

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

(Tele: 0191-2477977, Fax: 0191-2477761)

www.jkexcise.nic.in

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

**EXCISE ORDER NO : 01 of 2011**

**D A T E D : 01-04-2011**

In terms of sub-rule 31 (b) – (iv) of Rule 38 of the Jammu and Kashmir Liquor Licence and Sales Rules, 1984 governing the sale of spirit (IMFL), as recommended by the committee constituted vide excise order No : 248 of 2006 dated 25-05-2006 and in supersession to all previous orders issued on the subject, the ex-manufacturer price, ex-wholesale price and maximum sale rates of different volumes of IMFL including JK Desi-Whisky brand for the year 2011-12 shall be as under :-

**JK - DESI WHISKY**

**(2011-12)**

**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	266.00	314.00	-	369.00
2.	JK DESI WHISKY	60	Pouches	-	208.00	218.00	228.00

**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	1108.00	1158.00	-	1214.00
2.	JK DESI WHISKY	60	Pouches	-	1049.00	1058.00	1069.00

**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	136	71	-	35
2.	JK DESI WHISKY	60	Pouches	-	65	43	32

*Handwritten signature/initials*

## MRP of Local Cheap Brands For Sale in Civil For The Year 2011-12

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	368	426	468	1284	1346	1355	195	101	50
2	National Ind. Corp.	Standard XXX Rum	75	368	426	468	1284	1346	1355	195	101	50
3	National Ind. Corp.	Standard Dry Gin	65	338	401	434	1133	1200	1205	178	93	46
4	National Ind. Corp.	Standard Orange Gin	65	360	407	466	1157	1207	1239	181	93	47
5	Rockland Distillery	Star One Whisky	75	368	426	468	1284	1346	1355	195	101	50
6	Rockland Distillery	Star XXX Rum	75	368	426	468	1284	1346	1355	195	101	50
7	Rockland Distillery	Star Orange Gin	65	360	407	466	1157	1207	1239	181	93	47
8	Rockland Distillery	Star Dry Gin	65	338	401	434	1133	1200	1205	178	93	46
9	Ranson Industries	Ranson Club Whisky	75	368	426	468	1284	1346	1355	195	101	50
10	Ranson Industries	Ranson Club XXX Rum	75	368	426	468	1284	1346	1355	195	101	50
11	Trishul Bottlers	Tiger Rum	75	368	426	468	1284	1346	1355	195	101	50
12	Trishul Bottlers	Mission Kashmir XXX Rum	75	368	426	468	1284	1346	1355	195	101	50
13	Trishul Bottlers	Tiger Whisky	75	368	426	468	1284	1346	1355	195	101	50
14	Trishul Bottlers	Tiger Dry Gin	65	338	401	434	1133	1200	1205	178	93	46
15	Trishul Bottlers	Tiger Orange Gin	65	360	407	466	1157	1207	1239	181	93	47
15	Trishul Bottlers	Olde Adventure Rum	75	505	528	567	1501	1526	1528	219	111	55
16	Basantar Bottlers	Chinar Fine Whisky	75	368	426	468	1284	1346	1355	195	101	50
17	Basantar Bottlers	Chinar XXX Rum	75	368	426	468	1284	1346	1355	195	101	50
