Dogra Gangyal Jmu Distilleries	Black Angel Cafe Rum	Medium	1096	1099	1158	2521	2524	2533	403	202	100

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 YS
 Mr. [Signature]
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LOCAL MEDIUM BRANDS FOR THE YEAR 2017-18

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT 2015-16 (INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML			
34	Dogra Distilleries Gangyal Jmu	Jamaican + XXX Rum	Medium	850	870	890	2259	2280	2248	371	187	91
35	Dogra Distilleries Gangyal Jmu	New Adventure XXX Rum	Medium	840	860	880	2249	2270	2237	369	186	91
36	Tawi Bottlers Mohan Meakins Ltd	Old Monk Extra Special XXX Rum	Medium	1095	1095	1155	2520	2520	2530	403	201	100
37	Tawi Bottlers Mohan Meakins Ltd	Knight Rider Premium Vodka	Medium	1095	1095	1155	2520	2520	2530	403	201	100
38	Tawi Bottlers Mohan Meakins Ltd	Old Monk XXX Rum	Medium	900	900	900	2312	2312	2258	377	189	92
39	Madeira Bottlers Brahmana, Jammu	Knight Choice Whisky	Medium	1028	945	985	2449	2360	2349	394	191	94
40	Madeira Bottlers Brahmana, Jammu	Knight Choice XXX Rum	Medium	1028	945	985	2449	2360	2349	394	191	94

Note: Additional freight charges @ 5% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP.

Handwritten signatures and initials: *HS*, *[Signature]*, *QSBM*, *WQ*, *[Signature]*

ANNEXURE - 4
MRP of Local Economy Brands For Sale In Civil Market For The Year 2017-18

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S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX MANUFACTURE R PRICE/CASE			EX-JKREL-1 PRICE/CASE			MRP per Unit (2017-18) Inclusive of all Taxes		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML			
1	Trishul Bottlers Sikanderpur Jmu for M/s USL	Oide Adventurer Matured Cane Rum	75	670	755	885	1799	1890	1985	300	155	80
2	Trishul Bottlers Sikanderpur Jmu for M/s USL	Kerala Blended Malt Whisky	75	670	756	844	1799	1891	1941	300	155	78
3	Dogra Distilleries Gangyal Jmu	White Stag Whisky	75	630	642	725	1756	1769	1814	295	148	75
4	Dogra Distilleries, Gangyal, Jammu	Old Age XXX Rum	75	645	675	725	1772	1804	1814	297	150	75
5	Oakland Bottlers Samba for M/s Jagatiti Ind.	Binnies Fine Whisky	75	589	643	665	1713	1770	1750	290	148	73
6	Oakland Bottlers Samba for M/s Jagatiti Ind.	Shatranj Blended Whisky	75	550	630	725	1671	1756	1814	285	148	75
7	Oakland Bottlers Samba for M/s Jagatiti Ind.	Bonnie Special Whisky	75	630	657	726	1756	1785	1815	295	149	75
8	Oakland Bottlers Pvt. Ltd Samba	OB Whisky	75	670	700	840	1799	1831	1937	300	152	78
9	Oakland Bottlers Pvt. Ltd Samba	OB XXX Rum	75	670	700	840	1799	1831	1937	300	152	78
10	Oakland Bottlers Pvt. Ltd Samba	Oakland V.S.O.P.Brandy	75	670	700	840	1799	1831	1937	300	152	78
11	Oakland Bottlers Pvt. Ltd Samba	O.B. Remix Flavoured Vodka Green Apple	65	670	830	885	1799	1969	1985	300	160	80
12	Oakland Bottlers Pvt. Ltd Samba	O.B. Improved Lemon Duet Remix Flavoured Gin	65	670	830	885	1799	1969	1985	300	160	80
13	Oakland Bottlers Pvt. Ltd Samba	O.B. Creation Dry Gin	65	670	830	885	1799	1969	1985	300	160	80
14	Oakland Bottlers Pvt. Ltd Samba for M/s Oasis Distilleries Ltd.	Every Day Prestige Whisky	75	550	630	725	1671	1756	1814	285	148	75
15	Oakland Bottlers Pvt. Ltd Samba for M/s Som Distilleries and Breweries Ltd.	Black Fort XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
16	Devans Modern Breweries, Talab Tillo, Jammu	Triple Horse Fine Whisky	75	550	630	725	1671	1756	1814	285	148	75
17	Devans Modern Breweries, Talab Tillo, Jammu	Godfather XXX Rum	75	670	750	750	1799	1884	1841	300	155	75
18	Devans Modern Breweries, Talab Tillo, Jammu	Sultan Malted Whisky	75	670	778	823	1799	1914	1919	300	157	78
19	Devans Modern Breweries, Talab Tillo, Jammu	Sultan XXX Rum	75	670	778	823	1799	1914	1919	300	157	78
20	Triakuta Bottlers Samba	Magic King Malted Whisky	75	670	750	750	1799	1884	1841	300	155	75
21	Tawi Bottlers, Samba	Black Crazy Horse Whisky	75	670	750	844	1799	1884	1941	300	155	78
22	Tawi Bottlers, Samba	Black Crazy Horse XXX Rum	75	670	750	844	1799	1884	1941	300	155	78
23	Madeira Bottlers Bari Brahmana, Jammu	Blue Star Special Whisky	75	670	675	724	1799	1804	1813	300	150	75
24	Madeira Bottlers Bari Brahmana, Jammu	Blue Star XXX Rum	75	670	675	724	1799	1804	1813	300	150	75
25	National Ind. Corp. Bari Brahmana	Standard Whisky	75	550	630	725	1671	1756	1814	285	148	75
26	National Ind. Corp. Bari Brahmana	Standard XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
27	National Ind. Corp. Bari Brahmana	Standard Extra Dry Gin	65	510	593	627	1629	1717	1710	280	145	72
28	National Ind. Corp. Bari Brahmana	Standard Orange Flavoured Premium Gin	65	550	621	725	1671	1747	1814	285	147	75
29	National Ind. Corp. Bari Brahmana	Black Bull XXX Rum	75	670	750	850	1799	1884	1947	300	155	78
30	National Ind. Corp. Bari Brahmana	Dimpy Deluxe Whisky	75	670	750	850	1799	1884	1947	300	155	78

