

GOVERNMENT OF JAMMU AND KASHMIR
DEPARTMENT OF EXCISE
EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU-180012

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

ORDER NO : 214 Of 2015
D A T E D : 31 - 08 -2015

- Ref:- i) SRO 279 Dated 21st August,2015**
ii) Recommendations of committee constituted vide Excise Order NO. No.141 of 2009 dated 30.6.2009 conveyed by Deputy Excise Commissioner , Executive, Jammu vide letter No. MRP/DECEJ/Exc/4107 Dated: 29-08-2015 .

Whereas, the Government in the Finance Department vide Notification SRO 279 dated 21st August, 2015 issued under endorsement No. ET/Estt/46/2015 dated 21-08-2015 has authorized Excise Commissioner, J&K Government to fix **MRP of all brands of liquor for the year 2015-16**. 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 Special Whisky, Local Economy Brands of IMFL, Local Medium Brands of IMFL, Local Premium Brands of IMFL, Imported Super Deluxe/Deluxe Brands of IMFL, Imported Premium Brands of IMFL, Imported Medium Brands of IMFL, RTD (imported) and Local and Imported Beer to be sold by the Off Licensees (JKEL-2) in civil market in the State is notified as per Annexure 'A' to 'K' of this order. Any revision in this MRP, if required, will be notified separately.

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

No brands shall be sold either below or above the rate prescribed in this order. This MRP is applicable from 1st September, 2015 onwards. The old stocks lying in retail vends (JKEL-2) shall also be deemed to be having MRP as per this order.

However, JKEL-2 licensees in Kashmir region are hereby allowed to charge Rs. 3.00 , Rs. 2.00 and Rs. 1.00 on Qts, Pints and Nips respectively and JKEL-2 licensees of Ladakh region are hereby allowed to charge Rs. 5.00, Rs. 3.00 and Rs. 2.00 on Qts, Pints and Nips respectively over and above MRP, on account of transportation and other valid costs.

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

By Order.

Encl: 39 leaves


(Tsering Angchok) IAS
Excise Commissioner
J&K Government

No: EC/STS/ 1459-84

Dated: 31-08-2015

Copy to the:-

1. Commissioner Secretary to Government, Finance Department, Civil Secretariat, Srinagar for information.
2. Commissioner Commercial Taxes, J&K Government, Srinagar.
3. Additional Commissioner Commercial Taxes (Adm), Jammu/Kashmir.
4. Deputy Excise Commissioner, Accounts, Jammu.
5. Deputy Excise Commissioner , Executive, Jammu/Kashmir.
6. Deputy Excise Commissioner, Distilleries, Jammu.
7. Deputy Excise Commissioner, Toll Post Lakhampur/Leh.
8. Excise & Taxation Officer, Excise Range Jammu CityNorth/South/Samba/Kathua/Doda/Udhampur/Rajouri-Poonch/Leh/Kashmir for further circulation amongst the IMFL licensees of their respective Excise Ranges and to ensure strict compliance.
9. Excise & Taxation Officer, Eradication Wing, Jammu.
10. Assessing Authority, Commercial Taxes Circle "H" Jammu.
11. President Wine Association, Jammu _____
12. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7 M/S _____
13. All Manufacturers namely JKEL-6 and D-2 M/S _____
14. Programmer, Excise Department for updation in the departmental website.
15. Order File (w 2 s c).

ANNEXURE-A

MRP OF JK SPECIAL WHISKY FOR THE YEAR 2015-16

Ex-Manufacturer Price Per Case:-

Page No. of

Price in Rupees

S. No	Category	Strength	Packing	750 ML		250 ML 36 Pcs.	180 ML 50 Pcs.
				375 ML 24 Pcs.	12 Pcs.		
1	JK SPECIAL WHISKY	60	Bottles	380.00	313.00	0.00	433.00
2	JK SPECIAL WHISKY	60	Pouches	252.00	0.00	263.00	274.00

Ex-Whole Sale Price Per Case:-

Price in Rupees

S.No	Category	Strength	Packing	750 ML		250 ML 36 Pcs.	180 ML 50 Pcs.
				375 ML 24 Pcs.	12 Pcs.		
1	JK SPECIAL WHISKY	60	Bottles	1322.00	1252.00	0.00	1377.00
2	JK SPECIAL WHISKY	60	Pouches	1189.00	0.00	1200.00	1211.00

MRP (inclusive of all taxes) per unit:-

Price in Rupees

S.No	Category	Strength	Packing	750 ML		250 ML 36 Pcs.	180 ML 50 Pcs.
				375 ML 24 Pcs.	12 Pcs.		
1	JK SPECIAL WHISKY	60	Bottles	89.00	170.00	0.00	44.00
2	JK SPECIAL WHISKY	60	Pouches	81.00	0.00	55.00	40.00

Draws

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MRP of Local Premium Brands For Sale In Civil For The Year 2015-16

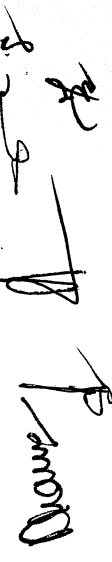
S. No.	DISTILLERY / BOTTLING PLANT	BRAND	Deg.	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	Trishul Bottlers Sikanderpur Jmu for M/s USL	Bagpiper Deluxe Whisky	75	1058	1057	1155	2442	2441	2493	396	198	100
2	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowells Green Label Whisky	75	1149	1151	1151	2539	2541	2489	408	204	99
3	National Industrial Corp. Ltd. Bari Brahmna	Black & Gold Rare Premium whisky	75	1660	1680	1740	2954	2975	2992	460	231	115
4	National Industrial Corp. Ltd. Bari Brahmna	Nicol's V Vodka	75	1660	1680	1740	2954	2975	2992	460	231	115
5	Khoday Industires Ltd. Bari Brahmana	Red Knight Select Whisky	75	1221	1239	1285	2487	2506	2507	401	202	100
6	M/s Oakland Bottlers for M/s Oasis Distilleries	Royal Arms Rare Whisky	75	1215	1224	1224	2610	2619	2566	417	209	102
7	M/s Dogra Distilleries	Black Angel Whisky	75	1210	1155	1185	2475	2416	2401	400	196	97

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
8	M/s Trikuta Bottlers Samba	Royal Monarch Premium Whisky	75	1120	1075	1075	2379	2331	2284	388	191	93
9	National Industrial Corp. Ltd. Bari Brahmana	Nicol's Black & gold French Brandy V.S.O.P	75	1660	1680	1740	2954	2975	2992	460	231	115
10	M/s Srhgam Bottlers, Samba	Today Gold Bio Whisky	75	1645	1645	1645	2938	2938	2891	458	229	112
11	M/s Srhgam Bottlers, Samba	Today J and K Bio Whisky	75	1250	1250	1250	2517	2517	2470	405	203	99
12	M/s Srhgam Bottlers, Samba	Today Pineapple Bio Vodka	65	1627	1627	1627	2761	2761	2720	435	218	107
13	M/s Srhgam Bottlers, Samba	Today English Bio Gin	65	725	725	725	1800	1800	1759	315	158	77
14	M/s Trikuta Bottlers Samba	Shark Green Apple Premium Grain Vodka	65	1880	1910	1970	3030	3062	3085	469	237	118



