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OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT
EXCISE AND TAXATION COMPLEX, RAIL HEAD- JAMMU
(Tele/Fax: 0191-2477977, 2477761)

Sub : MAXIMUM SALE PRICE OF IMFL (IMPORTED, DELUX AND PREMIUM BRANDS) AND BEER IN J&K STATE

Ref : DEPUTY EXCISE COMMISSIONER, EXECUTIVE, JAMMU'S NO.: MRP/DECJ/EXC/108 DATED 07-4-2011

EXCISE ORDER NO : 13 of 2011

D A T E D : 07-04-2011

In terms of sub-rule 31 (b) – (iv) of Rule 36 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 of all previous orders issued on the subject, the ex-manufacturer price, ex-wholesale price and maximum sale rates of different various volumes of Imported Medium Brands of IMFL, Imported Premium Brands of IMFL, Imported Deluxe Brands of IMFL, Imported RTD Beverages, Local and Imported Beer to be sold in civil market in the State is notified as per Annexures 'A' to 'F' of this order with immediate effect.

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 750ML only.

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


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

NO: - EC/Exc/2011-12/157-75

Dated:-07-04-2011

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.
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)

Annexure-A'

MRP of Imported Deluxe Brands For Sale in Civil For The Year 2011-12

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-Martini India Ltd	Bacardi Superior Rum*	75	3594	3701	3738	3810	3923	3962	524	269	135
2	Bacardi-Martini India Ltd.	Bacardi Razz Original Raspberry Rum *	75	3758	3761	3820	3983	3987	4049	545	273	138
3	Bacardi-Martini India Ltd.	Bacardi Apple Original Raspberry Rum *	75	3758	3761	3820	3983	3987	4049	545	273	138
4	Bacardi-Martini India Ltd.	Bacardi Limon Original Raspberry Rum *	75	3758	3761	3820	3983	3987	4049	545	273	138
5	Bacardi-Martini India Ltd	Bacardi Orange Original Raspberry Rum *	75	3758	3761	3820	3983	3987	4049	545	273	138
6	Period Ricard India Pvt. Ltd.	100 Pipers Deluxe Scotch Whisky **	75	8155	0	0	8644	0	0	1114	0	0
7	Period Ricard India Pvt. Ltd.	Blenders Pride Rare Premium Whisky *	75	4279	4333	4348	4536	4593	4609	612	310	155
8	Khoday India Ltd.	Peter Scot Malt Whisky *	75	4158	4206	4219	4407	4458	4472	596	301	151
9	United Spirits Limited	Signature Whisky *	75	4304	4408	4500	4562	4672	4770	615	314	160
10	United Spirits Limited	Antiquity Blue *	75	5937	0	0	6293	0	0	827	0	0
11	United Spirits Limited	Antiquity Rare *	75	5198	0	0	5510	0	0	731	0	0
12	United Spirits Limited	Royal Challenge *	75	4159	4270	4326	4409	4526	4586	597	305	154
13	United Spirits Limited	Black Dog Deluxe Scotch Whisky *	75	12443	0	0	13190	0	0	1668	0	0
14	United Spirits Limited	Black Dog Centenary Scotch Whisky *	75	9339	0	0	9899	0	0	1267	0	0
15	Bearm Global Spirits & Wine	Teacher's. 50 (12 Yrs. Old)	75	12409	0	0	13154	0	0	1664	0	0
16	Bearm Global Spirits & Wine	Teacher's Highland Cream	75	9309	0	0	9868	0	0	1263	0	0
17	M/s John Walker & Sons, Scotland through M/s Diageo India Pvt. Ltd.	Johnny Walker Black Label Old Scotch Whisky(Bottled in Origin) *	75	20047	0	0	21250	0	0	2652	0	0
18	Diageo India Pvt. Ltd.	Johnny Walker Red Label Old Scotch Whisky(Bottled in Origin) *	75	9206	0	0	9758	0	0	1249	0	0
19	Diageo India Pvt. Ltd.	Halg Gold Label Scotch Whisky*	75	4291	0	0	4548	0	0	614	0	0
20	Diageo India Pvt. Ltd.	Smirnoff Vodka *	75	4152	4192	4294	4401	4444	4552	596	300	153
21	Diageo India Pvt. Ltd.	Smirnoff Orange Triple Distilled Vodka *	65	4132	0	0	4380	0	0	593	0	0

(Fig. in Rs.)

