

OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR

**EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU**

Subject: Fixation of Maximum Retail Price of imported Beer Brand meant for sale in Civil Market in Jammu & Kashmir only for the year 2021-22.

Reference: 1. Notification S.O. 114 dated 31-03-2021
2. Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 issued vide No. DECAJ/Exc/Acctts/334 dated 21-08-2021.

ORDER No.: 168 -EC OF 2021

DATED: 26 - 08 - 2021

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 S.O. 114 dated 31-03-2021 and recommendation of the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020, the ex-JKEL-1A price, ex-JKEL-1 price and Maximum Retail Price of imported Beer Brand as per Annexure-"A-24" to this order is hereby approved for the year 2021-22. The brands shall not be sold above the fixed rate.

Rahul Sharma
(Rahul Sharma), JKAS,
Excise Commissioner,
Jammu & Kashmir

Encl.: Annexure-"A-24".

No.: EC/Exc/MRP/2021-22/ 5435-62

Dated: 26-08-2021

Copy to the:

1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Accounts), Jammu.
3. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
4. Principal Training Institute Nagrota.
5. Deputy Excise Commissioner, (Distilleries), Jammu.
6. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Eradication, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam.
7. Programmer, Excise Department, I/c website www.jkexcise.nic.in.
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B.
9. All wholesalers namely JKEL-1, JKEL-1A.
10. Order file/concerned file.

ORDER NO. 168 EC OF 2021 DATED: 26-8-2021
ANNEXURE-"A-24"

MRP OF IMPORTED BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1A Price Per Case				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2021-22) Inclusive of all Taxes				Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee				
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %V/V	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	M/s United Breweries Limited, Ludhiana, Punjab	Kingfisher Excellent Premium Lager Beer	Glass	5	1042	0	1149	0	1183	0	1295	0	175	0	95	0	0.43	0	0.36	0

