

OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT,
Excise and Taxation Complex, Rail Head Jammu.
Tele: - 0191-2477977, Fax 0191-2477761

SUB: MAXIMUM RETAIL PRICE OF IMPORTED DELUXE, LOCAL MEDIUM / PREMIUM/ ECONOMY BRANDS OF IMFL AND IMPORTED / LOCAL BRANDS OF BEER FOR SALE IN CIVIL MARKET OF J&K STATE FOR THE YEAR 2015-16.

Ref: Deputy Excise Commissioner (Executive) Jammu's letter No. MRP/ 2015-16 /Exc/ 4616 Dated 18-09-2015.

EXCISE ORDER NO: 246 OF 2015
D A T E D: 19 -09- 2015

In exercise of the powers conferred under Rule 38 ,Sub-rule 31 clause (b) sub-clause (iv) of the Jammu & Kashmir Liquor License and Sales Rules, 1984 , read with SRO 279 dated 21.08.2015 and the recommendation of the Committee constituted vide Excise order No. 39-E of 2013 dated: 17-04-2013 , the ex-manufacturing price, the ex-wholesale price and maximum retail price for the year 2015-16 in respect of Imported Deluxe, Local Premium /Medium /Economy Brands of IMFL as contained in Annexure – "A" , "B" ,"C" & "D", and Imported / Local Brands of Beer as contained in Annexure – "E" & "F", to this order is hereby ordered.


(Tsering Angchok) IAS
Excise Commissioner
J&K Govt. ,Jammu.

NO: EC/STS/2015-16/ 5084-5109
Copy to the:

Dated: 19 /09/2015

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 Lakhanpur/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 Order no. 24688 2015 dt 19-9-2015

MRP of Imported Deluxe 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	
1	Konkan Agro Marine Industries Pvt. Ltd., 48, Babargaon, Gangapur, Aurangabad, Maharashtra under the technical know-how from M/s. United Spirits Ltd	Black & White Blended Scotch Whisky		75.00	11508	0	0	12256	0	0	1650	0	0
2	Konkan Agro Marine Industries Pvt. Ltd., 48, Babargaon, Gangapur, Aurangabad, Maharashtra under the technical know-how from M/s. United Spirits Ltd	Vat 69 Blended Soctch Whisky		75.00	9282	9434	9448	9885	10047	10062	1349	685	342
3	Konkan Agro Marine Industries Pvt. Ltd., 48, Babargaon, Gangapur, Aurangabad, Maharashtra under the technical know-how from M/s. United Spirits Ltd	Smirnoff Triple Distilled Vodka		75.00	5567	5566	5589	5929	5928	5952	846	423	211
4	Konkan Agro Marine Industries Pvt. Ltd., 48, Babargaon, Gangapur, Aurangabad, Maharashtra under the technical know-how from M/s. United Spirits Ltd	Smirnoff Espresso Triple Distilled Vodka		75.00	5939	5939	6013	6325	6325	6404	896	448	226
5	Konkan Agro Marine Industries Pvt. Ltd., 48, Babargaon, Gangapur, Aurangabad, Maharashtra under the technical know-how from M/s. United Spirits Ltd	Smirnoff Green Apple Triple Distilled Vodka		75.00	5939	5939	6013	6325	6325	6404	896	448	226
6	Konkan Agro Marine Industries Pvt. Ltd., 48, Babargaon, Gangapur, Aurangabad, Maharashtra under the technical know-how from M/s. United Spirits Ltd	Smirnoff Orange Triple Distilled Vodka		75.00	5939	5939	6013	6325	6325	6404	896	448	226
7	Jagajit Industries Limited, Punjab	King Henry VIII Blended Scotch Whisky		75.00	8879	8981	9219	9456	9565	9818	1294	654	334

(Fig. in Rs.)

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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
1	Oakland Bottlers Samba for M/s India Glycols Limited.	Soulmate Whisky	75	1595	1590	1650	3014	3009	3020	467	233	116
2	Oakland Bottlers Samba for M/s India Glycols Limited.	V20 Green Apple Vodka	65	2140	2154	2216	3419	3434	3455	518	260	130
3	Tawi Bottlers For M/s Mohan Meakin Ltd.	Old Monk White Rum	75	1470	1530	1600	2881	2945	2967	450	229	114
4	Tawi Bottlers For M/s Mohan Meakin Ltd.	Old Monk legend XXX Rum	75	2590	2590	2590	4074	4074	4021	600	300	147
5	Tawi Bottlers For M/s Mohan Meakin Ltd.	Old Monk legend XXX Rum (1000 ml)	75	2590	0	0	4074	0	0	799	0	0
6	Tawi Bottlers For M/s Mohan Meakin Ltd.	Old Monk Supreme Rum	75	1730	0	0	3158	0	0	485	0	0
7	Tawi Bottlers For M/s Mohan Meakin Ltd.	Knight Rider Apple Vodka	65	1666	1643	1689	2914	2890	2893	455	226	112
8	Tawi Bottlers For M/s Mohan Meakin Ltd.	Old Monk Gold Reserve Rum	75	1278	1310	1340	2677	2711	2690	425	215	106
9	Tawi Bottlers For M/s Mohan Meakin Ltd.	Solan No. 1 Whisky	75	1095	1098	1110	2482	2485	2445	401	201	98
10	Dogra Diddlileres, Gangyal, Jammu	Black Heart Premium Malted Whisky	75	1200	1240	1260	2464	2507	2481	398	202	99

(Fig. in Rs.)