Annexure-A' - Contd.

MRP of Imported Deluxe Brands For Sale In Civil For The Year 2011-12

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			
22	Diageo India Pvt. Ltd.	Smirnoff Green Apple Triple Distilled Vodka *	65	4132	0	0	4380	0	0	593	0	0	0		
23	Diageo India Pvt. Ltd.	Black & White Old Scotch Whisky *	75	8589	0	0	9104	0	0	1170	0	0	0		
24	Diageo India Pvt. Ltd.	Vat 69 Scotch Whisky *	75	7406	0	0	7850	0	0	1017	0	0	0		
25	United Spirits Limited	Whyte & Mackay Special Scotch Whisky *	75	7630	0	0	8088	0	0	1046	0	0	0		
26	Devason Private Limited Through Ghaio Mail & Sons, New Delhi	Champs Elysees Brut (Imported Champagne) *	18.28	5979	0	0	6338	0	0	832	0	0	0		
27	Devason Private Limited Through Ghaio Mail & Sons, New Delhi	Les Ormes DE Cambres Merlot (Imported Wine) *	21.91	6238	0	0	6812	0	0	866	0	0	0		
28	Devason Private Limited Through Ghaio Mail & Sons, New Delhi	Les Ormes DE Cambres Sauvignon (Imported Wine) *	21.03	6221	0	0	6594	0	0	863	0	0	0		
29	M/s Four Seasons Wines Ltd., Maharashtra	Four Seasons Classic Chenin Blanc *	21.91	4687	4866	0	4968	5158	0	665	344	0	0		
30	M/s Four Seasons Wines Ltd., Maharashtra	Four Seasons Classic Shiraz *	21.91	4687	4866	0	4968	5158	0	665	344	0	0		
31	M/s Four Seasons Wines Ltd., Maharashtra	Zinzi Red Wine *	21.91	3375	3550	0	3578	3763	0	495	259	0	0		
32	M/s Four Seasons Wines Ltd., Maharashtra	Zinzi White Wine *	21.91	3375	3550	0	3578	3763	0	495	259	0	0		
33	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Blue Nan Sparking Gold Deluxe *	19.28	11385	0	0	12068	0	0	1531	0	0	0		
34	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Casuariana Creek Shiraz Deluxe *	24.54	7718	0	0	8181	0	0	1057	0	0	0		
35	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Casuariana Creek Cabernet Deluxe *	23.66	7669	0	0	8129	0	0	1051	0	0	0		
36	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Olcaviana Merlot Oneoked Deluxe *	23.86	7899	0	0	8373	0	0	1080	0	0	0		
37	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Olcaviana Chardonnay Deluxe *	24.54	7916	0	0	8391	0	0	1083	0	0	0		
38	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Vega Pasion Deluxe *	23.66	6799	0	0	7207	0	0	938	0	0	0		
39	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Casuariana Creek Unwooded Chardonnay Deluxe *	24.54	7986	0	0	8465	0	0	1092	0	0	0		
40	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Fresh Vibes Vodka *	65.00	8869	0	0	9401	0	0	1206	0	0	0		
41	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Kuchh Nal Scotch Whisky Deluxe *	75.00	9263	0	0	9819	0	0	1257	0	0	0		

'Annexure- B'

