



Tel No: 0191-2477977,
FAX: 0191-2477761
www.jkexcise.nic.in
e-mail: jk_excise@yahoo.com

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

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

Reference: 1. Notification SRO 157 dated 30-03-2017.
2. Deputy Excise Commissioner, (Executive), Jammu's letter No. MRP-2017-18/DECEJ/Exc/777 dated 27-04-2017.

O R D E R No.: 62 OF 2017
D A T E D: 27 - 04 - 2017

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

This is in continuation to this office Order No. 14 of 2017 dated 08-04-2017.

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

Encl.:

No.: EC/Exc/MRP/2017-18/689-700

Dated: 27-04-2017

Copy to:

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

S. No	DISTILLERY / BOTTLING PLANT	BRAND	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	Beam Spirits & Wine (1) Pvt., Ltd.	Jim Beam Kentucky Straight Bourbon Whisky	75	0	0	12842	0	0	13688	0	0	458
(Fig. in Rs.)												

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

[Handwritten signature]

[Handwritten signature]

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

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	Deg.	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	Trishul Bottlers Sikanderpur Jmu for M/s USL	Golconda Brandy	75	1073	1080	1150	2497	2504	2524	407	204	102
2	Trishul Bottlers Sikanderpur Jmu for M/s USL	John Ek shaw Brandy	75	1300	1300	1400	2738	2738	2791	437	218	110

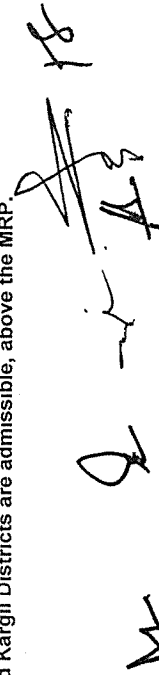
Note: Additional freight charges @ 5% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP.

[Handwritten Signature]
21/9/17

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

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT 2015-16 (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	Premium Romanov Vodka	75	1190	1210	1280	2621	2643	2663	415	209	104
2	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowell's Blue Riband Duet Gin Lime Flavoured	65	1270	1300	1380	2706	2738	2769	425	215	107
3	Trishul Bottlers Sikanderpur Jmu for M/s USL	White Mischief Vodka	75	1024	1076	1123	2444	2500	2496	393	200	99
4	Trishul Bottlers Sikanderpur Jmu for M/s USL	Diplomat Whisky	75	1075	1069	1128	2499	2492	2501	400	200	99
5	Oakland Bottlers Samba for M/s India Glycols Limited	Beach House XXXX Premium Rum	75	1070	1099	1140	2493	2524	2514	399	202	100

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

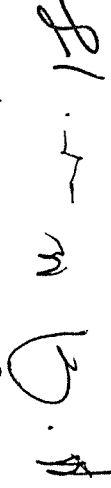


MRP of Local Economy Brands For Sale In Civil Market For The Year 2017-18

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX MANUFACTURE R PRICE/CASE			EX-JKEL-1 PRICE/CASE			MRP per Unit (2017-18) Inclusive of all Taxes		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	National Ind. Corp. Bari Brahmana	Hawaian Matured White Rum	75	670	750	850	1799	1884	1947	300	155	78
2	New India Distilleries Sunjwan Samba	Gold Band Orange Flavoured Premix Gin	65	550	621	725	1671	1747	1814	285	147	75
3	New India Distilleries Sunjwan Samba	HM Malted Whisky	75	670	750	844	1799	1884	1941	300	155	78
4	Trishul Bottlers For United Spirits Ltd.	Hayward's Fine Punch Whisky	75	590	643	680	1714	1770	1766	290	148	73

(Fig. in Rs)

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


ANNEXURE E PAGE OF

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

S. No	BREWERY	BRAND	Category	DEG. BELOW % V/V	EX MANUFACTURER PRICE CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes) 2017-18			
					650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
1	NEW INDIA BREWERIES, SUJWAN	Falcon Super Strong Beer	Glass	8	422	0	0	0	635	0	0	0	98	0	0	0
2	NEW INDIA BREWERIES, SUJWAN	Falcon Super Strong Beer	Tin	8	0	825	0	0	1161	0	0	0	85	0	0	0
3	NEW INDIA BREWERIES, SUJWAN	Falcon 10000 Super Strong Beer	Glass	8	486	0	0	0	702	0	0	0	105	0	0	0
4	NEW INDIA BREWERIES, SUJWAN FOR MOHAN MEAKINS LTD.	Meakin's 10000 Super Strong Beer	Tin	8	486	0	0	0	702	0	0	0	105	0	0	0
5	NEW INDIA BREWERIES, SUJWAN	Falcon Premium Super Strong Beer	Tin	8	530	0	0	0	748	0	0	0	110	0	0	0

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

Handwritten signature

Handwritten signature

Handwritten signature