18	Basantar Bottlers	Chinar Orange Gin	65	360	407	466	1157	1207	1239	181	93	47
19	Basantar Bottlers	Chinar Ice Blue Gin	65	338	401	434	1133	1200	1205	178	93	46
20	GMB	007 Whisky	75	368	426	468	1284	1346	1355	195	101	50
21	GMB	Old Charlie Rum	75	368	426	468	1284	1346	1355	195	101	50
22	GMB	Ranjit Dry Gin	65	338	401	434	1133	1200	1205	178	93	46
23	GMB	Orange Gin	65	360	407	466	1157	1207	1239	181	93	47
24	Madeira Bottlers	Royal Club XXX Rum	75	368	426	468	1284	1346	1355	195	101	50
25	Madeira Bottlers	Royal Club Fine Whisky	75	368	426	468	1284	1346	1355	195	101	50
26	Madeira Bottlers	Raspberr Orange Gin	65	360	407	466	1157	1207	1239	181	93	47
27	Madeira Bottlers	Glory Dry Gin	65	338	401	434	1133	1200	1205	178	93	46
28	Dogra Distilleries	Knight No.1 Spl Whisky	75	368	426	468	1284	1346	1355	195	101	50
29	Dogra Distilleries	Double Cross Rum	75	368	426	468	1284	1346	1355	195	101	50
30	Dogra Distilleries	Shalimar Dry Gin	65	338	401	434	1133	1200	1205	178	93	46
31	Dogra Distilleries	Chinab Orange Gin	65	360	407	466	1157	1207	1239	181	93	47
32	Oakland Bottlers	OB Orange Gin	65	360	407	466	1157	1207	1239	181	93	47
33	Oakland Bottlers	OB Dry Gin	65	338	401	434	1133	1200	1205	178	93	46
34	New India Distilleries	Gold Band Rum	75	368	426	468	1284	1346	1355	195	101	50
35	New India Distilleries	Gold Band Whisky	75	368	426	468	1284	1346	1355	195	101	50
36	New India Distilleries	Gold Band Dry Gin	65	338	401	434	1133	1200	1205	178	93	46
37	New India Distilleries	Vegas Orange Gin	65	360	407	466	1157	1207	1239	181	93	47
38	New India Distilleries	Gold Band Lime Duet Gin	65	348	399	449	1144	1198	1221	179	93	46
39	New India Distilleries	HM Malt Whisky	75	373	411	439	1290	1330	1324	196	100	49
40	Napolian Bottlers	Napolian's A Class Rum **	75	368	426	468	1284	1346	1355	195	101	50
41	Napolian Bottlers	Napolian's A Class Whisky **	75	368	426	468	1284	1346	1355	195	101	50
42	Napolian Bottlers	Napolian's A Class Dry Gin **	65	338	401	434	1133	1200	1205	178	93	46
43	Napolian Bottlers	Napolian's Orange Gin **	65	360	407	466	1157	1207	1239	181	93	47
45	Oakland Bottlers	Binnies Fine Whisky	75	515	536	579	1512	1534	1541	220	111	55
46	Oakland Bottlers	Shatranj Whisky	75	448	501	534	1441	1497	1493	212	109	54
47	Trishul Bottlers	Kerala Malted Whisky	75	515	530	571	1512	1528	1533	220	111	55
49	Lawi Bottlers/Mohan Maiken	Blue Bull	75	515	530	571	1512	1528	1533	220	111	55
50	Dogra Distilleries	White Stag Whisky	75	503	516	539	1428	1441	1430	211	106	52
51	Oakland Bottlers	OB Whisky	75	533	571	614	1459	1500	1509	214	109	54
52	Oakland Bottlers	OB Rum	75	533	571	614	1459	1500	1509	214	109	54