MRP of Local Medium Brands For Sale In Civil For The Year 2015-16

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	Luknavi Paan Elaichi Liquer	75	907	1054	1124	2152	2309	2336	353	186	93
2	Trishul Bottlers Sikanderpur Jmu	Lemon Punch Duet Premix Gin (Lemon Flavoured)	65	740	841	990	1816	1924	2041	312	163	84
3	Trishul Bottlers Sikanderpur Jmu for M/s USL	Carew Dry Gin	65	797	806	900	1989	1999	2053	333	167	84
4	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowell's No.1 Celebration Matured XXX Rum	75	1096	1099	1158	2483	2486	2496	394	197	98
5	Trishul Bottlers Sikanderpur Jmu	Majestic Vodka	75	811	919	987	2050	2165	2190	341	177	89
6	Dogra Distilleries Gangyal Jmu	ILA Pan Elaichi Liqueur	75	924	1005	1105	2170	2256	2316	355	183	92
7	Dogra Distilleries Gangyal Jmu	DD GREEN APPLE FLAVOURED VODKA	65	1040	1103	1100	2136	2203	2158	351	180	88



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
8	Dogra Distilleries Gangyal Jmu	DD VODKA	75	875	1005	1100	2118	2256	2310	349	183	92
9	Dogra Distilleries Gangyal Jmu	DD Duet Premix Gin (Lemon Flavoured)	65	980	1005	1040	2072	2098	2094	343	173	86
10	Oakland Bottlers Samba for M/s Jagatjit Ind. Ltd.	Aristocrat Extra Dry Gin	65	725	773	813	1912	1963	1960	324	165	81
11	Oakland Bottlers Samba for M/s Jagatjit Ind. Ltd.	Aristocrat Deluxe XXX Rum	75	851	875	904	2222	2247	2226	362	182	90
12	Oakland Bottlers Samba for M/s Oasis Distilleries Ltd	Limanov Distilled Vodka	75	954	957	954	2332	2335	2279	375	188	91
13	Oakland Bottlers Samba for M/s Oasis Distilleries Ltd	Superior Old Fox XXX Rum	75	999	1017	1044	2379	2399	2375	381	192	94
14	Devans Modern Breweries Ltd. Bohri T.T. Jmu	God Father Premium Rum	75	1005	1021	1055	2256	2274	2262	366	184	91

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S. N o	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
15	Devans Breweries Ltd. Bohri T.T. Jmu	Paradise Duet Premix Gin (Lemon Flavoured)	65	883	965	1042	1968	2056	2097	331	171	86
16	Devans Breweries Ltd. Bohri T.T. Jmu	Pan Elachi Paradise Liqueur	65	922	1002	1081	2010	2095	2138	336	173	87
17	Devans Breweries Ltd. Bohri T.T. Jmu	Kashmir No. 1 Brandy	75	883	965	1042	2127	2214	2248	350	180	90
18	Srhgam Bottlers, Samba	Today Deluxe Bio XXX Rum	75	725	725	725	2088	2088	2035	345	173	84
19	Basantar Bottlers Samba	Black Berry Prestige Whisky	75	1028	945	985	2281	2193	2188	369	179	88
20	National Industrial Corp. Ltd. Bari Brahamana Jammu	Black Bull Matured XXX Rum	75	980	1000	1040	2230	2251	2246	363	183	90
21	Khoday Industries Ltd. Bari Brahamana	Hercules XXX Rum	75	967	974	1008	2216	2223	2212	361	181	89
22	Khoday Industries Ltd. Bari Brahamana	Sea Pirate XXX Rum	75	967	974	1008	2216	2223	2212	361	181	89

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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)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
23	Trikuta Samba Bottlers	Sariska XXX Dark Rum	75	911	919	963	2156	2165	2164	354	177	88
24	Trikuta Samba Bottlers	Kraze Vodka	75	830	925	998	2070	2171	2202	343	178	89
25	Kashmir (P) Limited Distilleries	Hippo XXX Rum	75	957	964	1011	2205	2213	2215	360	180	89
26	Oakland Samba Bottlers	Famous Original Fantasy Gin	65	800	815	865	1880	1896	1908	320	161	80
27	Oakland Samba Bottlers	Shekers Premium Tripple Distilled Improved Apple Vodka	65	1110	1140	1295	2210	2242	2366	360	182	94
28	Oakland Samba Bottlers	Shekers Premium Tripple Distilled Improved orange Vodka	65	1110	1140	1295	2210	2242	2366	360	182	94
29	Oakland Samba Bottlers	Shekers Premium Tripple Distilled Improved Lime Vodka	65	1110	1140	1295	2210	2242	2366	360	182	94
30	Dogra Gangyal Jmu Distilleries	Black Angel Café Rum	75	1015	1040	1100	2267	2294	2310	367	185	92

Done


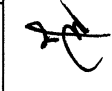
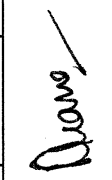


S. N o	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
31	Dogra Gangyal Jmu	Jamaican + XXX Rum	75	850	870	890	2091	2113	2087	346	174	85
32	Dogra Gangyal Jmu	New Adventure XXX Rum	75	840	860	880	2081	2102	2076	344	173	85

Done

[Signature]

MRP of Local Economy Brands For Sale In Civil Market For The Year 2015-16

S. N o	DISTILLERY / BOTTLING PLANT	BRAND	DEG REE	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.Bari Brahmana	Standard Whisky	75	491	562	620	1457	1533	1557	256	132	66
2	National Ind. Corp.Bari Brahmana	Standard XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
3	National Ind. Corp.Bari Brahmana	Standard Extra Dry Gin	65	452	533	550	1291	1378	1363	236	123	60
4	National Ind. Corp.Bari Brahmana	Standard Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
5	Rockland Distilleries Pvt. Ltd. B.B	Star One Whisky	75	491	562	620	1457	1533	1557	256	132	66
6	Rockland Distilleries Pvt. Ltd. B.B	Star XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
7	Rockland Distilleries Pvt. Ltd. B.B	Star Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
8	Rockland Distilleries Pvt. Ltd. B.B	Star Dry Gin	65	452	533	550	1291	1378	1363	236	123	60
9	Ranson Industries Gangyal Jmu	Ranson Club Whisky	75	491	562	620	1457	1533	1557	256	132	66
10	Ranson Industries Gangyal Jmu	Ranson Club XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
11	Ranson Industries Gangyal Jmu	Ranson Club Gin	65	452	533	550	1291	1378	1363	236	123	60








