

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

Subject: Fixation of Maximum Retail Price of Local Beer brand and Imported IMFL 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. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/Exc/ACCT/40 dated 05-06-2021.

ORDER No.: 54 -EC OF 2021
DATED: 07 - 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-manufacturer price, ex-wholesale price and Maximum Retail Price of Local Beer Brand as per Annexure-"V" and ex-JKEL-1A price, ex-JKEL-1 price and Maximum Retail Price of Imported Deluxe/ Super Deluxe Brand as per Annexure-"W" to this order are hereby approved for the year 2021-22. The brands shall not be sold above the fixed rate.


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

Encl.: Annexure-"V" & "W"

No.: EC/Exc/MRP/2021-22/ 2034-53

Dated: 07-06-2021

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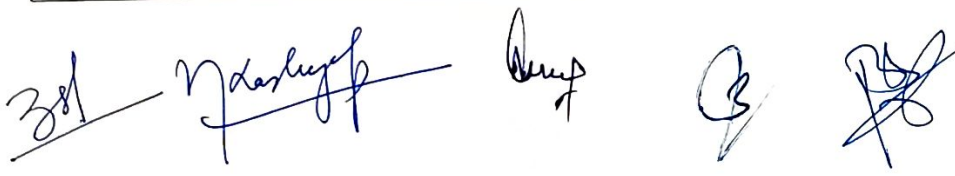
1. Financial Commissioner, Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Accounts), Jammu.
3. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
4. Principal Training Institute Nagrota.
5. Deputy Excise Commissioner, (Distilleries), Jammu.
6. Excise and Taxation Officer, 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, Incharge 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, JKEL-1B, JKEL-1W.
10. All Manufacturers namely JKEL-6, B-1, D-2.
11. Order file/concerned file.

ORDER NO. 54 EC OF 2021 DATED: 07-06-2021

ANNEXURE-"V"

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

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price Per Case (EBP)				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.N o.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	Basanter Breweries Pvt. Limited Samba.	Kingfisher Strong Premium Beer	Glass	8	477	0	0	0	936	0.00	0	0	145	0	0	0	2.13	0.00	0.00	0.00



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ANNEXURE - "W"

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 Alcobrew Distilleries India Pvt. Limited, Derabassi, Punjab.	Golfer's Shot Barrel Aged Whisky	75	5636	5636	5535	6041	6041	5929	855	430	210	2.74	3.87	1.30

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