Annexure - C order no. 246 of 2015 dt 19-9-2015

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
1	Oakland Bottlers For M/s India Glycols Ltd.	Beach House XXX Rum	75	1070	1099	1138	2455	2486	2475	390	197	97
2	Oakland Bottlers	Shekars Premium Tripple Distilled Vodka	75	962	967	1030	2211	2216	2236	360	180	90
3	Tawi Bottlers for M/s Mohan Meakin Ltd.	Old Monk Matured XXX Rum	75	1070	1099	1138	2455	2486	2475	390	197	97
4	Tawi Bottlers for M/s Mohan Meakin Ltd.	Old Monk XXX Rum	75	1070	1099	1138	2455	2486	2475	390	197	97
5	Oakland Bottlers For M/s Som Distilleries and Breweries Ltd.	Genius XXX Rum	75	775	775	775	2141	2141	2088	352	176	85
6	Oakland Bottlers For M/s Som Distilleries and Breweries Ltd.	Sunny XXX Rum	75	700	700	700	2061	2061	2008	342	171	83

(Fig. in Rs.)

ANNEXURE - D

ack no - 246 of 211 dt 19.9.2015

MRP of Legal Economy Brands For Sale in Civil Market For the Year 2015-16

S. N	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
1	Oakland Bottlers Pvt. Ltd Samba	O.B. Whisky	75	645	690	725	1621	1669	1669	1669	140	69
2	Oakland Bottlers Pvt. Ltd Samba	O.B. XXX Rum	75	645	690	725	1621	1669	1669	140	69	
3	Oakland Bottlers Pvt. Ltd Samba	Oakland V.S.O.P. Brandy	75	645	690	725	1621	1669	1669	140	69	
4	Oakland Bottlers Pvt. Ltd Samba	O.B. Remix Flavoured Vodka Green Apple	65	760	800	820	1619	1662	1651	140	69	
5	Oakland Bottlers Pvt. Ltd Samba	O.B. Improved Lemon Diet Remix Flavoured Gin	65	760	800	820	1619	1662	1651	140	69	
6	Oakland Bottlers Pvt. Ltd Samba	O.B. Creation Dry Gin	65	760	800	820	1619	1662	1651	140	69	
7	Taw Bottlers, Samba	Black Crazy Horse Whisky	75	640	670	725	1616	1648	1669	139	69	
8	Taw Bottlers, Samba	Black Crazy Horse XXX Rum	75	640	670	725	1616	1648	1669	139	69	
9	Devans Modern Brewers, Talab Jammu/Oakland Bottlers Pvt. Ltd Samba	Sultan Malind Whisky	75	764	778	823	1748	1763	1774	146	72	
0	Devans Modern Brewers, Talab Jammu/Oakland Bottlers Pvt. Ltd Samba	Sultan XXX Rum	75	764	778	823	1748	1763	1774	146	72	

(Fig. in Rs)

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

ANNEXURE - E
 ANNEEVIDE V
 ANR A/2-248 of 875 of 18-9-2015

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			
1	Bombay Breweries Ltd. For United Breweries Ltd.	Heineken Lager Beer	GLASS	5	1111	0	1337	0	1155	0	1390	0	149	0	88	0			
2	Bombay Breweries Ltd. For United Breweries Ltd.	Heineken Lager Beer	TIN BEER	5	0	1640	0	0	0	1705	0	0	0	111	0	0			
3	Wave Distilleries And Breweries Limited at Vill. Ahmadpura, Near Sadhu Ashram, Atrauli Road, Aligarh, U.P. For United Breweries Ltd.	Kingfisher Strong Premium Beer	TIN BEER	8	0	0	732	0	0	0	761	0	0	0	53	0			
4	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			
5	Bombay Breweries Ltd. For United Breweries Ltd.	Kingfisher Ultra Lager Beer	TIN BEER	5	0	1466	0	0	0	1525	0	0	0	101	0	0			

(Fig in Rs)

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ANNEXURE-F

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

Sl. 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						
1	Basantar Breweries, Samba	Sea Hawk Exotic Super Strong Beer	Glass	8	508	0	535	0	653	0	683	0	94	0	49	0						
2	Basantar Breweries, Samba	Sea Hawk Exotic Premium Lager Beer	Glass	5	508	0	535	0	653	0	683	0	94	0	49	0						
3	Basantar Breweries, Samba	Chinar Strong Beer	Glass	8	386	0	0	0	526	0	0	0	80	0	0	0						
4	Basantar Breweries, Samba	Sea Hawk Exotic Super Strong Beer	Tin	8	0	872	591	0	1099	742	0	0	78	52	0							
5	Basantar Breweries, Samba	Sea Hawk Exotic Premium Lager Beer	Tin	5	0	872	591	0	1099	742	0	0	78	52	0							
6	Basantar Breweries, Samba	Chinar Strong Beer	Tin	8	0	770	545	0	993	694	0	0	72	50	0							

(Fig in Rs)

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