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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)									
53	Trishul Bottlers	Crazy Hunter Whisky	75	510	534	565	1435	1460	1458	212	107	53	
54	DMB	Triple Horse Fine Whisky	75	395	441	489	1313	1362	1377	198	102	51	
55	DMB	Kashmir XXX Rum	75	360	413	454	1276	1332	1340	194	100	50	
56	DMB	Kashmir Orange Gin	65	348	402	458	1144	1201	1230	179	93	47	
57	DMB	Kashmir Dry Gin	65	333	387	429	1128	1185	1199	178	92	46	
58	DMB	Double Horse Malted Whisky	75	360	413	454	1276	1332	1340	194	100	50	
59	Dogra Distilleries	Dogra's Royal Duet	65	483	511	559	1287	1317	1337	195	99	50	
60	Oakland Bottlers	Samba Rum	75	368	426	468	1284	1346	1355	195	101	50	
61	Trikuta Bottlers	Himalaya No. 1 whisky	75	368	426	468	1284	1346	1355	195	101	50	
62	Trikuta Bottlers	Himalaya XXX Rum	75	368	426	468	1284	1346	1355	195	101	50	
63	Trikuta Bottlers	Sky Blue Extra Dry Gin	65	338	401	434	1133	1200	1205	178	93	46	
64	Trikuta Bottlers	Sky Blue Orange Gin	65	360	407	466	1157	1207	1239	181	93	47	
64	Trikuta Bottlers	Magic Malted Whisky	75	513	536	569	1438	1463	1462	212	107	53	
65	Napolean Blenders & Bottlers	Napolean's Crown Malted Wky	75	513	536	569	1438	1463	1462	212	107	53	
66	Napolean Blenders & Bottlers	Napolean's Glacier Dry Gin	65	598	621	659	1409	1433	1443	209	106	53	
68	Kashmir Distilleries	Flying Bird Whisky	75	368	426	468	1284	1346	1355	195	101	50	
69	Kashmir Distilleries	Flying Bird Rum	75	368	426	468	1284	1346	1355	195	101	50	
70	Kashmir Distilleries	Flying Bird Gin	65	338	401	434	1133	1200	1205	178	93	46	
71	Kashmir Distilleries	Flying Bird Orange Gin	65	360	407	466	1157	1207	1239	181	93	47	

## MRP of Local Medium Brands For Sale In Civil For The Year 2011-12

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	694	824	891	1702	1839	1872	253	134	67
2	Trishul Bottlers	Lemon Punch Duet	65	526	661	768	1395	1538	1618	217	117	60
3	Dogra Distilleries	ILA Paan Liqueur	75	643	781	839	1648	1794	1817	246	132	66
4	Dogra Distilleries	DD VODKA GREEN APPLE	65	803	821	869	1688	1707	1725	251	127	63
5	Dogra Distilleries	DD VODKA	75	608	746	779	1610	1757	1753	242	129	64
6	Trishul Bottlers	Carew Dry Gin	65	646	669	702	1584	1608	1607	239	121	60
7	Trishul Bottlers	Celebration Rum	75	814	837	868	1900	1925	1916	275	139	69
8	Oakland Bottlers	Aristocrat Dry Gin	65	646	661	702	1584	1600	1607	239	120	60
9	Oakland Bottlers	Aristocrat Deluxe XXX Rum	75	814	837	868	1900	1925	1916	275	139	69
10	Devans Modern Breweries	God Father Premium Rum	75	763	781	819	1775	1794	1795	261	132	65
11	Devans Modern Breweries	Paradise Duet -Gin with Lime	65	698	766	839	1577	1649	1693	238	123	62
12	Devans Modern Breweries	Pan Elachi Paradise Liqueur	65	698	766	839	1577	1649	1693	238	123	62
13	Napolian Blenders & Bottlers	Napolian's Party Lemon Duet	65	773	806	864	1657	1691	1719	247	126	63
14	Napolian Blenders & Bottlers	Napolian's W Bravo XXX Rum	75	743	761	799	1754	1773	1774	259	130	65
15	Napolian Blenders & Bottlers	Napolian's Carribbeans XXX Dark Rum	75	783	801	839	1796	1815	1817	263	133	66
16	Napolian Blenders & Bottlers	Napolian's INOV Russian Vodka	75	768	791	819	1780	1804	1795	262	132	65
17	Basantar Bottlers	Black Berry Prestige Whisky *	75	768	691	744	1780	1698	1716	262	126	63
18	Tawi Bottlers for Mohan Meakin	Old Monk Rum	75	810	833	866	1896	1920	1914	275	139	69
19	Tawi Bottlers for Mohan Meakin	Black Knight Whisky	75	830	853	886	1917	1942	1935	277	140	69
20	Trikuta Bottlers Samba	Crystal Vodka	65	803	821	869	1688	1707	1725	251	127	63
21	Trikuta Bottlers Samba	Magic King Duet & Lime	65	648	681	709	1524	1559	1555	232	118	58
22	Trikuta Bottlers Samba	BANARSI PAN ELAICHI	75	643	781	839	1648	1794	1817	246	132	66