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)												
12	Trishul Bottlers Sikanderpur Jmu	Tiger XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
13	Trishul Bottlers Sikanderpur Jmu	Mission Kashmir XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
14	Trishul Bottlers Sikanderpur Jmu	Tiger Whisky	75	491	562	620	1457	1533	1557	256	132	66
15	Trishul Bottlers Sikanderpur Jmu	Tiger Dry Gin	65	452	533	550	1291	1378	1363	236	123	60
16	Trishul Bottlers Sikanderpur Jmu	Tiger Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
17	Trishul Bottlers Sikanderpur Jmu for M/s USL	Olde Adventurer Matured Cane Rum	75	628	621	689	1733	1725	1755	288	144	72
18	Trishul Bottlers Sikanderpur Jmu for M/s USL	Kerala Blended Malt Whisky	75	642	656	707	1748	1763	1774	290	146	72
19	Trishul Bottlers Sikanderpur Jmu	Black Cat Whisky	75	714	734	774	1695	1716	1721	284	143	71
20	Basantar Bottlers Samba	Chinar Fine Whisky	75	491	562	620	1457	1533	1557	256	132	66
21	Basantar Bottlers Samba	Chinar XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
22	Basantar Bottlers Samba	Chinar Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
23	Basantar Bottlers Samba	Chinar Ice Blue Gin	65	452	533	550	1291	1378	1363	236	123	60
24	Gupta Modern Breweries Muthi Jmu	Old 007 Whisky	75	491	562	620	1457	1533	1557	256	132	66
25	Gupta Modern Breweries Muthi Jmu	Old Charlie XXX Rum	75	491	562	620	1457	1533	1557	256	132	66



 Name 


S. N o.	DISTILLERY / BOTTLING PLANT	BRAND	DEG REE	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)												
26	Gupta Modern Breweries Muthi Jmu	Ranjit Gin	65	452	533	550	1291	1378	1363	236	123	60
27	Gupta Modern Breweries Muthi Jmu	Premix Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
28	Madeira Bottlers Bari Brahmana	Royal Club XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
29	Madeira Bottlers Bari Brahmana	Royal Club Fine Whisky	75	491	562	620	1457	1533	1557	256	132	66
30	Madeira Bottlers Bari Brahmana	Raspberry Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
31	Madeira Bottlers Bari Brahmana	Glory Dry Gin	65	452	533	550	1291	1378	1363	236	123	60
32	Dogra Distilleries Gangyal Jmu	Knight No.1 Special Whisky	75	491	562	620	1457	1533	1557	256	132	66
33	Dogra Distilleries Gangyal Jmu	DoubleCross XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
34	Dogra Distilleries Gangyal Jmu	Shalimar Dry Gin	65	452	533	550	1291	1378	1363	236	123	60
35	Dogra Distilleries Gangyal Jmu	Chinab Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
36	Dogra Distilleries Gangyal Jmu	White Stag Whisky	75	750	750	770	1733	1733	1717	288	144	71
37	New India Distilleries Sunjwan Samba	Gold Band XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
38	New India Distilleries Sunjwan Samba	Gold Band Whisky	75	491	562	620	1457	1533	1557	256	132	66
39	New India Distilleries Sunjwan Samba	Gold Band Gin	65	452	533	550	1291	1378	1363	236	123	60
40	New India Distilleries Sunjwan Samba	Vegas Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62

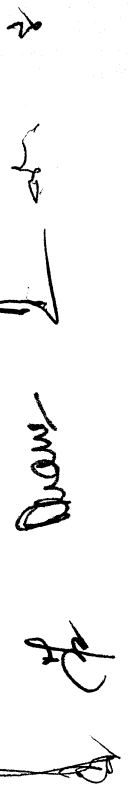








S. N o	DISTILLERY / BOTTLING PLANT	BRAND	DEG REE	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MRP per Unit (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs)												
41	Napolian Bottlers Samba	Napolian's A Class XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
42	Napolian Bottlers Samba	Napolian's A Class Whisky **	75	491	562	620	1457	1533	1557	256	132	66
43	Napolian Bottlers Samba	Napolian's A Class Dry Gin **	65	452	533	550	1291	1378	1363	236	123	60
44	Napolian Bottlers Samba	Napolian's Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
45	Oakland Bottlers Samba	OB Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
46	Oakland Bottlers Samba	OB Dry Gin	65	452	533	550	1291	1378	1363	236	123	60
47	Oakland Bottlers Samba for M/s Jagatjit Ind.	Binnies Fine Whisky	75	574	628	650	1675	1733	1714	281	144	71
48	Oakland Bottlers Samba for M/s Jagatjit Ind.	Shatranj Blended Whisky	75	519	598	612	1617	1701	1673	275	142	69
49	Oakland Bottlers Samba for M/s Jagatjit Ind.	Bonnie Special Whisky	75	624	642	701	1728	1748	1768	288	145	72
50	Oakland Bottlers Samba	Samba XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
51	Oakland Bottlers Pvt. Ltd Samba	Silky Studs Prestige Whisky	75	491	562	620	1457	1533	1557	256	132	66
52	Devans Modern Breweries Ltd. Bohri T. T. Jmu	Triple Horse Fine Whisky	75	543	592	637	1513	1565	1576	262	134	67
53	Devans Modern Breweries Ltd. Bohri T. T. Jmu	Kashmir XXX Rum	75	491	562	620	1457	1533	1557	256	132	66



 Draw

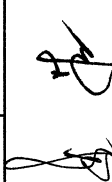
S. N O	DISTILLERY / BOTTLING PLANT	BRAND	DEG REE	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MRP per Unit (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs)												
54	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Kashmir Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
55	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Kashmir Dry Gin	65	452	533	550	1291	1378	1363	236	123	60
56	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Double Horse Malted Whisky	75	491	562	620	1457	1533	1557	256	132	66
57	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Godfather XXX Rum	75	699	741	780	1679	1724	1728	282	144	71
58	Trikuta Bottlers Samba	Himalaya No. 1 Whisky	75	491	562	620	1457	1533	1557	256	132	66
59	Trikuta Bottlers Samba	Himalaya XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
60	Trikuta Bottlers Samba	Sky Blue Extra Dry Gin	65	452	533	550	1291	1378	1363	236	123	60
61	Trikuta Bottlers Samba	Sky Blue Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
62	Trikuta Bottlers Samba	Magic King Malted Whisky	75	656	683	720	1633	1662	1664	276	140	69
63	Kashmir Distilleries (P) Ltd. Bari Brahmana	Flying Bird Whisky	75	491	562	620	1457	1533	1557	256	132	66
64	Kashmir Distilleries (P) Ltd. Bari Brahmana	Flying Bird XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
65	Kashmir Distilleries (P) Ltd. Bari Brahmana	Flying Bird DRY Gin	65	452	533	550	1291	1378	1363	236	123	60
66	Kashmir Distilleries (P) Ltd. Bari Brahmana	Flying Bird Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62
67	Khoday Industries Ltd. Bari Brahmana	Khoday XXX Rum	75	612	624	660	1586	1599	1600	271	136	67