(Fig. in Rs)

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 Ashwani
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 10/12/17

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX MANUFACTURE R PRICE/CASE			EX-JKEL-1 PRICE/CASE			MRP per Unit (2017-18) 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)												
31	National Ind. Corp. Bari Brahmana	Hawain Superior White Rum	75	670	750	850	1799	1884	1947	300	155	78
32	Rockland Distilleries Pvt. Ltd. B.B	Star One Whisky	75	550	630	725	1671	1756	1814	285	148	75
33	Rockland Distilleries Pvt. Ltd. B.B	Star XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
34	Rockland Distilleries Pvt. Ltd. B.B	Star Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
35	Rockland Distilleries Pvt. Ltd. B.B	Star Dry Gin	65	510	593	627	1629	1717	1710	280	145	72
36	Ranson Industries Gangyal Jmu	Ranson Club Whisky	75	550	630	725	1671	1756	1814	285	148	75
37	Ranson Industries Gangyal Jmu	Ranson Club XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
38	Ranson Industries Gangyal Jmu	Ranson Club Gin	65	550	593	627	1671	1717	1710	285	145	72
39	Trishul Bottlers Sikanderpur Jmu	Tiger XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
40	Trishul Bottlers Sikanderpur Jmu	Mission Kashmir XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
41	Trishul Bottlers Sikanderpur Jmu	Tiger Whisky	75	550	630	725	1671	1756	1814	285	148	75
42	Trishul Bottlers Sikanderpur Jmu	Tiger Dry Gin	65	510	593	627	1629	1717	1710	280	145	72
43	Trishul Bottlers Sikanderpur Jmu	Tiger Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
44	Trishul Bottlers Sikanderpur Jmu	Black Cat Whisky	75	670	758	755	1799	1893	1846	300	156	75
45	Basantar Bottlers Samba	Chinar Pine Whisky	75	550	630	725	1671	1756	1814	285	148	75
46	Basantar Bottlers Samba	Chinar XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
47	Basantar Bottlers Samba	Chinar Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
48	Basantar Bottlers Samba	Chinar Ice Blue Gin	65	510	593	627	1629	1717	1710	280	145	72
49	Gupta Modern Breweries Muthi Jmu	Old 007 Whisky	75	550	630	725	1671	1756	1814	285	148	75
50	Gupta Modern Breweries Muthi Jmu	Old Charlie XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
51	Gupta Modern Breweries Muthi Jmu	Ranjit Gin	65	510	593	627	1629	1717	1710	280	145	72
52	Gupta Modern Breweries Muthi Jmu	Premix Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
53	Madeira Bottlers Bari Brahmana	Royal Club XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
54	Madeira Bottlers Bari Brahmana	Royal Club Fine Whisky	75	550	630	725	1671	1756	1814	285	148	75
55	Madeira Bottlers Bari Brahmana	Raspberry Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
56	Madeira Bottlers Bari Brahmana	Glory Dry Gin	65	510	593	627	1629	1717	1710	280	145	72
57	Dogra Distilleries Gangyal Jmu	Knight No.1 Special Whisky	75	550	630	725	1671	1756	1814	285	148	75
58	Dogra Distilleries Gangyal Jmu	DoubleCross XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
59	Dogra Distilleries Gangyal Jmu	Shalimar Dry Gin	65	510	593	627	1629	1717	1710	280	145	72
60	Dogra Distilleries Gangyal Jmu	Chinab Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
61	New India Distilleries Suniwan Samba	Gold Band XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
62	New India Distilleries Suniwan Samba	Gold Band Whisky	75	550	630	725	1671	1756	1814	285	148	75
63	New India Distilleries Suniwan Samba	Gold Band Whisky	75	550	630	725	1671	1756	1814	285	148	75
64	New India Distilleries Suniwan Samba	Vegas Orange Flavoured Premix Gin	65	510	593	627	1629	1717	1710	280	145	72
65	Napodian Bottlers Samba	Napodian's A Class XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
66	Napodian Bottlers Samba	Napodian's A Class Whisky **	75	550	630	725	1671	1756	1814	285	148	75
67	Napodian Bottlers Samba	Napodian's A Class Dry Gin **	65	510	593	627	1629	1717	1710	280	145	72
68	Napodian Bottlers Samba	Napodian's Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75

