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

Subject: Fixation of Maximum Retail Price of imported Breezer (RTD) brands and imported Deluxe/ Super Deluxe IMFL 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/38 dated 03-06-2021.

ORDER No.: 53 -EC OF 2021

DATED: 04 - 06 - 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 Breezer (RTD) brands and imported Deluxe/Super Deluxe IMFL brand, as per Annexure-"T" and "U", respectively to 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-"T" & "U".

No.: EC/Exc/MRP/2021-22/ 1979-97

Dated: 04-06-2021

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, 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. 53 EC OF 2021, DATED: 04-06-2021

ANNEXURE - "7"

MRP OF IMPORTED BREEZER (RTD) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 04				Ex-JKEL-1A Price Per Case In Rs.	Ex- Wholesale (JKEL-1) Price Per Case In Rs.	MRP/Unit (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	Deegree Below % v/v	275ML	275ML	275ML	275ML
1	Bacardi India Pvt. Limited. Lessee Gemini Distilleries, Goa	Breezer Cranberry	4.8	1119	1248	80	3.10
2	Bacardi India Pvt. Limited. Lessee Gemini Distilleries, Goa	Breezer Jamaican Passion	4.8	1119	1248	80	3.10
3	Bacardi India Pvt. Limited. Lessee Gemini Distilleries, Goa	Breezer Blackberry Crush	4.8	1119	1248	80	3.10
4	Bacardi India Pvt. Limited. Lessee Gemini Distilleries, Goa	Breezer Orange	4.8	1119	1248	80	3.10








ORDER NO. 53 EC OF 2021 DATED: 04-06-2021
ANNEXURE - "U"

MRP OF IMPORTED DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 01				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 Bacardi India Pvt. Limited, Karnataka.	Bacardi Carta Blanca Superior White Rum	75	5866	5832	5939	6281	6245	6349	885	440	225	1.94	0.78	2.82