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

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	Permod Ricard India Pvt. Ltd.	Royal Stag Delux Whisky **	75	2522	2541	2532	2673	2693	2684	378	190	94
2	Permod Ricard India Pvt. Ltd.	Imperial Blue Sup. Grain Whisky **	75	2154	2187	2188	2283	2318	2319	331	168	83
3	Permod Ricard India Pvt. Ltd.	Seagram's Fuel Vodka **	75	2522	2541	2532	2673	2693	2684	378	190	94
4	Knoday India Ltd.	Red Knight Malt Whisky **	75	2548	2563	2530	2701	2717	2682	382	192	94
5	Rampur Distillery	Magic Moment Vodka **	75	2610	2634	2591	2767	2792	2746	389	196	96
6	Rampur Distillery	8 PM Whisky **	75	2026	2040	2012	2148	2162	2133	315	158	78
7	Rampur Distillery	Magic Moments Remix Flavoured Vodka Green Apple **	65	2842	2871	2860	3013	3043	3032	419	211	105
8	Rampur Distillery	Magic Moments Remix Flavoured Vodka Lemon Grass & Ginger **	65	2842	2871	2860	3013	3043	3032	419	211	105
9	Rampur Distillery	Magic Moments Remix Flavoured Vodka Orange **	65	2842	2871	2860	3013	3043	3032	419	211	105
10	Jagajit Industries Ltd.	Aristocrat Premium Whisky **	75	2146	2178	2164	2275	2309	2294	330	167	83
11	Jagajit Industries Ltd.	AC Neat Whisky **	75	2042	2043	2040	2165	2166	2162	317	159	79
12	United Spirits Limited	Bagpiper Whisky **	75	2138	2141	2159	2266	2269	2289	329	165	82
13	United Spirits Limited	Golconda Brandy **	75	1932	1939	1904	2048	2055	2018	303	152	74
14	Chandigarh Distillers & Bott.	McD No1 Whisky **	75	2257	2284	2276	2392	2421	2413	344	174	86
15	Chandigarh Distillers & Bott.	Red Romanov Vodka **	75	2461	2476	2463	2609	2625	2611	370	186	92
16	Chandigarh Distillers & Bott.	Romanov Vodka Apple Thrill **	75	2482	2509	2501	2631	2660	2651	373	188	93
17	Chandigarh Distillers & Bott.	Romanov Vodka Orange Thrill **	75	2482	2509	2501	2631	2660	2651	373	188	93
18	Chandigarh Distillers & Bott.	McD No 1 Platinum Luxury Whisky **	75	2530	2542	2526	2682	2695	2678	379	190	94
19	United Spirits Limited	McDowell's Vintage Whisky **	75	2612	2651	2657	2769	2810	2816	390	197	98
20	National Industrial Crop. Ltd	Black & Gold Rare Premium Whisky **	75	2523	2526	2534	2674	2678	2686	378	189	94
21	National Industrial Crop. Ltd	Black & Gold Napoleon Brandy *	75	2523	2526	2534	2674	2678	2686	378	189	94
22	A.B Sugars Ltd. Dasua	Evening Special Premium Whisky	75	2009	2025	2026	2130	2147	2148	313	158	78
23	Bacardi-Martini India Ltd.	Bacardi Eristoff Original Rum *	75	2913	2910	2972	3088	3085	3150	428	214	108