S. N O.	DISTILLERY / BOTTLING PLANT	BRAND	DEG REE	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)												
68	Khoday Industries Ltd. Bari Brahmana	Metro Fine Whisky	75	612	624	660	1586	1599	1600	271	136	67
69	Srgham Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Srgham Whisky	75	491	562	620	1457	1533	1557	256	132	66
70	Srgham Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Srgham XXX Rum	75	491	562	620	1457	1533	1557	256	132	66
71	Srgham Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Srgham Dry Gin	65	452	533	550	1291	1378	1363	236	123	60
72	Srgham Bottlers, Plot No. 10, Phase 2nd IGC SIDCO, Samba	Srgham Orange Flavoured Premix Gin	65	480	540	610	1321	1385	1427	240	124	62



 Name

MRP of Imported Super Deluxe Brands For Sale In Civil For The Year 2015-16

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DFG	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. Distilled at Banfshiri Glenlivet Distillery product of Scotland	The GLENLIVET Single Malt Scotch Whisky	75.36	31803	0	0	33870	0	0	4473	0	0
2	Beam Global Spirits & Wine(I) Pvt. Ltd. Alwar Rajasthan	Teacher's Origin Blended Scotch Whisky	75.00	14688	14178	0	15643	15100	0	2117	1023	0
3	Distilled, blended & Bottled in Scotland Imported and Distributed by Diageo India Pvt. Ltd. 4th Floor, Piramal Tower, Peninsula Corporate Park, Lower Parel, Mumbai	Johny Walker Black Label Blended Scotch Whisky	75.36	24324	0	0	25905	0	0	3443	0	0
4	M/s Grey Goose- BMP, 16130 Gensac-LA, Palue, France, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Grey Goose Vodka	70.10	24722	0	0	26329	0	0	3498	0	0
5	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	25734	0	0	27407	0	0	3638	0	0

A. H. Dhone

MRP of Imported Deluxe Brands For Sale In Civil For The Year 2015-16

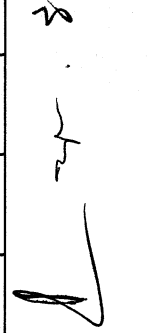
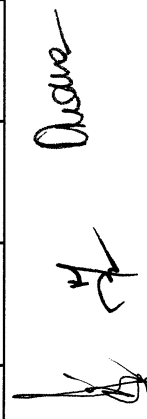
S. No	DISTILLERY / BOTTLING PLANT	BRAND	DFG	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	Bacardi-Martini India Ltd.	Bacardi Superior Rum	75.00	4805	4836	4878	5117	5150	5195	743	373	187
2	Pernod Ricard India Pvt. Ltd.	Seagram's 100 Pipers Deluxe Blended Scotch Whisky	75.00	9647	9797	9892	10274	10434	10535	1398	709	357
3	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Rare Premium Whisky	75.00	4997	4970	5167	5322	5293	5503	769	382	197
4	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Reserve Collection Whisky	75.00	6571	6569	6701	6998	6996	7137	982	491	249
5	Pernod Ricard India Pvt. Ltd.	Royal Stag Barrel Select	75.00	3975	3966	4022	4233	4224	4283	630	315	158
6	Khoday India Ltd.	Peter Scot Malt Whisky	75.00	5164	5209	5205	5500	5548	5543	791	399	198
7	United Spirits Limited	Signature Premier Grain Whisky	75.00	5351	5361	5377	5699	5709	5727	817	409	204
8	United Spirits Limited	Signature Rare Aged Whisky	75.00	5039	5021	5227	5367	5347	5567	774	386	199
9	United Spirits Limited, Pathankot	Antiquity Blue Ultra Premium Whisky	75.00	7055	7054	7076	7514	7513	7536	1047	524	262
10	United Spirits Limited, Maharashtra	Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky	75.00	10926	10930	11013	11636	11640	11729	1571	786	395
11	United Spirits Limited, Maharashtra	Black Dog Triple Gold Reserve Blended Scotch Whisky	75.00	14717	14725	14739	15674	15682	15697	2085	1043	521

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DFG	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
12	Beam Global Spirits & Wine	Teacher's 50 (12 Yrs.Old) Blended Scotch Whisky	75.00	12856	12958	13196	13692	13800	14054	1833	923	469
13	Beam Global Spirits & Wine	Teacher's Highland Cream Blended Scotch Whisky	75.00	9694	9847	9932	10324	10487	10578	1405	713	358
14	Distilled, blended & Bottled in Scotland Imported and Distributed by Diageo India Pvt. Ltd. 4th Floor, Piramal Tower, Peninsula Corporate Park, Lower Parel, Mumbai	Johny Walker Red label Blended Scotch Whisky	75.36	12310	0	0	13110	0	0	1759	0	0
15	Diageo India Pvt. Ltd.	Black & White Blended Scotch Whisky	75.00	11508	0	0	12256	0	0	1650	0	0
16	Diageo India Pvt. Ltd.	Vat 69 Blended Soctch Whisky	75.00	9282	9434	9448	9885	10047	10062	1349	685	342
17	Diageo India Pvt. Ltd.	Smirnoff Triple Distilled Vodka	75.00	5567	5566	5589	5929	5928	5952	846	423	211
18	Diageo India Pvt. Ltd.	Smirnoff Espresso Triple Distilled Vodka	75.00	5939	5939	6013	6325	6325	6404	896	448	226
19	Diageo India Pvt. Ltd.	Smirnoff Green Apple Triple Distilled Vodka	75.00	5939	5939	6013	6325	6325	6404	896	448	226
20	Diageo India Pvt. Ltd.	Smirnoff Orange Triple Distilled Vodka	75.00	5939	5939	6013	6325	6325	6404	896	448	226

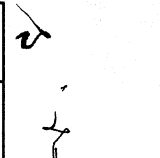
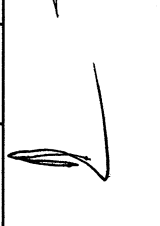
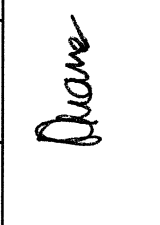
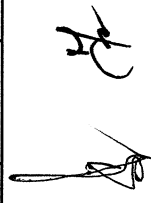