Handwritten signatures and initials: *HS*, *2018/10/17*, *2019/10/17*

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX MANUFACTURE R PRICE/CASE			EX-JKER-1 PRICE/CASE			MRP per Unit (2017-18) 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)												
69	Oakland Bottlers Samba	OB Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
70	Oakland Bottlers Samba	OB Dry Gin	65	550	593	627	1671	1717	1710	285	145	72
71	Oakland Bottlers Samba	Samba XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
72	Oakland Bottlers Pvt. Ltd Samba	Silky Stude Prestige Whisky	75	550	630	725	1671	1756	1814	285	148	75
73	Devans Modern Breweries, Talab Tillo, Jammu	Kashmir XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
74	Devans Modern Breweries, Talab Tillo, Jammu	Kashmir Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
75	Devans Modern Breweries, Talab Tillo, Jammu	Kashmir Dry Gin	65	510	593	627	1629	1717	1710	280	145	72
76	Devans Modern Breweries, Talab Tillo, Jammu	Double Horse Malted Whisky	75	550	630	725	1671	1756	1814	285	148	75
77	Trikruta Bottlers Samba	Himalaya No. 1 Whisky	75	550	630	725	1671	1756	1814	285	148	75
78	Trikruta Bottlers Samba	Himalaya XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
79	Trikruta Bottlers Samba	Sky Blue Extra Dry Gin	65	510	593	627	1629	1717	1710	280	145	72
80	Trikruta Bottlers Samba	Sky Blue Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
81	Kashmir Distilleries (P) Ltd, Bari Brahmana	Flying Bird Whisky	75	550	630	725	1671	1756	1814	285	148	75
82	Kashmir Distilleries (P) Ltd, Bari Brahmana	Flying Bird XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
83	Kashmir Distilleries (P) Ltd, Bari Brahmana	Flying Bird DRY Gin	65	510	593	627	1629	1717	1710	280	145	72
84	Kashmir Distilleries (P) Ltd, Bari Brahmana	Flying Bird Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
85	Srhgam Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Srhgam Whisky	75	550	630	725	1671	1756	1814	285	148	75
86	Srhgam Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Srhgam XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
87	Srhgam Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Srhgam Dry Gin	65	510	593	627	1629	1717	1710	280	145	72
88	Srhgam Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Srhgam Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
89	Kashmir Bottlers, Phase -1, Industrial Growth Centre, SIDCO Samba	K. Bottlers Special Whisky	75	550	630	725	1671	1756	1814	285	148	75
90	Kashmir Bottlers, Phase -1, Industrial Growth Centre, SIDCO Samba	K. Bottlers Special XXX Rum	75	550	630	725	1671	1756	1814	285	148	75
91	Kashmir Bottlers, Phase -1, Industrial Growth Centre, SIDCO Samba	K. Bottlers Special Gin	65	510	593	627	1629	1717	1710	280	145	72
92	Kashmir Bottlers, Phase -1, Industrial Growth Centre, SIDCO Samba	K. Bottlers Special Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75

Note: Additional freight charges @ 5% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP.

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 2. A signature 'S. B. S.' in the middle.
 3. A signature 'S.' at the bottom right.
 4. A date '01/01/2017' at the bottom right.

11

MRP of Imported Super Deluxe Brands For Sale In Civil For The Year 2017-18

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		
				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. Distilled at Banfshiri Glenlivet Distillery product of Scotland	The GLENLIVET Single Malt Scotch Whisky	75.36	32734	0	0	34874	0	0	4608	0	0
2	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	26580	0	0	28320	0	0	3760	0	0
3	Beam Global Spirits & Wine(!) Pvt. Ltd. Alwar Rajasthan	Teacher's Origin Blended Scotch Whisky	75.00	15084	14574	0	16076	15533	0	2177	1053	0
4	Distilled, blended & Bottled in Scotland Imported and Distributed by United Spirits Ltd C/o Tulsii Global Logistics Pvt Ltd Panvel Maharashtra.	Johnny Walker Black Label Blended Scotch Whisky	75.36	24759	0	0	26380	0	0	3509	0	0
5	M/s Grey Goose- BMP, 16130 Gensac-LA, Palue, France, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Grey Goose Vodka	70.10	25228	0	0	26880	0	0	3574	0	0

Note: Additional freight charges @ 5% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP.

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MRP of Imported Deluxe Brands For Sale In Civil For The Year 2017-18

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	Bacardi India Pvt. Ltd Karnataka	Bacardi Carta Blanca Superior White Rum	75	5507	5473	5597	5877	5841	5972	844	420	213
2	Pernod Ricard India Pvt. Ltd.	Seagram's 100 Pipers Deluxe Blended Scotch Whisky	75	10203	10362	10432	10878	11048	11122	1479	750	377
3	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Ultra Premium Whisky	75	5511	5468	5642	5881	5835	6020	844	419	214
4	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Reserve Collection Whisky	75	6984	6982	7098	7450	7448	7571	1044	522	264
5	Pernod Ricard India Pvt. Ltd.	Royal Stag Barrel Select Whisky	75	4080	4183	4213	4357	4467	4498	650	332	166
6	Khoday India Ltd.	Peter Scot Malt Whisky	75	5559	5604	5645	5932	5980	6023	851	428	215
7	United Spirits Limited	Signature Premier Grain Whisky	75	5896	5963	5964	6291	6363	6363	896	453	225
8	United Spirits Limited	Signature Rare Aged Whisky	75	5453	5431	5639	5819	5796	6017	836	417	214
9	United Spirits Limited, Unit-Pathankot, P.O. Mirthal, Pathankot	Antiquity Blue Ultra Premium Whisky	75	7469	7470	7500	7966	7968	7999	1109	555	277
10	United Spirits Limited, Unit-II, Parmori, District Nasik, Maharashtra.	Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky	75	11443	11429	11725	12199	12184	12499	1647	823	420
11	United Spirits Limited, Unit-II, Parmori, District Nasik, Maharashtra.	Black Dog Triple Gold Reserve Blended Scotch Whisky	75	15210	15270	15271	16211	16275	16275	2157	1083	540
12	Beam Spirits & Wine (I) Pvt., Ltd.	Teachers. 50 (12 Yrs. Old) Blended Scotch Whisky	75	13252	13354	13576	14125	14234	14470	1892	953	483

(Fig. in Rs.)

