

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

**SUB: FIXATION OF REVISED MAXIMUM SALE PRICE OF LOCAL MEDIUM/
LOCALCHEAP 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: 39 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 revised ex-manufacturer price, the ex-wholesale price and maximum sale rates of Local medium/ Local Cheap Brands of IMFL as per Annexure "A" 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/ 131-148

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'

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

| S. No | DISTILLERY / BOTTLING PLANT | BRAND | DEGR EE | EX MANUFACTURER PRICE/CASE | | | EX-RET-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 Samba | OB Whisky | 75 | 603 | 606 | 633 | 1575 | 1579 | 1570 | 240 | 120 | 59 |
| 2 | Oakland Bottlers Samba | OB XXX Rum | 75 | 603 | 606 | 633 | 1575 | 1579 | 1570 | 240 | 120 | 59 |
| 3 | Oakland Bottlers Samba | V.S.O.P. Oakland Brandy | 75 | 603 | 606 | 633 | 1575 | 1579 | 1570 | 240 | 120 | 59 |
| 4 | Trikutla Bottlers Samba | Magie Malt Whisky | 75 | 555 | 600 | 620 | 1524 | 1572 | 1556 | 235 | 120 | 59 |
| 5 | Trishul Bottlers Sikanderpur Jmu | Black Cat Whisky | 75 | 603 | 606 | 633 | 1575 | 1579 | 1570 | 240 | 120 | 59 |

(Fig. In Rs)

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

| | | | | | | | | | | | | |
|---|--|--------------------|----|-----|-----|-----|------|------|------|-----|-----|----|
| 1 | Trawl Bottlers Sunjwan Samba for M/s Mohan Meakin Ltd. | Knight Rider Vodka | 75 | 879 | 913 | 930 | 2047 | 2083 | 2056 | 309 | 157 | 77 |
|---|--|--------------------|----|-----|-----|-----|------|------|------|-----|-----|----|

[Handwritten Signature]