S. No	DISTILLERY / BOTTLING PLANT	BRAND	DFG	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
21	M/s Nashik Vinters Pvt. Ltd	Hardys Shiraz Cabernet Sauvignon	23.66	8361	0	0	8904	0	0	1224	0	0
22	M/s Nashik Vinters Pvt. Ltd	Hardys Riesling Gewurztraminer	20.15	8213	0	0	8747	0	0	1204	0	0
23	M/s John Dewars and Sons Limited, Perthshire- Scotland, Imported & Distributed by M/s	Dewars White label Scotch Whisky	70.10	13178	0	0	14035	0	0	1876	0	0
24	M/s S.A, Arenal, Jalisco, EMB, BMP For Tradall S.A, F-30300 Beaucaire-Mexico Imported & Distributed by M/s	Camino Real Taquila	70.10	10187	0	0	10849	0	0	1471	0	0
25	M/s George Ballantine & Son Ltd. Distillers Dumbarton Scotland Imported & Distributed by M/s Pernod Ricard India	Ballantines Finest Blended Scotch Whisky	75.36	12262	0	0	13059	0	0	1752	0	0

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DFG	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		
26	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	Absolut Vodka												
27	Alcobrew Distilleries India Pvt. Ltd Derabassi, Punjab	Old Smuggler Blended Scotch whisky	70.10	12184	0	0	12976	0	0	1742	0	0		
28	Radico Khaitan LTd	Verve Magic Moments Green Apple Premium Flavoured Vodka	75.00	9167	0	0	9763	0	0	1333	0	0		
29	Radico Khaitan LTd	Verve Magic Moments Orange Premium Flavoured Vodka	65.00	5107	5212	5264	5439	5551	5606	784	399	200		
30	Radico Khaitan LTd	Verve Magic Moments Super Premium Vodka	65.00	5107	5212	5264	5439	5551	5606	784	399	200		
31	Radico Khaitan LTd	Morpheus XO Blended Premium Brandy	75.00	5014	5061	5151	5340	5390	5486	771	389	196		
			75.00	5010	5013	5105	5336	5339	5437	770	385	195		

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	Jacob's Creek Shiraz Cabernet												
			23.66	8817	0	0	9390	0	0	1286	0	0		
33	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	Jacob's Shiraz Classic Chardonnay												
			22.78	8776	0	0	9346	0	0	1280	0	0		
34	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Brut Methode Champenoise												
			21.91	8360	9296	0	8903	9900	0	1224	675	0		
35	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Chenin Blanc												
			21.91	5621	6320	0	5986	6731	0	853	474	0		

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DFG	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
36	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Sauvignon Blanc	22.78	6364	7144	0	6778	7608	0	954	530	0
37	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Cabernet Shiraz	23.66	6365	7128	0	6779	7591	0	954	529	0
38	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Dindori Reserve Shiraz	23.66	7625	0	8121	0	0	1124	0	0	0
39	Pernod Ricard India Pvt. Ltd. Produced and Bottled in Ahus, Sweden , the Absolut company AB 117 97 Stockhoum. Sweden	Absolut Citron Lemon Flavored Vodka	70.10	13307	0	14172	0	0	1894	0	0	0
40	M/s Jagatjit Industries Ltd. P.O. Jagatjit Nagar Distt.	Royal Pride Exquisite Whisky	75.00	4783	4814	4871	5094	5127	5188	740	372	187

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
41	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Madera Nashik Valley Red Wine	21.03	3396	0	0	3617	0	0	552	0	0









MRP of Imported Premium Brands For Sale In Civil For The Year 2015-16

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 Deluxe Whisky	75	2830	2820	2821	3014	3003	3004	467	233	116
2	Pernod Ricard India Pvt. Ltd.	Seagram's Imperial Blue Superior Grain Whisky	75	2510	2560	2495	2673	2726	2657	424	216	105
3	Pernod Ricard India Pvt. Ltd.	Seagram's Fuel Vodka	75	2906	2881	2896	3095	3068	3084	477	237	118
4	Khoday India Ltd.	Red Knight Malt Whisky	75	2742	2742	2687	2920	2920	2862	455	228	111
5	Radico Khaitan LTd	Magic Moments Grain Vodka	75	2953	2981	2940	3145	3175	3131	483	244	120
6	Radico Khaitan LTd	8 PM Rare Blend of Indian Whisky & Scotch Whisky	75	2328	2347	2321	2479	2500	2472	400	201	99
7	Radico Khaitan LTd	8 PM Gold Deluxe Whisky	75	2466	2479	2412	2626	2640	2569	419	210	102
8	Radico Khaitan LTd	Magic Moments Remix Flavoured Vodka Green Apple	65	3218	3250	3242	3427	3461	3453	519	261	130
9	Radico Khaitan LTd	Magic Moments Remix Flavoured Vodka Lemon Grass & Ginger	65	3218	3250	3242	3427	3461	3453	519	261	130
10	Radico Khaitan LTd	Magic Moments Remix Flavoured Vodka Orange	65	3218	3250	3242	3427	3461	3453	519	261	130
11	Radico Khaitan LTd	Magic Moments Remix Flavoured Vodka Raspberry	65	3218	3250	3242	3427	3461	3453	519	261	130
12	Radico Khaitan LTd	Magic Moments Remix Flavoured Vodka Chocolate	65	3218	3250	3242	3427	3461	3453	519	261	130
13	M/s Jagatjit Industries Ltd. , P.O. Jagatjit Nagar, Distt. Kapurthala-144802	AC Neat Whisky	75	2313	2324	2216	2463	2475	2360	398	200	95

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
14	M/s Jagatjit Industries Ltd., P.O. Jagatjit Nagar, Distt. Kapurthala-144802	Ice Triple Distilled Pure Grain Premium Vodka	75	2887	2914	2867	3075	3103	3053	475	239	117
15	M/s Jagatjit Industries Ltd., P.O. Jagatjit Nagar, Distt. Kapurthala-144802	Ice Flavorz Green Apple Flavored Vodka	65	3130	3162	3148	3333	3368	3353	507	256	126
16	M/s Jagatjit Industries Ltd., P.O. Jagatjit Nagar, Distt. Kapurthala-144802	Ice Flavorz Orange Flavored Vodka	65	3130	3162	3148	3333	3368	3353	507	256	126
17	United Spirits Limited C/o Pathankot	Golconda Brandy	75	2293	2334	2284	2442	2486	2432	396	201	98
18	United Spirits Limited C/o CDBL	Mc Dowell's No1 Reserve Whisky	75	2484	2484	2478	2645	2645	2639	421	210	104
19	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Platinum Luxury Whisky	75	2771	2789	2783	2951	2970	2964	459	231	114
20	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Diet Mate Select Whisky	75	2652	2675	2674	2824	2849	2848	443	223	111
21	Bacardi India Pvt. Ltd.	Eristoff Triple Distilled Premium Vodka	75	3140	3145	3184	3344	3349	3391	508	254	128
22	M/s Khoday India Limited Bangalore	Hercules Deluxe Rum	75	2918	2928	2933	3108	3118	3124	479	240	119
23	M/s S.D Beverages Pvt. Ltd Dera Bassi	Spark Green Apple Premium Grain Vodka	65	2703	2706	2701	2879	2882	2877	450	225	112
24	M/s S.D Beverages Pvt. Ltd Dera Bassi	Spark Cranberry Premium Grain Vodka	65	2703	2706	2701	2879	2882	2877	450	225	112
25	Alcobrew Distilleries India Pvt Ltd. Dera Bassi	White and Blue Premium Whisky	75	2617	2647	2643	2787	2819	2815	439	221	110