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Annexure-C

MRP OF IMPORTED MEDIUM BRANDS FOR SALE IN CIVIL FOR THE YEAR 2011-12

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			
1	Rampur Distillery	Contessa Rum *	75	1700	1721	1705	1802	1824	1807	264	133	66
2	Jagajit Industries Ltd.	Aristocrat Vodka *	75	1789	1818	1812	1896	1927	1921	275	139	69
3	Jagajit Industries Ltd.	Bonnie Special Whisky	65	1651	1655	1644	1750	1754	1743	258	129	64
4	United Spirits Limited	White Mischief*	75	1686	1715	1703	1787	1818	1805	262	133	66
5	United Spirits Limited	Romanov Vodka *	75	1790	1816	1804	1897	1925	1912	275	139	69
6	Chandigarh Distillers & Bott.	Blue Ribband Duet *	75	1810	1833	1826	1919	1943	1936	278	140	69
7	A.B.Sugars Ltd.	Raffles Vodka *	75	1709	1722	1736	1812	1825	1840	265	133	67
8	A.B.Sugars Ltd.	Silver Peg XXX Rum *	65	1739	1777	1756	1843	1884	1861	269	137	67
9	A.B.Sugars Ltd.	Raffles Duet *	75	1739	1777	1756	1843	1884	1861	269	137	67
10	Koday India Ltd	Hercules XXX Rum*	75	1822	1837	1809	1931	1947	1918	279	140	69
11	National Industrial Crop. Ltd.	Black Bull Special XXX Rum *	75	1791	1815	1819	1898	1924	1928	275	139	69
12	National Industrial Crop. Ltd.	Dimpy Special Whisky	75	1791	1815	1819	1898	1924	1928	275	139	69

(ANNEXURE-D)

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

S. No.	BREWERY	BRAND	CATEGORY	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	355ML	650 ML	500 ML	330 ML	355ML	650 ML	500 ML	330 ML	355ML			
1	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg All Malt Premium Beer	TIN BEER	5	0	1233	815	0	0	0	1276	843	0	0	0	79	52	0	
2	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Gold Label Strong Beer	TIN BEER	8	0	891	0	0	0	0	922	0	0	0	0	60	0	0	
3	Carlsberg India Pvt. Ltd Himachal Pardesh	Palone 8 X-Tra Strong Premium Beer	TIN BEER	8	0	883	560	0	0	0	913	579	0	0	0	60	38	0	
4	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Genuine Quality Green	TIN BEER	5	0	891	0	0	0	0	922	0	0	0	0	80	0	0	
5	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Genuine Quality Green	GLASS	5	549	0	643	0	0	0	568	0	665	0	75	0	43	0	
6	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Gold Label Strong Beer	GLASS	8	549	0	643	0	0	0	568	0	665	0	75	0	43	0	
7	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg All Malt Premium Beer	GLASS	5	728	0	810	0	0	0	753	0	838	0	95	0	52	0	
8/	Carlsberg India Pvt. Ltd Himachal Pardesh	Palone 8 X-Tra Strong Premium Beer	GLASS	8	503	0	0	0	0	0	520	0	0	0	70	0	0	0	
9	Cerveceria Modelo, S.A. De C. V. Mexico, D.F. Through Brindo Sales Ltd., S-53, Okhla Industrial-Phase 2nd, New Delhi 110020	Corona Extra Beer (355 ML)	GLASS	5	0	0	0	1560	0	0	0	0	1615	0	0	0	0	93	

(Fig in Rs)

ANNEXURE-E

MRP of Imported RTD Beverages 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	275ML	650 ML	500 ML	330 ML	275ML	650 ML	500 ML	330 ML	275ML
1	Bacardi Martini India Ltd. Goa	Breezer Tropical Lime	Glass Bottle	4.8	0	0	0	770	0	0	0	797	0	0	0	48
2	Bacardi Martini India Ltd. Goa	Breezer Tropical Orange	Glass Bottle	4.8	0	0	0	770	0	0	0	797	0	0	0	48
3	Bacardi Martini India Ltd. Goa	Breezer Tropical Cranberry	Glass Bottle	4.8	0	0	0	770	0	0	0	797	0	0	0	48
4	Bacardi Martini India Ltd. Goa	Breezer Jamaican Passion	Glass Bottle	4.8	0	0	0	770	0	0	0	797	0	0	0	48

(Fig in Rs)

ANNEXURE 'F'

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
1	DME	Sultan Malted Whisky	75	583	597	636	1512	1527	1533	220	111	55
2	DME	Godfather XXX Rum	75	533	571	614	1459	1500	1509	214	109	54

(Fig. in Rs)