## MRP of Local Premium Brands For Sale In Civil For The Year 2011-12

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	Tawi Bottlers for Mohan Meakin	Solan No. 1 Whisky	75	1188	1221	1279	2440	2475	2489	350	177	88
2	Trishul Bottlers	Green Label Whisky	75	1012	1035	1084	2253	2278	2282	328	165	82

## MRP of Local Beer Brands For Sale In Civil For The Year 2011-12

S. No	BREWERY	BRAND	DEG. BELOW % V/V	EX MANUFACTURER PRICE/CASE					EX -JKEL-1 PRICE PER CASE					Maximum Retail Price per Unit (Inclusive of all Taxes)				
				650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML			
1	DEVANS MODERN BREWERIES	God Father S.Strong Premium	8	314	0	0	0	424	0	0	0	0	60	0	0	0	0	
2	DEVANS MODERN BREWERIES	God Father High Power S.Strong	8	314	0	424	424	424	0	540	538	60	0	36	36	0	0	
3	DEVANS MODERN BREWERIES	God Father 10000+ Premium Strong	8	314	0	424	0	424	0	540	0	60	0	36	0	0	0	
4	DEVANS MODERN BREWERIES	God Father 10000+ Super Strong Premium	8	314	0	424	0	424	0	540	0	60	0	36	0	0	0	
5	DEVANS MODERN BREWERIES	Monalisa Premium Lager	5	314	0	0	0	424	0	0	0	60	0	0	0	0	0	
6	NEW INDIA BREWERIES	Falcon Premium Lager	5	314	0	0	0	424	0	0	0	60	0	0	0	0	0	
7	NEW INDIA BREWERIES	Falcon Super Strong	8	314	0	0	0	424	0	0	0	60	0	0	0	0	0	
8	NEW INDIA BREWERIES	Falcon 10000 Beer	8	314	0	0	0	424	0	0	0	60	0	0	0	0	0	
9	NEW INDIA BREWERIES	Fit n Fine Beer Super Strong	8	314	0	0	0	424	0	0	0	60	0	0	0	0	0	
10	NEW INDIA BREWERIES	Golden Eagle Super Strong	8	329	0	0	0	499	0	0	0	68	0	0	0	0	0	
11	NEW INDIA BREWERIES	Meskin 10000 Super Strong	8	329	0	0	0	499	0	0	0	68	0	0	0	0	0	
12	DEVANS MODERN BREWERIES	Godfather Super Strong International Quality Beer	8	314	0	0	0	424	0	0	0	60	0	0	0	0	0	
13	DEVANS MODERN BREWERIES	Bulldozer Strong Beer	8	314	0	0	0	424	0	0	0	60	0	0	0	0	0	
14	DEVANS MODERN BREWERIES	Bulldozer Super Strong Beer	8	314	0	0	0	424	0	0	0	60	0	0	0	0	0	

(Fig in Rs)

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**MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2011-12**

