

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 LOCAL PREMIUM/LOCAL CHEAP /IMPORTED BEER/IMPORTED DELUXE 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/587 Dated: 16-04-2013.

EXCISE ORDER NO: 38 OF 2013
D A T E D: 17 -04- 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. 141 of 2009 dated 30.06.2009 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, and No:05 of 2013 Dated :09-04-2013 the ex-manufacturer price, the ex-wholesale price and maximum sale rates of Local premium/ Local Cheap /Imported Beer/Imported Deluxe Brands of IMFL as per Annexure "A", "B", & "C" 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: 17 -04-2013

NO: EC/STS/2013-14/ 113-130

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 P.A to the
Excise Commissioner,
J&K, Govt., Jammu.
17/4/13

Annexure - A

MRP of Local Premium Brands For Sale In Civil For The Year 2013-14

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)		
				92	75	81	92	75	81			
1	Oakland Bottlers Pvt. Ltd for M/s Punjab Liquors. (Brand owned by M/s Jagatjit Industries Ltd.)	Aristocrat Old Reserve Whisky	75	1124	1125	1124	2450	2451	2399	370	185	90
2	Dogra Distilleries	Wisdom King Malted Whisky	75	975	1000	1025	2184	2211	2191	337	170	84

(Fig. in Rs.)

MRP of Local Cheap Brands For Sale In Civil For The Year 2013-14

1	Tawi Bottlers for M/S Mohan Meakin Ltd	Crazy Horse Malted Whisky	75	602	606	647	1682	1686	1688	253	127	63
2	Oakland Bottlers Pvt. Ltd for M/s Punjab Liquors. (Brand owned by M/s Jagatjit Industries Ltd.)	Bonnie Speical Whisky	75	602	606	647	1682	1686	1688	253	127	63

[Signature]

(ANNEXURE - B)

MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2013-14

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	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML			
1	Bombay Breweries	KINGFISHER ULTRA BEER	GLASS	8	786	0	876	0	813	0	906	0	105	0	58	0			
2	Bombay Breweries	KINGFISHER ULTRA BEER	TIN BEER	8	0	1328	0	0	0	1374	0	0	0	88	0				
3	UNITED BREWERIES LTD	KINGFISHER STRONG PREMIUM BEER **	GLASS	8	553	0	575	0	572	0	595	0	79	0	41	0			
4	UNITED BREWERIES LTD	KINGFISHER PREMIUM LAGER BEER **	GLASS	5	553	0	575	0	572	0	595	0	79	0	41	0			
5	UNITED BREWERIES LTD	KINGFISHER STRONG PREMIUM **	TIN BEER	8	0	931	633	0	0	963	655	0	0	65	44	0			
6	UNITED BREWERIES LTD	KINGFISHER PREMIUM LAGER	TIN BEER	5	0	931	613	0	0	963	634	0	0	65	43	0			

(Fig In Rs)

SP

Annexure - C

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

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)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	Vinura Beverages Private DDC Shopping Centre, New Delhi-110065	Montiac Merlot Vin De France	21.91	3748	0	0	3979	0	0	571	0	0
2	Vinura Beverages Private DDC Shopping Centre, New Delhi-110065	Montiac Cabernet Sauvignon Vin De France	21.91	3748	0	0	3979	0	0	571	0	0
3	Vinura Beverages Private DDC Shopping Centre, New Delhi-110065	Montiac chardonnay Vin De France	21.91	4238	0	0	4498	0	0	637	0	0
4	Vinura Beverages Private DDC Shopping Centre, New Delhi-110065	Montiac Savignon Vin De France	21.91	4238	0	0	4498	0	0	637	0	0
5	Vinura Beverages Private DDC Shopping Centre, New Delhi-110065	Montiac Cinsaut Rose Vin De France	21.03	4404	0	0	4674	0	0	660	0	0
6	Vinura Beverages Private DDC Shopping Centre, New Delhi-110065	MAMA Mango Moscato+Mango	13.14	7491	0	0	7946	0	0	1076	0	0
7	Vinura Beverages Private DDC Shopping Centre, New Delhi-110065	Bernard Massard Selection Brut	21.03	6423	0	0	6814	0	0	932	0	0
8	Vinura Beverages Private DDC Shopping Centre, New Delhi-110065	Bernard Massard Premium Dry	21.03	7035	0	0	7463	0	0	1014	0	0
9	Vinura Beverages Private DDC Shopping Centre, New Delhi-110065	Bernard Massard Cuvee Delecusson Rose	21.03	8994	0	0	9540	0	0	1278	0	0

