


GOVERNMENT OF JAMMU & KASHMIR  
OFFICE OF THE EXCISE COMMISSIONER, J&K  
EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU  
Tel: 0191-2477977 & E-mail: excise.commr@jk.gov.in

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- Subject:** Fixation of Maximum Retail Price of Locally Manufactured Medium/Premium IMFL Brands for sale in Civil Market for the year 2023-24.
- Reference:**
1. Notification S.O. 172 Dated: 28-03-2023.
  2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 Dated: 30-05-2022 bearing No. DECDJ/13-18 Dated: 01-04-2023.

ORDER No.: 04 - EC OF 2023  
DATED: 01 -04- 2023

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. 172 Dated: 28-03-2023 and recommendation of the Committee constituted vide Order No. 60-EC of 2022 Dated: 30-05-2022, the Ex-Manufacturer Price, Ex-Wholesale Price and **Maximum Retail Price of Locally Manufactured Medium/Premium IMFL Brands** for Sale in Civil Market as per Annexure- "J" to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.

  
01.04.23  
(Pankaj Kumar Sharma), JKAS  
Excise Commissioner  
Jammu & Kashmir

Encl.: Annexure- "J".

No.: EC/Exc/MRP/2023-24/ 40-59

Dated: 01 -04-2023

Copy to the:

1. Administrative Secretary, Finance Department, J&K Civil Secretariat, Jammu.
2. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner (Distilleries), Jammu.
4. Deputy Excise Commissioner (Accounts), Jammu.
5. 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, Distilleries.
6. Sr. Programmer, I/c website [www.jkexcise.nic.in](http://www.jkexcise.nic.in)
7. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s.....
8. All wholesalers namely, JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W, M/s.....
9. All Manufacturers namely JKEL-6, B-1, D-2, M/s.....
10. Order file/concerned file.

ORDER NO. 04-ECOF 2023 DATED : 01-04-2023

ANNEXURE - "J"

MRP OF LOCAL MEDIUM/PREMIUM IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 24				Ex-Manufacturer Price Per Case			Ex-Wholesale (JKEL-1) Price Per Case			MRP/Unit (2023-24) 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	Trikuta Bottlers, IGC, SIDCO, Samba, for M/s Rock & Storm Distilleries Pvt. Ltd., Punjab	Dennis Special Whisky	75	1587	1593	1620	4043	4050	3983	655	330	165	2.18	3.10	4.76
		Blue Eyes Pure Grain Vodka	75	1522	1576	1609	3975	4032	3971	645	330	160	1.70	4.36	0.18
		Commander n Chief Caribbean Gold XXX Rum	75	1274	1285	1404	3715	3726	3756	610	305	155	3.10	0.78	2.71
		Revolution Luxury Extra Dry Gin	75	1701	1720	1750	4163	4183	4119	670	340	165	0.38	3.79	0.00
		Revolution Premium XXX Rum	75	1225	1242	1248	3663	3681	3592	600	305	150	0.38	3.93	3.45
		Garrison Ultra Premium Brandy	75	1998	1998	2052	4475	4475	4436	715	360	180	1.70	3.35	3.91
2	M/s Trishul Bottlers, Sikanderpur, Tehsil Bishnah, District Jammu, J&K for M/s United Spirits Limited	Bagpiper Deluxe Whisky	75	1387	1393	1490	3833	3840	3846	625	315	160	1.58	2.80	4.56
		McDowell's Green Label Whisky	75	1387	1393	1490	3833	3840	3846	625	315	160	1.58	2.80	4.56
		White Mischief Ultra Pure Vodka	75	1260	1263	1350	3700	3703	3699	605	305	155	0.20	2.39	4.70
		Premium Romanov Vodka	75	1400	1404	1452	3847	3851	3806	630	315	155	4.62	2.03	0.96
3	M/s Trishul Bottlers, Sikanderpur, Tehsil Bishnah, District Jammu, J&K for M/s Jagatjit Industries Limited, Hamira, Punjab	Aristocrat Premium Whisky	75	1910	1910	2010	4382	4382	4392	705	355	175	4.72	4.86	0.45
		AC Black Pure Grain Whisky	75	2140	2260	2300	4624	4750	4697	735	380	190	0.84	4.10	4.77
		IICE Bite The Apple Vodka Premium	65	2538	2592	2646	5042	5099	5060	795	405	200	2.32	4.67	2.07
4	M/s Kashmir Bottlers, IGC, SIDCO, Samba, J&K for M/s Oasis Distilleries Limited, Regd. Office H-102, B2, Metro Towers, Vijay Nagar, Indore, M.P.	All Season Golden Collection Reserve Whisky	75	1570	1570	1570	4025	4025	3930	655	330	160	4.70	4.85	1.62

5	M/s Trishul Bottlers, Sikanderpur, Tehsil Bishnah, District Jammu, J&K.	Lucknavi Paan Elaichi Liqueur	75	1160	1345	1450	3570	3764	3780	590	310	155	3.40	3.12	1.87
6	M/s Khoday Industries Pvt. Limited, Bari Brahmna, Samba,(A unit of Khoday India Limited)	Red Knight Premium Whisky	75	1910	1985	2015	4357	4436	4373	700	355	175	3.22	1.08	1.11
7	M/s Oakland Bottlers Pvt. Ltd. Phase-I, IGC, SIDCO, Samba, J&K	Shekers Premium Tripple Distilled Grain Vodka	75	1250	1250	1234	3664	3664	3553	600	300	150	0.24	0.12	4.81
		Heniskot Blended Grape Brandy	75	1608	1608	1770	4040	4040	4116	655	330	165	2.60	3.8	0.11
8	M/s Dogra Distilleries, Village Gangyal, District Jammu, J&K	Oak Craft Reserve Malted Whisky	75	1610	1610	1610	4042	4042	3948	655	330	160	2.32	3.66	0.99
		DD Vodka	75	1250	1250	1335	3664	3664	3659	600	300	150	0.24	0.12	1.10
		DD Green Apple Flavoured Vodka	65	1285	1285	1335	3436	3436	3405	570	285	145	2.16	1.08	4.99
		DD Duet Premix Gin (Lemon Flavoured)	65	1144	1155	1220	3288	3300	3285	550	275	140	2.88	0.60	4.19
		ILA Pan Elaichi Liqueur	75	1110	1175	1290	3517	3585	3612	580	295	150	0.82	0.65	2.75
9	M/s Glare Distilleries, Industrial Area, IID Centre, Govindsar, Kathua, J&K	Royal Man Premium Whisky	75	1489	1523	1500	3915	3951	3833	635	320	155	0.10	0.03	0.01