

www : |kexcise.nic.in
email: |k_excise@yahoo.com



Tele/ Fax:
(J) 0191-2477977,2477761
(K) 0194-2311562,2311576

GOVERNMENT OF JAMMU AND KASHMIR
DEPARTMENT OF EXCISE
EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU-180012

SUB : REVISED MAXIMUM SALE PRICE OF IMPORTED BEER IN J&K STATE .

ORDER NO : 71 Of 2014
D A T E D : 14 - 06 - 2014

Ref:- i) SRO 136 Dated 19th May,2014
ii) Recommendations of Committee (Constituted vide Excise Order NO. No.141 of 2009 dated 30.6.2009) issued vide letter No. MRP/DECEJ/Exc/2034 Dated: 10-6-2014 by Dy. Excise Commissioner, Executive, Jammu.

Whereas, the Government vide Notification SRO 136 dated 19th May,2014 issued under endorsement No. ET/Estt/38/2014 dated 19-5-2014 by the Finance department has authorized Excise Commissioner, J&K Government to fix **MRP of all brands of liquor for the year 2014-15, the orders for which was issued vide Excise Order No. 44 of 2014 dated 19-5-2014.**

Whereas, the Committee of officers constituted vide Excise Order No.141 of 2009 dated 30.6.2009 has recommended revision in the MRP of few brands of Imported Beer as conveyed by the Deputy Excise Commissioner, Executive, Jammu vide No. MRP/DECEJ/Exc/2034 Dated: 10-6-2014.

Therefore, in terms of sub-rule 31 (b)-(iv) of Rule 38 of the Jammu and Kashmir Liquor Licence and Sales Rules, 1984 , the MRP of Imported Beer to be sold by the Off Licenses (JKEL-2) in civil market in the State is revised and notified as per **Annexure 'A'** of this order.

MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2014-15

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	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER PREMIUM LAGER	5	0	965	635	0	0	998	658	0	0	68	45	0			
2	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER STRONG PREMIUM BEER	8	0	965	656	0	0	998	680	0	0	68	46	0			
3	UNITED BREWERIES LTD LUDHIANA	KINGFISHER PREMIUM LAGER BEER	5	573	0	595	0	0	593	0	617	0	83	0	43			
4	UNITED BREWERIES LTD LUDHIANA	KINGFISHER STRONG PREMIUM BEER	8	573	0	595	0	0	593	0	617	0	83	0	43			

(Fig in Rs)

8
 [Signature]
 [Signature]
 [Signature]

Any default on this account shall attract the provisions of the Jammu and Kashmir Excise Act Samvat, 1958.


(Vineeta Gupta) IAS
Excise Commissioner
J&K Government

No: EC/STS/MRP-14-15/229-248

Dated: 14-6-2014

Copy to the:-

1. Commissioner Commercial Taxes, J&K Government, Srinagar.
2. Additional Commissioner Commercial Taxes (Adm), Jammu/Kashmir.
3. Deputy Excise Commissioner, Executive, Jammu/Kashmir.
4. Deputy Excise Commissioner, Accounts/Distilleries, Jammu.
5. Excise & Taxation Officer, Excise Range Jammu City North/South/Jammu-Kathua/Doda-Udhampur/Rajouri-Poonch / Leh/ Kashmir for further circulation amongst the IMFL licensees of their respective Excise Ranges and to ensure strict compliance.
6. Excise & Taxation Officer, Eradication Wing, Jammu.
7. Assessing Authority, Commercial Taxes Circle "H" Jammu.
8. President Wine Association, Jammu _____
9. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7 M/S _____
10. All Manufacturers namely JKEL-6 and D-2 M/S _____
11. Programmer, Excise Department for updation in the departmental website.
12. Order File (w 2 s c).