

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

**SUB: FIXATION OF MAXIMUM SALE PRICE OF IMPORTED DELUXE, LOCAL PREMIUM/MEDIUM BRANDS OF IMFL FOR SALE IN CIVIL MARKET OF J&K STATE FOR THE YEAR 2013-14.**

**Ref: Deputy Excise Commissioner (Executive) Jammu's letter No. 1647/MRP/ Exc/2727 Dated: 27-06-2013.**

**EXCISE ORDER NO: 196 OF 2013**  
**D A T E D: 3 -07-2013**

In exercise of the powers conferred under Sub-rule 31 (b) (iv) of Rule 38 of the Jammu & Kashmir Liquor License and Sales Rules, 1984 Governing the sale of spirit (IMFL), as recommended by the Committee constituted vide Excise order No. 39-E of 2013 dated 17-04-2013 and recommendation conveyed by Deputy Excise Commissioner Executive, Jammu vide her above referred letter no and dates and in continuation to Excise Order No. 01 of 2013 dated:01-04-2013, No:05 of 2013 Dated :09-04-2013, 38 of 2013 dated 17-04-2013 No. 39 of 2013 dated 17-04-2013 and No. 169 Of 2013 dated 19-06-2013 ex-manufacturer price, the ex-wholesale price and maximum sale rates of Imported Deluxe, Local Premium/Medium Brands of IMFL as per Annexure "A" and "B" to this order are approved for sale in Civil market of J&K State for the year 2013-14.

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

**Sd/-**  
**(Vineeta Gupta) IAS**  
**Excise Commissioner**  
**J&K Government, Jammu.**  
**Dated: 03 -07-2013**

**NO: EC/SYS/2013-14/ 299-317**  
Copy to the:

1. Principal Secretary to Govt., Finance Department, J&K Civil Sectt. Jammu.
2. Commissioner, Commercial Taxes, J&K Government, Jammu.
3. Additional Commissioner Commercial Taxes, Jammu/Kashmir.
4. Deputy Excise Commissioner, (Executive), Jammu/Kashmir, Distilleries/Accounts, Jammu for information and necessary action.
5. Excise & 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 & Taxation Officer, Eradication Wing, Jammu for information.
7. Assessing Authority, Commercial Taxes, Circle 'H', Jammu.
8. Technical P. A. to the Excise Commissioner, Srinagar for information.
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 files (w.2.s.c)

**Technical PA to the**  
**Excise Commissioner**  
**J&K Govt., Jammu/Srinagar**  
27.13  
15/7/13

## Annexure- A

## MRP of Imported Deluxe Brands For Sale In Civil For The Year 2013-14

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX-JKEL-1A PRICE/ CASE	EX-JKEL-1 PRICE/ CASE	EX-JKEL-1 PRICE/ CASE	EX-JKEL-1 PRICE/ CASE	MRP PER UNIT(INCLUSIVE OF ALL TAXES)				
1	A product of France imported by M/s Global Tax Free Traders, 87, Sanik Farms, Central Ave, Khan Pur, New Delhi	Calvet Varietals Chardonnay	24.03	11108.00	0.00	0.00	11790.00	0.00	0.00	1563	0	0
2	A product of France imported by M/s Global Tax Free Traders, 87, Sanik Farms, Central Ave, Khan Pur, New Delhi	Calvet Varietals Merlot	22.78	11143.00	0.00	0.00	11818.00	0.00	0.00	1568	0	0
3	A product of Italy imported by M/s Global Tax Free Traders, 87, Sanik Farms, Central Ave, Khan Pur, New Delhi	Fontella Chianti	22.78	13553.00	0.00	0.00	14372.00	0.00	0.00	1892	0	0
4	A product of Italy imported by M/s Global Tax Free Traders, 87, Sanik Farms, Central Ave, Khan Pur, New Delhi	Fontella Orvieto Classico	21.03	11726.00	0.00	0.00	12436.00	0.00	0.00	1646	0	0
5	A product of Poland imported by M/s Global Tax Free Traders, 87, Sanik Farms, Central Ave, Khan Pur, New Delhi	f Vodka Luxury Collection Michel Adam	70.10	26181.00	0.00	0.00	26698.00	0.00	0.00	3459	0	0

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**Annexure - B**

<b>MRP of Local Premium Brands For Sale In Civil For The Year 2013-14</b>												
S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX- Manufacture Price per case	EX-JKEL-1 PRICE / CASE	MRP PER UNIT(INCLUSIVE OF ALL TAXES)						
1	Kashmir Distilleries (P) Limited for M/s Tlakraagar Industries Ltd	Castle Club Superior, Triple Distilled Vodka	75	1290.00	1315.00	1340.00	2626.00	2652.00	2628.00	392	198	98
2	Kashmir Distilleries (P) Limited for M/s Tlakraagar Industries Ltd	Courrier Napoleon Ultra French Brandy	75	1350.00	1362.00	1373.00	2689.00	2702.00	2663.00	400	201	99

<b>MRP of Local Medium Brands For Sale In Civil For The Year 2013-14</b>												
S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX- Manufacture Price per case	EX-JKEL-1 PRICE / CASE	MRP PER UNIT(INCLUSIVE OF ALL TAXES)						
1	Kashmir Distilleries (P) Limited for M/s Tlakraagar Industries Ltd	Blackpower Grain Whisky	75	900.00	918.00	930.00	2069.00	2088.00	2056.00	311	157	77
2	Kashmir Distilleries (P) Limited for M/s Tlakraagar Industries Ltd	TI White House XXX Matured Rum	75	700.00	712.00	725.00	1857.00	1870.00	1839.00	286	144	70

*[Handwritten Signature]*