

OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR

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

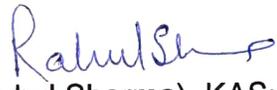
Subject: Fixation of Maximum Retail Price of imported Deluxe/ Super Deluxe (BIO) Brands meant for sale in Civil Market in Jammu & Kashmir only for the year 2021-22.

Reference: 1. Notification S.O. 114 dated 31-03-2021
2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/Exc/ACCTJ/52 dated 16-06-2021.

ORDER No.: 68 -EC OF 2021

DATED: 16 - 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-1B price, ex-JKEL-1 price and Maximum Retail Price of imported Deluxe/Super Deluxe (BIO) Brands as per Annexure-"A-4" to this order is 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-"A-4".

No.: EC/Exc/MRP/2021-22/ 2392-2412

Dated: 16-06-2021

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, Eradication, 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-1B.
10. Order file/concerned file.

ORDER NO. 68 EC OF 2021 DATED: 16-6-2021
ANNEXURE "A-4"

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

TOTAL NUMBER OF BRANDS 05				Ex-JKEL-1B 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/Importer	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Pernod Ricard India Pvt Ltd. Distilled at Banfshiri Glenlivet Distillery Product Of Scotland	The Glenlivet Single Malt Scotch Whisky	75.36	32992	0	0	34492	0	0	3860	0	0	0.00	0.00	0.00
2	M/s Chivas Brothers Ltd. Distillers Keith Scotland. Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.	Chivas Regal Aged 12 Years Blended Scotch Whisky	75.36	26838	0	0	28092	0	0	3160	0	0	3.88	0.00	0.00
3	M/s George Ballantine & Son Ltd. Distillers Dumbarton Scotland Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.	Ballantine's Finest Blended Scotch Whisky	75.36	13268	0	0	13979	0	0	1605	0	0	1.31	0.00	0.00
4	M/s Irish Distillers Ltd. Robinhood Road, Clodalkin Dublin 22, Ireland, Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd., C/o Veritas Logistics Pvt. Ltd.	Jameson Irish Whisky	70.10	16407	0	0	17243	0	0	1965	0	0	2.27	0.00	0.00
5	Produced and Bottled in Ahus, Sweden by M/s The Absolut Company AB-11797 Stockholm, Sweden & Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.	Absolut Vodka	70.10	13215	0	0	13924	0	0	1600	0	0	2.36	0.00	0.00