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
13	Beam Spirits & Wine (1) Pvt. Ltd.	Teacher's Highland Cream Blended Scotch Whisky	75	10090	10243	10312	10758	10921	10994	1464	742	373
14	Beam Spirits & Wine (1) Pvt. Ltd.	Jim Beam Kentucky Straight Bourbon Whisky	75	12045	0	0	12828	0	0	1727	0	0
15	Distilled, blended & Bottled in Scotland Imported and Distributed by United Spirits Ltd C/o Tulsii Global Logistics Pvt Ltd Panvel Maharashtra.	Johnnie Walker Red label Blended Scotch Whisky	75.36	12877	0	0	13726	0	0	1841	0	0
16	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra	Black & White Blended Scotch Whisky	75	12049	0	0	12844	0	0	1729	0	0
17	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra	Vat 69 Blended Scotch Whisky	75	9855	10026	10100	10508	10690	10768	1432	728	365
18	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra	Smirnoff Triple Distilled Vodka	75	6125	6111	6112	6535	6520	6521	927	463	230
19	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra	Smirnoff Green Apple Triple Distilled Vodka	75	6420	6554	6555	6849	6992	6993	967	493	245

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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								
20	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited																			
21	M/s John Dewars and Sons Limited, Perthshire- Scotland, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,																			
22	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.,																			
23	M/s George Ballantine & Son Ltd. Distillers Dumbarton Scotland Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,																			
24	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	13080	0	0	13942	0	0	0	1869	0	0							

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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
25	Alcobrew Distilleries India Pvt. Ltd Derabassi, Punjab	Old Smuggler Blended Scotch Whisky	75.00	9668	0	0	10308	0	0	1407	0	0
26	Alcobrew Distilleries India Pvt. Ltd Derabassi, Punjab	Golfer's Shot Barrel Aged Whisky	75.00	5402	5375	5640	5765	5736	6018	829	413	214
27	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Green Apple Premium Flavoured Vodka	65.00	5729	5835	5866	6113	6226	6259	874	444	222
28	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Orange Premium Flavoured Vodka	65.00	5729	5835	5866	6113	6226	6259	874	444	222
29	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Super Premium Vodka	75.00	5412	5460	5537	5776	5827	5908	831	419	211
30	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Morpheus XO Blended Premium Brandy	75.00	5408	5412	5491	5772	5776	5859	830	415	209
31	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 WINES, Barossa Valley Way, Rowland Flat, South Australia	Jacob's Creek Classic Shiraz Cabernet	23.66	10565	0	0	11264	0	0	1528	0	0

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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
32	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 WINES, Barossa Valley Way, Rowland Flat, South Australia	Jacob's Creek Classic Chardonnay	22.78	10565	0	0	11264	0	0	1528	0	0
33	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik											
34	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Brut Methode Traditionelle	21.91	9950	10887	0	10609	11607	0	1445	786	0
35	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Vineyards Chenin Blanc	21.91	7211	7911	0	7692	8437	0	1074	585	0
36	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Vineyards Sauvignon Blanc	22.78	7934	8715	0	8462	9293	0	1172	639	0
37	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Vineyards Cabernet Shiraz	23.66	7916	8679	0	8443	9255	0	1170	637	0
		Sula Vineyards Dindori Reserve Shiraz	23.66	9176	0	0	9784	0	0	1340	0	0

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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
38	Pernod Ricard India Pvt. Ltd. Produced and Bottled in Ahus, Sweden, the Absolut company AB 117 97 Stockhoun. Sweden	Absolut Citron Lemon Flavored Vodka	70.10	14190	0	0	15124	0	0	2019	0	0
39	M/s Jagajit Industries Ltd. P. O. Jagajit Nagar Distt. Kapurthala Punjab	Royal Pride Exquisite Whisky	75.00	5180	5212	5257	5529	5563	5610	799	402	201
40	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Madera Nashik Valley Red Wine	21.03	5006	0	0	5343	0	0	776	0	0
41	M/s Octaga Green Power & Sugar Co. Ltd Kohlapur, Maharashtra.	Invincible Purete Vodka	75	5828	0	5842	6219	0	6233	887	0	221
42	M/s Octaga Green Power & Sugar Co. Ltd Kohlapur, Maharashtra.	Master's Imperial Premium Whisky	75	5623	5660	5576	6000	6040	5950	859	432	212
43	M/s Octaga Green Power & Sugar Co. Ltd Kohlapur, Maharashtra.	Master's Imperial French Brandy	75	5623	5660	5576	6000	6040	5950	859	432	212

Note: Additional freight charges @ 5% for Kashmir division, Poonch and Kishthwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP.

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S. N o.	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			
(Fig. in Rs.)												
1	Pernod Ricard India Pvt. Ltd.	Seagram's Royal Stag Classic Whisky	75	3130	3158	3225	3345	3375	3446	513	258	130
2	Pernod Ricard India Pvt. Ltd.	Seagram's Imperial Blue Authentic Grain Whisky	75	2831	2905	2830	3027	3106	3025	473	241	117
3	Pernod Ricard India Pvt. Ltd.	Seagram's Fuel Vodka	75	3195	3158	3180	3415	3375	3398	522	258	129
4	Radico Khaitan Ltd	Magic Moments Premium Grain Vodka	75	3182	3211	3164	3401	3432	3381	520	262	128
5	Radico Khaitan Ltd	8 PM Gold Deluxe Whisky	75	2695	2711	2643	2882	2899	2826	455	229	111
6	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Green Apple	65	3622	3694	3634	3869	3946	3882	578	294	144
7	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Lemon Grass & Ginger	65	3622	3694	3634	3869	3946	3882	578	294	144
8	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Orange	65	3622	3694	3634	3869	3946	3882	578	294	144
9	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Chocolate	65	3622	3694	3634	3869	3946	3882	578	294	144
10	M/s Jagajit Industries Ltd., P.O. Jagajit Nagar, Distt. Kapurthala-144802	AC Neat Whisky	75	2542	2554	2440	2719	2732	2610	435	218	104
11	M/s Jagajit Industries Ltd., P.O. Jagajit Nagar, Distt. Kapurthala-144802	Ice Triple Distilled Pure Grain Premium Vodka	75	3116	3144	3091	3331	3360	3303	511	257	126
12	M/s Jagajit Industries Ltd., P.O. Jagajit Nagar, Distt. Kapurthala-144802	Ice Flavorz Green Apple Flavored Vodka	65	3534	3567	3541	3776	3811	3783	567	286	141
13	M/s Jagajit Industries Ltd., P.O. Jagajit Nagar, Distt. Kapurthala-144802	Ice Flavorz Orange Flavored Vodka	65	3534	3567	3541	3776	3811	3783	567	286	141
14	United Spirits Limited C/o Pathankot	Golconda Brandy	75	2521	2564	2508	2697	2743	2683	432	219	107
15	United Spirits Limited C/o CDBL	Mc Dowells No1 Reserve Whisky	75	2712	2714	2702	2900	2902	2889	457	229	113