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	BOMBAY BREWERIES	KINGFISHER STRONGS PREMIUM **	TIN BEER	8	0	890	597	0	0	921	618	0	0	0	60	40	0
2	BOMBAY BREWERIES	KINGFISHER PREMIUM LAGER **	TIN BEER	5	0	890	577	0	0	921	597	0	0	0	60	39	0
3	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER PREMIUM LAGER **	TIN BEER	5	0	878	574	0	0	908	594	0	0	0	60	39	0
4	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER STRONGS PREMIUM **	TIN BEER	8	0	878	594	0	0	908	615	0	0	0	60	40	0
5	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER **	GLASS	8	549	0	0	0	0	568	0	0	0	75	0	0	0
6	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER **	TIN BEER	8	0	928	0	0	0	960	0	0	0	0	62	0	0
7	DMB KOTIPUTLI JAIPUR	God Father S.Strong High Power Beer	TIN BEER	8	0	881	598	0	0	911	619	0	0	0	60	40	0
8	DMB KOTIPUTLI JAIPUR	God Father Lager Beer Original Quality	TIN BEER	5	0	881	583	0	0	911	603	0	0	0	60	40	0
9	DMB KOTIPUTLI JAIPUR	God Father Lager Beer Original Quality	GLASS	5	549	0	0	0	0	568	0	0	0	75	0	0	0
10	DMB KOTIPUTLI JAIPUR	God Father Life Premium Quality Lager Beer	TIN BEER	5	0	0	583	0	0	603	0	0	0	0	40	0	0
11	SKOL BREWERIES LTD HARYANA	HAYWARDS 5000 S.STRONG	GLASS	8	504	0	0	0	0	522	0	0	0	70	0	0	0
12	SKOL BREWERIES LTD HARYANA	HAYWARDS 5000 S.STRONG	TIN BEER	8	0	878	594	0	0	908	614	0	0	0	60	40	0
13	SKOL BREWERIES LTD HARYANA	FOSTER'S LAGER	TIN BEER	5	0	878	0	0	0	908	0	0	0	0	60	0	0
14	SKOL BREWERIES LTD HARYANA	FOSTER'S LAGER BEER	GLASS	5	526	0	0	0	0	544	0	0	0	73	0	0	0
15	MOUNTSHIVALIK BREWERIES	THUNDERBOLT SUPERSTRONG **	GLASS	8	513	0	2	584	533	0	2	584	72	0	0	38	0
16	MOUNTSHIVALIK BREWERIES	THUNDERBOLT SUPERSTRONG **	TIN BEER	8	0	878	0	0	0	909	0	0	0	0	60	0	0
17	UNITED BREWERIES LTD LUDHIANA	KINGFISHER PREMIUM LAGER BEER **	GLASS	8	519	0	546	0	0	537	0	0	0	72	0	38	0
18	UNITED BREWERIES LTD LUDHIANA	KINGFISHER STRONG PREMIUM BEER **	GLASS	8	519	0	546	0	0	537	0	0	0	72	0	38	0
19	UNITED BREWERIES LTD LUDHIANA	SUPER STRONG ZINGARD PREMIUM BEER **	GLASS	8	496	0	523	0	0	513	0	541	0	70	0	36	0
20	UNITED BREWERIES LTD LUDHIANA	KINGFISHER RED PREMIUM GRAVITY BEER	GLASS	8	556	0	0	0	0	575	0	0	0	76	0	0	0

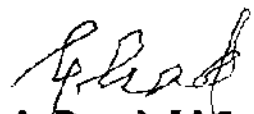
(Fig in Rs)

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

This order shall be operative with immediate effect.

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

  
**(G.A/Peer) IAS**  
Excise Commissioner,  
J&K Government

**NO: - EC/STS/2011-12/1408-1429**

**Dated:-01-04-2011**

Copy to the:-

1. Commissioner Commercial Taxes, J&K Government, Jammu.
2. Dy. Excise Commissioner, Executive, Jammu / Kashmir, Distilleries / Accounts, Jammu for information and necessary action.
3. Additional Commissioner Commercial Taxes Jammu / Kashmir.
4. Additional Commissioner Commercial Taxes Jammu / Kashmir.
5. Excise and Taxation Officer, Excise Range Jammu City North / South / Jammu-Kathua / Doda-Udhampur / Rajouri-Poonch / Leh for further circulation amongst the IMFL licensees of their respective Excise Ranges and to ensure strict compliance.
6. Excise and Taxation Officer Eradication.
7. Assessing Authority, Commercial Taxes Circle-'H' Jammu.
8. Technical P.A to Excise Commissioner.
9. President Wine Association, Jammu / .....
10. All retailers namely JKEL-2, JKEL-3, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7 M/S .....
11. All wholesalers namely JKEL-1 M/S .....
12. All Manufacturers namely JKEL-6 and D-2 M/S .....
13. Order File(w 2 s c)