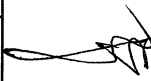
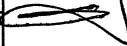


S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
26	M/s Jagatjit Industries Ltd., P.O. Jagatjit Nagar, Distt. Kapurthala-144802	New Improved Aristocrat Premium Whisky	75	2392	2429	2411	2547	2587	2568	409	207	102
27	United Spirits Limited	Royal Challenge Gold Whisky	75	2922	2913	2932	3112	3102	3123	479	239	119
28	United Spirits Limited	Royal Challenge Gold Whisky (1000ml)	75	2669	0	0	2842	0	0	594	0	0

MRP OF IMPORTED MEDIUM BRANDS FOR SALE IN CIVIL FOR THE YEAR 2015-16

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DFG	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	2142	2163	2140	2281	2304	2279	369	186	91
2	Jagatjit Industries Ltd.	Aristocrat Vodka	75	2131	2155	2137	2270	2295	2276	368	185	91
3	United Spirits Limited	White Mischief Vodka	75	2290	2292	2307	2439	2441	2457	388	194	97
4	United Spirits Limited	Premium Romanov Vodka	75	2295	2292	2302	2444	2441	2452	389	194	97
5	United Spirits Ltd. Lease at Chandigarh Distillers & Bott., Banur, Mohali	Mc Dowell's Blue Riband Duet Gin & Lime	65									
6	Alcobrew Distilleries India Pvt. Ltd	Old Smuggler Mature XXX Rum	75	2190	2212	2210	2332	2356	2354	375	189	94
7	S.D Beverages (P) Ltd.	John Silver XXX Treasured Rum	75	2153	2172	2161	2293	2313	2301	370	186	92
8	S.D Beverages (P) Ltd.	Paan Banarsi	75	2153	2172	2161	2293	2313	2301	370	186	92
9	S.D Beverages (P) Ltd.	Blue Diamond Gin N Lime	75	2153	2172	2161	2293	2313	2301	370	186	92
10	S.D Beverages (P) Ltd.	Spark Premium Grain Vodka	75	2153	2172	2161	2293	2313	2301	370	186	92
11	S.D Beverages (P) Ltd.	Blue Diamond Extra Dry Gin	65	1815	1840	1819	1933	1960	1937	326	165	81

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					
9	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Cosmopolotan-Cranberry Flavour	Glass Bottle	8.0	0	0	0	1358	0	0	0	1412	0	0	0	275 ML	84
10	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Apple Flavour	Glass Bottle	8.0	0	0	0	1358	0	0	0	1412	0	0	0	275 ML	84
11	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Agent Orange-Orange Flavour	Glass Bottle	8.0	0	0	0	1358	0	0	0	1412	0	0	0	275 ML	84

MRP of Local Beer Brands For Sale In Civil For The Year 2015-16

S. NO	BREWERY	BRAND	Category	DEG. BELO W % 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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
(Fig in Rs)																
1	DEVANS MODERN BREWERIES	God Father S.Strong Premium	Glass	8	421	0	496	0	563	0	643	0	84	0	47	0
2	DEVANS MODERN BREWERIES	God Father Super Strong High Power Beer	Glass	8	421	0	496	0	563	0	643	0	84	0	47	0
3	DEVANS MODERN BREWERIES	God Father Super Strong High Power Beer	Tin	8	0	872	591	0	1099	742	0	0	0	78	52	0
4	DEVANS MODERN BREWERIES	God Father Lager Original Quality Beer	Glass	5	421	0	496	0	563	0	643	0	84	0	47	0
5	DEVANS MODERN BREWERIES	God Father Lager Original Quality Beer	Tin	5	0	872	555	0	1099	704	0	0	0	78	50	0
6	DEVANS MODERN BREWERIES	God Father Super Strong International Quality Beer	Glass	8	421	0	496	0	563	0	643	0	84	0	47	0
7	DEVANS MODERN BREWERIES	God Father Super Strong International Quality Beer	Tin	8	0	872	591	0	1099	742	0	0	0	78	52	0
8	DEVANS MODERN BREWERIES	God Father 10000+ Premium Strong	Glass	8	421	0	496	0	563	0	643	0	84	0	47	0

S. No	BREWERY	BRAND	Category	DEG. BELO W % 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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML			
9	DEVANS MODERN BREWERIES	God Father 10000+ Super Strong Premium	Glass	8	421	0	0	0	563	0	0	0	0	84	0	0	0	0	0
10	DEVANS MODERN BREWERIES	God Father Super Strong Original Quality Beer	Glass	8	508	0	0	0	653	0	0	0	0	94	0	0	0	0	0
11	DEVANS MODERN BREWERIES	God Father Electra International Quality Beer	Glass	5	508	0	535	0	653	0	683	0	0	94	0	49	0	0	0
12	DEVANS MODERN BREWERIES	God Father Electra International Quality Beer	Tin	5	0	872	591	0	0	1099	742	0	0	0	78	52	0	0	0
13	DEVANS MODERN BREWERIES	God Father Electra Premium Quality Beer	Glass	5	508	0	535	0	653	0	683	0	0	94	0	49	0	0	0
14	DEVANS MODERN BREWERIES	God Father Electra Premium Quality Beer	Tin	5	0	872	591	0	0	1099	742	0	0	0	78	52	0	0	0
15	DEVANS MODERN BREWERIES	God Father Electra Premium Quality Beer Super Strong	Glass	8	508	0	535	0	653	0	683	0	0	94	0	49	0	0	0
16	DEVANS MODERN BREWERIES	God Father Electra Premium Quality Beer Super Strong	Tin	8	0	872	591	0	0	1099	742	0	0	0	78	52	0	0	0
17	DEVANS MODERN BREWERIES	God Father Strong Beer	Glass	8	508	0	0	0	653	0	0	0	0	94	0	0	0	0	0