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S. N. O.	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
16	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Platinum Luxury Whisky	75	3087	3058	3073	3300	3269	3284	507	252	125
17	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Luxury Whisky	75	2801	2802	2772	2995	2996	2964	469	235	115
18	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Diet Mate Select Whisky	75	2880	2905	2898	3079	3106	3098	480	241	120
19	Bacardi India Pvt. Ltd.	Ernstoff Triple Distilled Premium Vodka	75	3367	3372	3403	3598	3603	3636	544	273	136
20	M/s Khoday India Limited Bangalore	Hercules Deluxe Rum	75	3145	3155	3152	3361	3372	3368	515	258	128
21	M/s S. D Beverages Pvt. Ltd Dera Bassi	Spark Green Apple Premium Grain Vodka	65	3106	3108	3088	3320	3322	3300	510	255	126
22	M/s S. D Beverages Pvt. Ltd Dera Bassi	Spark Cranberry Premium Grain Vodka	65	3106	3108	3088	3320	3322	3300	510	255	126
23	Alcobrew Distilleries India Pvt Ltd. Dera Bassi	White and Blue Premium Whisky	75	3053	3055	3047	3263	3266	3257	503	251	125
24	M/s Jagajit Industries Ltd. , P.O. Jagajit Nagar, Distt. Kapurthala-144802	New Improved Aristocrat Premium Whisky	75	2621	2659	2635	2803	2844	2818	445	225	111
25	United Spirits Limited, Pathankot	Royal Challenge Gold Whisky	75	3237	3178	3223	3459	3397	3444	527	260	130
26	United Spirits Limited	Royal Challenge Gold Whisky (1000ml)	75	3007	0	0	3214	0	0	662	0	0
27	Khoday India Ltd, Bangalore	Red Knight Malt Whisky	75	2995	2969	3037	3202	3174	3246	495	246	124
28	Otaga Green Power and Sugar Co. Kohapur Maharashtra	Captain's Select Finest Grain Whisky	75	3588	3429	3474	3833	3664	3711	574	276	139
29	Radico Khaitan Ltd.	Pluton Bay Rare Exotic Rum	75	3125	3131	3133	3340	3347	3348	512	257	127
30	Radico Khaitan Ltd.	Regal Talons Rare Generation Whisky	75	2925	2951	2933	3127	3155	3135	486	245	121
31	Jagajit Industries Ltd.	AC Black Pure Grain Whisky	75	2965	2954	2946	3170	3158	3149	491	245	121
32	S.D. Beverages, Derabassi, punjab	Dalhousie Fine Grain Whisky	75	2872	2874	2862	3071	3073	3060	479	239	118

Note: Additional freight charges @ 5% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP.

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(19)

MRP OF IMPORTED MEDIUM BRANDS FOR SALE IN CIVIL FOR THE YEAR 2017-18

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
(in Rs.)												
1	Radico Khaitan Ltd	Contessa XXX Rum	75	2415	2441	2393	2584	2612	2560	410	207	101
2	Jagajit Industries Ltd.	Aristocrat Vodka	75	2360	2385	2361	2525	2552	2526	403	203	100
3	United Spirits Limited	White Mischief Vodka	75	2518	2522	2531	2694	2698	2707	424	212	105
4	United Spirits Limited	Premium Romanov Vodka	75	2523	2522	2526	2699	2698	2702	425	212	105
5	United Spirits Ltd. Lease at Chandigarh Distillers & Bott., Banur, Mohali	Mc Dowell's Blue Riband Duet Gin & Lime										
6	Alcobrew Distilleries India Pvt. Ltd	Old Smuggler Mature XXX Rum	65	2569	2612	2601	2748	2794	2782	431	218	108
7	S.D Beverages (Pvt) Limited	John Silver XXX Treasured Rum	75	2476	2498	2487	2649	2672	2660	418	211	104
8	S.D Beverages (Pvt) Limited	Paan Banarsi	75	2380	2399	2379	2547	2567	2545	406	204	100
9	S.D Beverages (Pvt) Limited	Blue Diamond Gin N Lime	75	2380	2399	2379	2547	2567	2545	406	204	100
10	S.D Beverages (Pvt) Limited	Spark Premium Grain Vodka	75	2380	2399	2379	2547	2567	2545	406	204	100
11	S.D Beverages (Pvt) Limited	Blue Diamond Extra Dry Gin	65	2218	2242	2206	2374	2400	2361	385	194	95

Note: Additional freight charges @ 5% for Kashmir division, Poonch and Kishwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP.

