

OFFICE OF THE EXCISE COMMISSIONER
JAMMU AND KASHMIR
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Fixation of Maximum Retail Price of Imported IMFL Premium brands 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. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/Exc/ACCTJ/32 dated 28-05-2021.

ORDER No.: 48 -EC OF 2021
DATED: 31 - 05 - 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-manufacturer price, ex-wholesale price and Maximum Retail Price of Imported Premium Brands of IMFL, as per Annexure-"P", this order is hereby approved for the year 2021-22. The brand shall not be sold above the fixed rate.

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

Encl.: Annexure-"P"
No.: EC/Exc/MRP/2021-22/ 1750-73

Dated: 31 -05-2021

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, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam.
7. Programmer, Excise Department, l/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. 48 EC OF 2021 DATED: 31-5-2021

ANNEXURE - "P"

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

TOTAL NUMBER OF BRANDS 02				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2021-22 (Inclusive of all Taxes)			Differential Amount, on account of rounding- off/Fixation of MRP, Recoverable as rounding Fee		
Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s United Spirits Limited., Pathankot, and C/o M/s Chandigarh Distillers and Bottlers	Royal Challenge Gold Whisky	75	4141	4102	4104	4487	4446	4441	655	325	165	2.17	1.21	4.04
		McDowell's No.1 Reserve Whisky	75	3768	3768	3718	4099	4099	4040	605	305	150	1.96	3.48	1.91