S. No	BREWERY	BRAND	Category	DEG. BELO W% 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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	
18	DEVANS MODERN BREWERIES	God Father Strong Beer	Tin	5	0	872	591	0	0	1099	742	0	0	0	78	52	0
19	DEVANS MODERN BREWERIES	God Father Premium Strong Beer	Glass	8	508	0	0	0	0	653	0	0	0	0	94	0	0
20	DEVANS MODERN BREWERIES	God Father Platinum Strong Beer	Glass	8	508	0	0	0	0	653	0	0	0	0	94	0	0
21	DEVANS MODERN BREWERIES	God Father Lite Premium Quality Lager Beer	Glass	5	508	0	0	0	0	653	0	0	0	0	94	0	0
22	DEVANS MODERN BREWERIES	God Father Premium Original Quality Beer	Glass	5	508	0	0	0	0	653	0	0	0	0	94	0	0
23	DEVANS MODERN BREWERIES	Rajdhani Lager Beer	Glass	5	508	0	0	0	0	653	0	0	0	0	94	0	0
24	DEVANS MODERN BREWERIES	Rajdhani Premium Beer	Glass	5	508	0	535	0	0	653	0	683	0	0	94	0	49
25	DEVANS MODERN BREWERIES	Bulldozer Strong Beer	Glass	5	508	0	535	0	0	653	0	683	0	0	94	0	49
26	DEVANS MODERN BREWERIES	Bulldozer Strong Beer	Glass	8	403	0	0	0	0	544	0	0	0	0	82	0	0
			Tin	8	0	770	538	0	0	993	687	0	0	0	72	49	0

S. No	BREWERY	BRAND	Category	DEG. BELO W % 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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML			
27	DEVANS MODERN BREWERIES	Bulldozer Super Strong Beer	Glass	8	393	0	0	0	0	533	0	0	0	81	0	0	0	0	0
28	DEVANS MODERN BREWERIES	Monalisa Premium Lager Beer	Glass	5	421	0	0	0	0	563	0	0	0	84	0	0	0	0	0
29	Basantar Breweries	Chinar 10000 Super Strong Beer	Glass	8	410	0	0	0	0	551	0	0	0	83	0	0	0	0	0
30	Basantar Breweries	Chinar Lite Premium Beer	Glass	5	410	0	0	0	0	551	0	0	0	83	0	0	0	0	0
31	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Tin	8	0	828	561	0	0	0	1053	710	0	0	75	50	0	0	0
32	Basantar Breweries	Sea Hawk Premium Lager Beer	Tin	5	0	828	561	0	0	0	1053	710	0	0	75	50	0	0	0
33	DEVANS MODERN BREWERIES	ROCKY Super Strong Beer	Glass	8	421	0	0	0	0	563	0	0	0	84	0	0	0	0	0
34	DEVANS MODERN BREWERIES	ROCKY Super Strong Beer	Tin	8	0	770	538	0	0	0	993	687	0	0	72	49	0	0	0
35	DEVANS MODERN BREWERIES	INFERNO Super Strong Beer	Glass	8	508	0	0	0	0	653	0	0	0	94	0	0	0	0	0
36	DEVANS MODERN BREWERIES	Victor Strong Beer	Glass	8	421	0	0	0	0	563	0	0	0	84	0	0	0	0	0

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S. No	BREWERY	BRAND	Category	DEG. BELO W % 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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML
37	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Strong Beer	Glass	8	420	0	442	0	657	0	684	0	95	0	49	0	0	
38	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Strong Beer	Tin	8	0	730	498	0	1099	742	0	0	0	78	52	0	0	
39	Basantar Breweries For United Breweries Ltd.	Zingaro Premium Super Strong Beer	Glass	8	374	0	0	612	0	0	0	0	90	0	0	0	0	
40	Basantar Breweries	King of Forest Super Strong Beer	Glass	8	410	0	543	0	551	0	691	0	83	0	49	0	0	
41	Basantar Breweries	King of Forest Lite Premium Beer	Glass	5	410	0	543	0	551	0	691	0	83	0	49	0	0	
42	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Glass	8	440	0	560	0	582	0	709	0	87	0	50	0	0	
43	Basantar Breweries	Sea Hawk Premium Lager Beer	Glass	5	440	0	560	0	582	0	709	0	87	0	50	0	0	
44	Basantar Breweries	Deep's Fire Red Extra Strong Beer	Glass	8	450	0	560	0	593	0	709	0	88	0	50	0	0	
45	Basantar Breweries	Deep's Fire Premium Lager Beer	Glass	5	450	0	560	0	593	0	709	0	88	0	50	0	0	
46	Basantar Breweries	Deep's Fire Red Extra Strong Beer	Glass	8	0	828	560	0	1015	684	0	0	0	69	46	0	0	
47	Basantar Breweries	Deep's Fire Premium Lager Beer	Tin	5	0	828	560	0	1053	709	0	0	0	75	50	0	0	

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S. No	BREWERY	BRAND	Category	DEG. BELO W % 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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML			
48	Basantar Breweries	Deep's Fire Red Extra Strong Beer	Tin	8	0	872	560	0	0	0	1099	709	0	0	0	78	50	0	0
49	DEVANS MODERN BREWERIES	Perinto Mojito Flavoured Beer Cooler Strong	Glass	8	615	0	635	0	764	0	787	0	107	0	55	0	0	0	0
50	DEVANS MODERN BREWERIES	Perinto Passion Fruit Flavoured Beer Cooler Strong	Glass	8	615	0	635	0	764	0	787	0	107	0	55	0	0	0	0
51	DEVANS MODERN BREWERIES	Perinto Cola Lime Flavoured Beer Cooler Strong	Glass	8	615	0	635	0	764	0	787	0	107	0	55	0	0	0	0
52	DEVANS MODERN BREWERIES	Perinto Ginger Lime Flavoured Beer Cooler Strong	Glass	8	615	0	635	0	764	0	787	0	107	0	55	0	0	0	0
53	DEVANS MODERN BREWERIES	Perinto Tequila Flavoured Beer Cooler Strong	Glass	8	615	0	635	0	764	0	787	0	107	0	55	0	0	0	0
54	DEVANS MODERN BREWERIES	Perinto Shandy Flavoured Beer Cooler Strong	Glass	8	615	0	635	0	764	0	787	0	107	0	55	0	0	0	0
55	DEVANS MODERN BREWERIES	Perinto Passion Fruit Flavoured Beer Cooler Mild	Glass	5	615	0	635	0	764	0	787	0	107	0	55	0	0	0	0
56	DEVANS MODERN BREWERIES	Perinto Cola Lime Flavoured Beer Cooler Mild	Glass	5	615	0	635	0	764	0	787	0	107	0	55	0	0	0	0