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MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2017-18

S. No.	BREWERY	BRAND	CATEG ORY	DEG. BELOW % VV	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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML			
1	Bombay Breweries Ltd. For United Breweries Ltd.	Kingfisher Premium Lager Beer	TIN	5	0	1269	837	0	0	1374	907	0	0	97	64	0			
2	Bombay Breweries Ltd. For United Breweries Ltd.	Kingfisher Ultra Max Premium Strong Beer	GLASS	8	1054	0	1205	0	1132	0	1291	0	152	0	85	0			
3	Bombay Breweries Ltd. For United Breweries Ltd.	Kingfisher Ultra Max Premium Strong Beer	TIN	8	0	1755	0	0	0	1882	0	0	0	125	0	0			
4	Bombay Breweries Ltd. For United Breweries Ltd.	Heineken Lager Beer	GLASS	5	1254	0	1491	0	1341	0	1590	0	175	0	101	0			
5	Bombay Breweries Ltd. For United Breweries Ltd.	Heineken Lager Beer	TIN	5	0	1835	0	0	0	1965	0	0	0	129	0	0			
6	Bombay Breweries Ltd. For United Breweries Ltd.	Kingfisher Ultra Lager Beer	GLASS	5	889	0	983	0	924	0	1022	0	124	0	68	0			
7	Bombay Breweries Ltd. For United Breweries Ltd.	Kingfisher Ultra Lager Beer	TIN	5	0	1466	0	0	0	1525	0	0	0	101	0	0			
8	UNITED BREWERIES LTD., PLOT NO. 3&3A, RIICO INDUSTRIAL AREA, MILE STONE-111, NH-8 SHAHAHANPUR, RAJASTHAN	Kingfisher Premium Lager Beer	TIN	5	0	1269	837	0	0	1374	907	0	0	97	64	0			
9	UNITED BREWERIES LTD., LUDHIANA	KINGSFISHER PREMIUM LAGER BEER	GLASS	5	889	0	983	0	924	0	1022	0	124	0	68	0			
10	UNITED BREWERIES LTD., LUDHIANA	KINGSFISHER STRONG PREMIUM BEER	GLASS	5	0	0	983	0	0	0	1022	0	0	0	68	0			
11	SABMILLER INDIA LTD HARYANA	HAYWARDS 5000 S.STRONG	GLASS	8	781	0	0	0	847	0	0	0	121	0	0	0			
12	SABMILLER INDIA LTD HARYANA	HAYWARDS 5000 S.STRONG	TIN	8	0	1275	0	0	0	1380	0	0	0	97	0	0			

(Fig in Rs)

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MRP of Imported RTD Beverages For Sale In Civil For The Year 2017-18

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	275 ML	650 ML	500 ML	330 ML	275 ML	650 ML	500 ML	330 ML	275 ML			
(Fig in Rs)																			
1	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Tropical Orange	Glass Bottle	4.8	0	0	0	1068	0	0	0	1137	0	0	0	0	0	73	
2	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Tropical Cranberry	Glass Bottle	4.8	0	0	0	1068	0	0	0	1137	0	0	0	0	0	73	
3	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Jamaican Passion	Glass Bottle	4.8	0	0	0	1068	0	0	0	1137	0	0	0	0	0	73	
4	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Lychee	Glass Bottle	4.8	0	0	0	1068	0	0	0	1137	0	0	0	0	0	73	
5	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Blackberry Crush	Glass Bottle	4.8	0	0	0	1068	0	0	0	1137	0	0	0	0	0	73	
6	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Bacardi Lemonade	Glass Bottle	8.0	0	0	0	895	0	0	0	957	0	0	0	0	0	64	
7	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Bacardi Cola	Glass Bottle	8.0	0	0	0	895	0	0	0	957	0	0	0	0	0	64	
8	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Bacardi Plus Cranberry	Glass Bottle	8.0	0	0	0	895	0	0	0	957	0	0	0	0	0	64	

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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	275 ML	650 ML	500 ML	330 ML	275 ML	650 ML	500 ML	330 ML	275 ML			
9	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Cranberry Flavour	Glass Bottle	8.0	0	0	0	1488	0	0	0	1574	0	0	0	0	97		
10	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Apple Flavour	Glass Bottle	8.0	0	0	0	1488	0	0	0	1574	0	0	0	97			
11	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Agent Orange-Orange Flavour	Glass Bottle	8.0															

Note: Additional freight charges @5% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP.

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ANNEXURE / / PAGE OF
MRP of Local Beer Brands For Sale In Civil For The Year 2017-18