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)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
10	Vinura Beverages Private Limited, 4-7C DDC Shopping Centre, New Friends Colony, New Delhi-110065	Val DOCA Prosecco Denominazione Di Origine Controllata Treviso Extra Dry	19.28	8163	0	0	8659	0	0	1166	0	0
11	Vinura Beverages Private Limited, 4-7C DDC Shopping Centre, New Friends Colony, New Delhi-110065	Val DOCA Punto Rosa Vino Spumante Rosato Pinot Grigio Pinot Nero Millesimato	20.15	9221	0	0	9780	0	0	1309	0	0
12	Vinura Beverages Private Limited, 4-7C DDC Shopping Centre, New Friends Colony, New Delhi-110065	Highland Queen Blended Scotch Whisky	70.10	10027	0	0	10635	0	0	1417	0	0
13	Vinura Beverages Private Limited, 4-7C DDC Shopping Centre, New Friends Colony, New Delhi-110065	Highland Queen Aged 12 years Blended Scotch Whisky	70.10	17065	0	0	18095	0	0	2366	0	0
14	Vinura Beverages Private Limited, 4-7C DDC Shopping Centre, New Friends Colony, New Delhi-110065	Highland Queen Majesty Highland Single Malt Scotch Whisky Aged 12 years (700ml)	70.10	19665	0	0	20851	0	0	2716	0	0
15	Vinura Beverages Private Limited, 4-7C DDC Shopping Centre, New Friends Colony, New Delhi-110065	Highland Queen Majesty Highland Single Malt Scotch Whisky Aged 16 years(700ml)	70.10	27315	0	0	28960	0	0	3747	0	0
16	M/s Conchay Toro Virginia Suvercaseaux N 210 PIRQUE Chile. Imported & Distributed by M/s Global Tax Free Traders Inc. 87, Central Avenue Sanik farms New Delhi. 110062	Frontera Chile Merlot	21.03	9625	0	0	10209	0	0	1363	0	0
17	M/s Conchay Toro Virginia Suvercaseaux N 210 PIRQUE Chile. Imported & Distributed by M/s Global Tax Free Traders Inc. 87, Central Avenue Sanik farms New Delhi. 110062	Frontera Chile Chardonnay	22.78	9660	0	0	10246	0	0	1368	0	0

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX-JIKEL-1A PRICE PER CASE In (Rs.)			EX-JIKEL-1 PRICE PER CASE In (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
18	M/s Elaborkdor Freixenest S.A. EMB. 424-B Santsadurni D's Aroia Spain, Imported & Distributed by M/s Global Tax Free Traders Inc. 87, Central Avenue Sanik farms New Delhi. 110062	Freixenest Metodo Tradicional Cordon Negro	21.03	13209	0	0	14008	0	0	1846	0	0
19	Distilled and matured in Scotland, Imported & Distributed by M/s Sobieski Beverages India Pvt. Ltd., 7D, Vandana Building, 11 Tolstoy Marg, Connaught Place, New Delhi-110001, India	Sir Peterson Double Distilled Blended Scotch Whisky (700ml)	70.10	14464	0	0	15338	0	0	2015	0	0
20	Produced in Denmark, Imported & Distributed by M/s Sobieski Beverages India Pvt. Ltd., 7D, Vandana Building, 11 Tolstoy Marg, Connaught Place, New Delhi-110001, India	Danzka Vodka	70.10	10480	0	0	11115	0	0	1478	0	0
21	Distilled & Matured in Scotland, Imported & Distributed by M/s Sobieski Beverages India Pvt. Ltd., 7D, Vandana Building, 11 Tolstoy Marg, Connaught Place, New Delhi-110001, India	William Peel Speyside Single Malt Scotch Whisky (Aged 12 Years (700ml))	70.10	40438	0	0	42870	0	0	5515	0	0
22	Agave Azul San Jose Tajomulco de Zuruga, Jalisco, Mexico, Imported & Distributed by M/s Sobieski Beverages India Pvt. Ltd., 7D, Vandana Building, 11 Tolstoy Marg, Connaught Place, New Delhi-110001, India	Tequila San Jose Silver (700 ML)	61.34	9934	0	0	10536	0	0	1405	0	0
23	Distilled & Matured in Scotland, Imported & Distributed by M/s Sobieski Beverages India Pvt. Ltd., 7D, Vandana Building, 11 Tolstoy Marg, Connaught Place, New Delhi-110001, India	William Peel Old Blended Scotch Whisky (700 ML)	70.10	10379	0	0	11008	0	0	1465	0	0

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)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
24	Product Of France, Imported & Distributed by M/s Sobieski Beverages India Pvt. Ltd., 7D, Vandana Building, 11 Tolstoy Marg, Connaught Place, New Delhi-110001, India	Bianc Pêche By Moncigale	12.27	6262	0	0	6644	0	0	910	0	0
25	Product Of France, Imported & Distributed by M/s Sobieski Beverages India Pvt. Ltd., 7D, Vandana Building, 11 Tolstoy Marg, Connaught Place, New Delhi-110001, India	Rouge Mure By Moncigale	12.27	6262	0	0	6644	0	0	910	0	0
26	Product Of France, Imported & Distributed by M/s Sobieski Beverages India Pvt. Ltd., 7D, Vandana Building, 11 Tolstoy Marg, Connaught Place, New Delhi-110001, India	Rouge Fram Boise By Moncigale	12.27	6262	0	0	6644	0	0	910	0	0
27	Product Of France, Imported & Distributed by M/s Sobieski Beverages India Pvt. Ltd., 7D, Vandana Building, 11 Tolstoy Marg, Connaught Place, New Delhi-110001, India	Sangria Blanche By Moncigale	14.90	6265	0	0	6647	0	0	910	0	0

Note :- At Serial No. 14, 15, 19, 21, 22 & 23 the packing of the bottle is 700 ML instead of 750 ML