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S. No	BREWERY	BRAND	Category	DEG. BELO W % 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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML				
57	DEVANS MODERN BREWERIES	Perinto Ginger Lime Flavoured Beer Cooler Mild	Glass	5	615	0	635	0	764	0	787	0	107	0	107	0	55	0	55	0
58	DEVANS MODERN BREWERIES	Perinto Tequila Flavoured Beer Cooler Mild	Glass	5	615	0	635	0	764	0	787	0	107	0	107	0	55	0	55	0
59	DEVANS MODERN BREWERIES	Perinto Shandy Flavoured Beer Cooler Mild	Glass	5	615	0	635	0	764	0	787	0	107	0	107	0	55	0	55	0
60	DEVANS MODERN BREWERIES	Perinto Mojito Flavoured Beer Cooler Mild	Glass	5	615	0	635	0	764	0	787	0	107	0	107	0	55	0	55	0
61	DEVANS MODERN BREWERIES	Kotsberg Strong Premium Beer	Glass	8	723	0	756	0	877	0	913	0	119	0	119	0	62	0	62	0
62	DEVANS MODERN BREWERIES	Kotsberg Strong Premium Beer	Tin	8	0	1195	756	0	0	1435	913	0	0	96	0	96	62	0	62	0
63	DEVANS MODERN BREWERIES	Kotsberg StrongSuper Premium Beer	Glass	8	723	0	756	0	877	0	913	0	119	0	119	0	62	0	62	0
64	DEVANS MODERN BREWERIES	Kotsberg Strong Super Premium Beer	Tin	8	0	1195	756	0	0	1435	913	0	0	96	0	96	62	0	62	0
65	DEVANS MODERN BREWERIES	Kotsberg Premium Pils	Glass	5	723	0	756	0	877	0	913	0	119	0	119	0	62	0	62	0

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S. No	BREWERY	BRAND	Category	DEG. BELO W % 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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML		
66	DEVANS MODERN BREWERIES	Kotsberg Premium Pils	Tin	5	0	1195	756	0	1435	913	0	325	0	650	96	62	325	0
67	DEVANS MODERN BREWERIES	Kotsberg Finest Pils Beer	Glass	5	723	0	756	0	877	0	913	0	119	0	62	0		
68	DEVANS MODERN BREWERIES	Kotsberg Original Pils Beer	Tin	5	0	1195	756	0	1435	913	0	325	0	650	96	62	325	0
69	DEVANS MODERN BREWERIES	Kotsberg Original Pils Beer	Glass	5	723	0	756	0	877	0	913	0	119	0	62	0		
70	DEVANS MODERN BREWERIES	Kotsberg Strong Finest Quality Beer	Tin	5	0	1195	756	0	1435	913	0	325	0	650	96	62	325	0
71	DEVANS MODERN BREWERIES	Kotsberg Strong Finest Quality Beer	Glass	8	723	0	756	0	877	0	913	0	119	0	62	0		
72	DEVANS MODERN BREWERIES	Kotsberg Strong Finest Quality Beer	Tin	8	0	1195	756	0	1435	913	0	325	0	650	96	62	325	0

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MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2015-16

S. No.	BREWERY	BRAND	CATEG ORY	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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	
(Fig in Rs)																	
1	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER PREMIUM LAGER	TIN BEER	5	0	1073	711	0	0	1116	739	0	0	0	79	52	0
2	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER	GLASS	8	710	0	0	0	738	0	0	0	104	0	0	0	0
3	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER	TIN BEER	8	0	1142	0	0	0	1188	0	0	0	83	0	0	0
4	SABMILLER INDIA LTD	HAYWARDS 5000 S.STRONG	GLASS	8	656	0	0	0	683	0	0	0	98	0	0	0	0
5	SABMILLER INDIA LTD	HAYWARDS 5000 S.STRONG	TIN BEER	8	0	1084	0	0	0	1128	0	0	0	79	0	0	0
6	SABMILLER INDIA LTD	FOSTER'S LAGER BEER	TIN BEER	5	0	1078	0	0	0	1121	0	0	0	79	0	0	0
7	SABMILLER INDIA LTD	FOSTER'S LAGER BEER	GLASS	5	667	0	0	0	694	0	0	0	99	0	0	0	0
8	MOUNTSHIVALIK BREWERIES	PREMIUM THUNDERBOLT SUPERSTRONG BEER	GLASS	8	641	0	0	0	666	0	0	0	96	0	0	0	0
9	MOUNTSHIVALIK BREWERIES	PREMIUM THUNDERBOLT SUPERSTRONG BEER	TIN BEER	8	0	1057	0	0	0	1099	0	0	0	78	0	0	0
10	UNITED BREWERIES LTD LUDHIANA	KINGFISHER PREMIUM LAGER BEER	GLASS	5	646	0	672	0	672	0	699	0	96	0	50	0	0

S. No.	BREWERY	BRAND	CATEG ORY	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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
(Fig in Rs)																
11	UNITED BREWERIES LTD LUDHIANA	KINGFISHER STRONG PREMIUM BEER	GLASS	8	646	0	672	0	672	0	699	0	96	0	50	0
12	Bombay Breweries Ltd. For United Breweries Ltd.	KINGFISHER ULTRA BEER	GLASS	8	889	0	983	0	924	0	1022	0	124	0	68	0
13	Bombay Breweries Ltd. For United Breweries Ltd.	KINGFISHER ULTRA BEER	TIN BEER	8	0	1466	0	0	1525	0	101	0	0	0	0	0
14	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg All Malt Premium Beer	TIN BEER	5	0	1377	915	0	1432	952	0	0	96	64	0	0
15	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Genium Quality Strong Beer	TIN BEER	8	0	1027	0	0	1068	0	0	0	76	0	0	0
16	Carlsberg India Pvt. Ltd Himachal Pardesh	Palone 8 X-Tra Strong Premium Beer	TIN BEER	8	0	1012	695	0	1052	723	0	0	75	51	0	0
17	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Genuine Quality Green	TIN BEER	5	0	1027	0	0	1068	0	0	0	76	0	0	0
18	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Genuine Quality Green	GLASS	5	638	0	730	0	663	0	759	0	95	0	53	0
19	Carlsberg India Pvt. Ltd Himachal Pardesh	Tuborg Genium Quality Strong Beer	GLASS	8	638	0	730	0	663	0	759	0	95	0	53	0





S. No.	BREWERY	BRAND	CATEG ORY	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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
					ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML
(Fig in Rs)																
20	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg All Malt Premium Beer	GLASS	5	828	0	910	0	861	0	946	0	117	0	63	0
21	Carlsberg India Pvt. Ltd Himachal Pardesh	Palone 8 X-Tra Strong Premium Beer	GLASS	8	593	0	0	0	616	0	0	0	90	0	0	0
22	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg Elephant Strong Beer	TIN BEER	8	0	1377	0	0	0	1432	0	0	0	96	0	0
23	Carlsberg India Pvt. Ltd Himachal Pardesh	Carlsberg Elephant Strong Beer	GLASS	8	828	0	910	0	861	0	946	0	117	0	63	0
24	UNITED BREWERIES LTD RAJASTHAN	Kingfisher Premium Strong Beer	TIN BEER	8	0	1073	732	0	0	1116	761	0	0	79	53	0
25	SABMILLER INDIA LTD	FOSTER'S GOLD BEER (STRONG)	GLASS	8	691	0	0	0	719	0	0	0	102	0	0	0
26	SABMILLER INDIA LTD	FOSTER'S GOLD BEER (STRONG)	TIN BEER	8	0	1109	0	0	0	1153	0	0	0	81	0	0