S. No	BREWERY	BRAND	Type of Package	DEG. BELOW % V/V	EX MANUFACTURER PRICE CASE					EX-JKEL-1 PRICE PER CASE					Maximum Retail Price per Unit (Inclusive of all Taxes) 2017-18				
					650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML			
1	Devans Modern Breweries, Samba	God Father S. Strong Premium	Glass	8	438	0	499	0	652	0	719	0	100	0	54	0			
2	Devans Modern Breweries, Samba	God Father Super Strong High Power Beer	Glass	8	419	0	499	0	632	0	719	0	97	0	54	0			
3	Devans Modern Breweries, Samba	God Father Super Strong High Power Beer	Tin	8	0	800	594	0	1135	818	0	0	84	59	0	0			
4	Devans Modern Breweries, Samba	God Father Lager Original Quality Beer	Glass	5	422	0	499	0	635	0	719	0	98	0	54	0			
5	Devans Modern Breweries, Samba	God Father Lager Original Quality Beer	Tin	5	0	800	558	0	1135	780	0	0	84	57	0	0			
6	Devans Modern Breweries, Samba	God Father Super Strong International Quality Beer	Glass	8	422	0	499	0	635	0	719	0	98	0	54	0			
7	Devans Modern Breweries, Samba	God Father Super Strong International Quality Beer	Tin	8	0	800	499	0	1135	719	0	0	84	54	0	0			
8	Devans Modern Breweries, Samba	God Father 10000+ Premium Strong	Glass	8	418	0	0	0	631	0	0	0	97	0	0	0			
9	Devans Modern Breweries, Samba	God Father 10000+ Super Strong Premium	Glass	8	418	0	0	0	631	0	0	0	97	0	0	0			
10	Devans Modern Breweries, Samba	God Father Super Strong Original Quality Beer	Glass	8	430	0	0	0	644	0	0	0	99	0	0	0			
11	Devans Modern Breweries, Samba	God Father Electra International Quality Beer	Glass	8	475	0	499	0	691	0	719	0	104	0	54	0			
12	Devans Modern Breweries, Samba	God Father Electra International Quality Beer	Tin	8	0	800	594	0	1135	818	0	0	84	59	0	0			
13	Devans Modern Breweries, Samba	God Father Electra Premium Quality Beer	Glass	8	475	0	499	0	691	0	719	0	104	0	54	0			
14	Devans Modern Breweries, Samba	God Father Electra Premium Quality Beer	Tin	8	0	800	594	0	1135	818	0	0	84	59	0	0			
15	Devans Modern Breweries, Samba	God Father Electra Premium Quality Beer Super Strong	Glass	8	486	0	499	0	702	0	719	0	105	0	54	0			
16	Devans Modern Breweries, Samba	God Father Electra Premium Quality Beer Super Strong	Tin	8	0	875	594	0	1213	818	0	0	88	59	0	0			
17	Devans Modern Breweries, Samba	God Father Electra Premium Strong Beer	Glass	8	486	0	499	0	702	0	719	0	105	0	54	0			
18	Devans Modern Breweries, Samba	God Father Electra Premium Strong Beer	Tin	8	0	875	594	0	1213	818	0	0	88	59	0	0			
19	Devans Modern Breweries, Samba	God Father Strong Beer	Glass	8	486	0	0	0	702	0	0	0	105	0	0	0			
20	Devans Modern Breweries, Samba	God Father Strong Beer	Tin	8	0	875	594	0	1213	818	0	0	88	59	0	0			
21	Devans Modern Breweries, Samba	God Father Premium Strong Beer	Glass	8	486	0	0	0	702	0	0	0	105	0	0	0			
22	Devans Modern Breweries, Samba	God Father Premium Strong Beer	Tin	8	0	875	594	0	1213	818	0	0	88	59	0	0			
23	Devans Modern Breweries, Samba	God Father Platinum Strong Beer	Glass	8	486	0	0	0	702	0	0	0	105	0	0	0			

(Fig in Rs)

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24	Devans Modern Breweries, Samba	God Father Platinum Strong Beer	Tin	8	0	875	594	0	0	1213	818	0	0	88	59	0	0
25	Devans Modern Breweries, Samba	God Father Lite Premium Quality Lager Beer	Glass	5	486	0	0	0	702	0	0	0	105	0	0	0	0
26	Devans Modern Breweries, Samba	God Father Premium Original Quality Beer	Glass	8	486	0	0	0	702	0	0	0	105	0	0	0	0
27	Devans Modern Breweries, Samba	God Father Premium Original Quality Beer	Tin	8	0	875	594	0	0	1213	818	0	0	88	59	0	0
28	Devans Modern Breweries, Samba	Rajdhani Lager Beer	Glass	5	486	0	530	0	702	0	751	0	105	0	55	0	0
29	Devans Modern Breweries, Samba	Rajdhani Premium Beer	Glass	8	486	0	530	0	702	0	751	0	105	0	55	0	0
30	Devans Modern Breweries, Samba	Bulldozer Strong Beer	Glass	8	402	0	0	0	614	0	0	0	95	0	0	0	0
31	Devans Modern Breweries, Samba	Bulldozer Strong Beer	Tin	8	0	653	443	0	0	981	660	0	0	75	50	0	0
32	Devans Modern Breweries, Samba	Bulldozer Super Strong Beer	Glass	8	402	0	0	0	614	0	0	0	95	0	0	0	0
33	Devans Modern Breweries, Samba	Bulldozer Super Strong Beer	Tin	8	0	653	443	0	0	981	660	0	0	75	50	0	0
34	Devans Modern Breweries, Samba	Monalisa Premium Lager Beer	Glass	5	418	0	0	0	631	0	0	0	97	0	0	0	0
35	Devans Modern Breweries, Samba	ROCKY Super Strong Beer	Glass	8	402	0	0	0	614	0	0	0	95	0	0	0	0
36	Devans Modern Breweries, Samba	ROCKY Super Strong Beer	Tin	8	0	653	443	0	0	981	660	0	0	75	50	0	0
37	Devans Modern Breweries, Samba	INFERRNO Super Strong Beer	Glass	8	475	0	0	0	691	0	0	0	104	0	0	0	0
38	Devans Modern Breweries, Samba	Victor Strong Beer	Glass	8	418	0	0	0	631	0	0	0	97	0	0	0	0
39	Devans Modern Breweries, Samba	Perinto Mojito Flavoured Beer Cooler Strong	Glass	8	616	0	638	0	838	0	864	0	120	0	62	0	0
40	Devans Modern Breweries, Samba	Perinto Passion Fruit Flavoured Beer Cooler Strong	Glass	8	616	0	638	0	838	0	864	0	120	0	62	0	0
41	Devans Modern Breweries, Samba	Perinto Cola Lime Flavoured Beer Cooler Strong	Glass	8	616	0	638	0	838	0	864	0	120	0	62	0	0
42	Devans Modern Breweries, Samba	Perinto Ginger Lime Flavoured Beer Cooler Strong	Glass	8	616	0	638	0	838	0	864	0	120	0	62	0	0
43	Devans Modern Breweries, Samba	Perinto Tequila Flavoured Beer Cooler Strong	Glass	8	616	0	638	0	838	0	864	0	120	0	62	0	0
44	Devans Modern Breweries, Samba	Perinto Shandy Flavoured Beer Cooler Strong	Glass	8	616	0	638	0	838	0	864	0	120	0	62	0	0
45	Devans Modern Breweries, Samba	Perinto Passion Fruit Flavoured Beer Cooler Mild	Glass	5	616	0	638	0	838	0	864	0	120	0	62	0	0
46	Devans Modern Breweries, Samba	Perinto Cola Lime Flavoured Beer Cooler Mild	Glass	5	616	0	638	0	838	0	864	0	120	0	62	0	0
47	Devans Modern Breweries, Samba	Perinto Ginger Lime Flavoured Beer Cooler Mild	Glass	5	616	0	638	0	838	0	864	0	120	0	62	0	0
48	Devans Modern Breweries, Samba	Perinto Tequila Flavoured Beer Cooler Mild	Glass	5	616	0	638	0	838	0	864	0	120	0	62	0	0
49	Devans Modern Breweries, Samba	Perinto Shandy Flavoured Beer Cooler Mild	Glass	5	616	0	638	0	838	0	864	0	120	0	62	0	0
50	Devans Modern Breweries, Samba	Perinto Mojito Flavoured Beer Cooler Mild	Glass	5	616	0	638	0	838	0	864	0	120	0	62	0	0
51	Devans Modern Breweries, Samba	Kotsberg Strong Premium Beer	Glass	8	724	0	759	0	951	0	990	0	132	0	68	0	0
52	Devans Modern Breweries, Samba	Kotsberg Strong Premium Beer	Tin	8	0	1198	759	0	0	1551	990	0	0	107	68	0	0
53	Devans Modern Breweries, Samba	Kotsberg Strong Super Premium Beer	Glass	8	724	0	759	0	951	0	990	0	132	0	68	0	0
54	Devans Modern Breweries, Samba	Kotsberg Strong Super Premium Beer	Tin	8	0	1198	759	0	0	1551	990	0	0	107	68	0	0
55	Devans Modern Breweries, Samba	Kotsberg Premium Pils	Glass	5	724	0	759	0	951	0	990	0	132	0	68	0	0
56	Devans Modern Breweries, Samba	Kotsberg Premium Pils	Tin	5	0	1198	759	0	0	1551	990	0	0	107	68	0	0
57	Devans Modern Breweries, Samba	Kotsberg Finest Pils Beer	Glass	5	724	0	756	0	951	0	987	0	132	0	68	0	0

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58	Devans Modern Breweries, Samba	Kotlsberg Finest Pils Beer	Tin	5	0	1198	759	0	0	1551	990	0	0	107	68	0
59	Devans Modern Breweries, Samba	Kotlsberg Original Pils Beer	Glass	5	724	0	759	0	951	0	990	0	132	0	68	0
60	Devans Modern Breweries, Samba	Kotlsberg Original Pils Beer	Tin	5	0	1198	759	0	0	1551	990	0	0	107	68	0
61	Devans Modern Breweries, Samba	Kotlsberg Strong Finest Quality Beer	Glass	8	724	0	759	0	951	0	990	0	132	0	68	0
62	Devans Modern Breweries, Samba	Kotlsberg Strong Finest Quality Beer	Tin	8	0	1198	759	0	0	1551	990	0	0	107	68	0
63	Basantar Breweries	Chinar 10000 Super Strong Beer	Glass	8	418	0	0	0	631	0	0	0	97	0	0	0
64	Basantar Breweries	Chinar Lite Premium Beer	Glass	5	418	0	0	0	631	0	0	0	97	0	0	0
65	Basantar Breweries	Chinar Strong Beer	Glass	8	418	0	0	0	631	0	0	0	97	0	0	0
66	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Tin	8	0	828	594	0	0	1164	818	0	0	85	59	0
67	Basantar Breweries	Sea Hawk Premium Lager Beer	Tin	5	0	800	594	0	0	1135	818	0	0	84	59	0
68	Basantar Breweries	Sea Hawk Exotic Super Strong Beer	Glass	8	486	0	499	0	702	0	719	0	105	0	54	0
69	Basantar Breweries	Sea Hawk Exotic Super Strong Beer	Tin	8	0	875	594	0	0	1213	818	0	0	88	59	0
70	Basantar Breweries	Sea Hawk Exotic Premium Lager Beer	Glass	5	486	0	499	0	702	0	719	0	105	0	54	0
71	Basantar Breweries	Sea Hawk Exotic Premium Lager Beer	Tin	5	0	875	594	0	0	1213	818	0	0	88	59	0
72	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Strong Beer	Glass	8	486	0	601	0	702	0	825	0	105	0	59	0
73	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Strong Beer	Tin	8	0	825	615	0	0	1161	840	0	0	85	60	0
74	Basantar Breweries For United Breweries Ltd.	Zingaro Premium Super Strong Beer	Glass	8	427	0	0	0	640	0	0	0	98	0	0	0
75	Basantar Breweries	King of Forest Super Strong Beer	Glass	8	438	0	0	0	652	0	0	0	100	0	0	0
76	Basantar Breweries	King of Forest Lite Premium Beer	Glass	5	438	0	0	0	652	0	0	0	100	0	0	0
77	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Glass	8	438	0	499	0	652	0	719	0	100	0	54	0
78	Basantar Breweries	Sea Hawk Premium Lager Beer	Glass	5	438	0	499	0	652	0	719	0	100	0	54	0
79	Basantar Breweries	Deep's Fire Red Extra Strong Beer	Glass	8	460	0	0	0	675	0	0	0	102	0	0	0
80	Basantar Breweries	Deep's Fire Premium Lager Beer	Glass	5	460	0	0	0	675	0	0	0	102	0	0	0
81	Basantar Breweries	Deep's Fire Red Extra Strong Beer	Tin	8	0	800	594	0	0	1135	818	0	0	84	59	0
82	Basantar Breweries	Deep's Fire Premium Lager Beer	Tin	5	0	800	594	0	0	1135	818	0	0	84	59	0

Note: Additional freight charges @ 5% for Kashmir division, Poonch and Kishwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP

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