

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

Subject: Fixation of Maximum Retail Price of Imported (BIO), Indian Wine, RTD and Locally Manufactured IMFL and Beer brands for sale in civil market for the year 2025-26.

Reference: 1. Notification S.O. 38 Dated: 15-02-2025.
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/2797-2800 Dated: 19.03.2025

ORDER No.: 101 - EC of 2025
DATED: 20 - 03-2025

In exercise of the powers conferred under sub clause (iv), clause (b), Sub-rule 31 of Rule 38 of the J&K Liquor License and Sale Rules, 1984, read with S.O. 38 Dated: 15-02-2025 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 **Imported (BIO), Indian Wine, RTD and Locally Manufactured IMFL and Beer Brands** for sale in civil market as per **Annexure-"E", "F", "G", "H", "I" & "J"** respectively to this order is hereby approved for the year 2025-26. The brands shall not be sold above the fixed rate.

Encl: Annexure-"E", "F", "G", "H", "I" & "J"

No.: EC/Exc/MRP/2024-25/ 7017-36

(Subash C. Chhibber), JKAS
Excise Commissioner, J&K

Dated: 20 -03-2025

Copy to the:

1. Deputy Excise Commissioner (Executive), Kashmir.
2. Deputy Excise Commissioner (Distilleries), Jammu.
3. Deputy Excise Commissioner (Executive), Jammu.
4. Deputy Excise Commissioner (Accounts), Jammu.
5. Private Secretary to the Principal Secretary, Finance Department, J&K, Civil Secretariat for the kind information of the Principal Secretary.
6. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam, Distilleries.
7. Sr. Programmer, 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, M/s.....
9. All wholesalers namely, JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W, M/s.....
10. All Manufacturers namely JKEL-6, B-1, D-2, M/s.....
11. Order file/concerned file.


ORDER NO. 101 -EC OF 2025 DATED : 20-03-2025
ANNEXURE -"E"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 40				EDPs + Duties/Fees of Exporting States/Uts				Ex-JKEL-1B Price Per Case In Rupees				Ex-JKEL-1 Price Per Case In Rupees				Maximum Retail Price Per Unit for 2025-26 (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	Strength in % Abv	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml
1	Distilled, Matured & Bottled in Scotland by The Glenlivet Distillery, Imported by M/s Pernod Ricard India Pvt Ltd. Address Veritas Logistics Pvt. Limited, Thane, MH.	The Glenlivet 15 YO Single Malt Scotch Whisky (700mlX6)	40.0	0	24308.57	0	0	0	25571	0	0	0	26962	0	0	0	6000	0	0	0	1.62	0	0
2		The Glenlivet 18 YO Single Malt Scotch Whisky (700mlX6) 40% Abv.	40.0	0	40198.20	0	0	0	41461	0	0	0	43646	0	0	0	9670	0	0	0.00	1.14	0	0
3		The Glenlivet 12YO Single Malt Scotch Whisky (700mlX6)	40	0	16908.96	0	0	0	18172	0	0	0	19192	0	0	0	4290	0	0	0	1.02	0	0
4	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Absolut Lime Vodka	40.0	13174.62	0	0	0	15881	0	0	0	16915	0	0	0	1935	0	0	0	2.85	0	0	0
5		Absolut Mandrin Vodka	40.0	13174.62	0	0	8368.48	15881	0	0	9812	16915	0	0	10430	1935	0	0	595	2.85	0	0	2.29
6		Absolut Raspberri Vodka	38	13090.47	0	0	8321.97	15703	0	0	9714	16729	0	0	10328	1915	0	0	590	3.31	0	0	2.90
7		Absolut Grapefruit Vodka	40	13088.94	0	0	0	15795	0	0	0	16825	0	0	0	1925	0	0	0	2.75	0	0	0
8		Absolut Vodka	40	11954.70	0	0	7598.38	14661	0	0	9042	15634	0	0	9622	1795	0	0	550	3.76	0	0	1.73
9	Absolut Citron Lemon Flavoured Vodka	40	13177.68	0	0	8369.50	15884	0	0	9813	16918	0	0	10431	1935	0	0	595	2.52	0	0	2.23	
10	Distilled by The Beefeater Distillery, London, Bottled by Chivas Brothers Ltd. Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Beefeater London Dry Gin	47	11954.70	0	0	0	14994	0	0	0	15983	0	0	0	1830	0	0	0	0.37	0	0	0
11	Distilled & Bottled In Germany by Black Forest Distillers, Germany. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Monkey 47 Schwarzwald Dry Gin (500mlX6 per Case)	47	17340 (500mlX6)	0	0	0	18353 (500mlX6)	0	0	0	19351 (500mlX6)	0	0	0	4305	0	0	0	0.12	0	0	0
12	Blended & Bottled by M/s Chivas Brothers Limited, Distillers, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Thane, MH	Chivas Regal XV Aged 15 Years Blended Scotch Whisky (750mlX6)	43.0	22133.94	0	0	0	23559	0	0	0	24857	0	0	0	5545	0	0	0	4.96	0	0	0
13		Chivas Regal Aged 12 Years Blended Scotch Whisky	43	24073.02	0	0	0	26923	0	0	0	28509	0	0	0	3210	0	0	0	2.51	0	0	0
14		Chivas Regal Aged 12 Years Blended Scotch Whisky	40	0	0	0	13865.88	0	0	0	15309	0	0	0	16203	0	0	0	915	0	0	0	4.77
15		Chivas Regal Aged 18 Years Blended Scotch Whisky Gold Signature (750mlX6) 40% Abv.	40	32487	0	0	0	33840	0	0	0	35652	0	0	0	7915	0	0	0	0.06	0	0	0

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TOTAL NUMBER OF BRANDS 40				EDPs + Duties/Fees of Exporting States/Uts				Ex-JKEL-1B Price Per Case In Rupees				Ex-JKEL-1 Price Per Case In Rupees				Maximum Retail Price Per Unit for 2025-26 (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	Strength in % Abv	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	
16	Blended & Bottled in Scotland by M/s George Ballantine and Son, Imported by Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd, B-1, Infra Modern Logipark, Savad-Naka Road, Janval-Bhiwandi, Distt. Thane, MH-421302	Ballantine's Finest Blended Scotch Whisky	43	11879.94	0	0	7378.48	14730	0	0	8897	15706	0	0	9470	1800	0	0	540	0.84	0	0	0.09	
17		Ballantine's Finest Blended Scotch Whisky	40	0	0	12578.90	0	0	0	15285	0	0	0	0	16289	0	0	0	935	0	0	3.35	0	
18		Ballantine's Blended Scotch Whisky Aged 7 Year (750mlX6) 40% Abv	40	8851.20	0	0	0	10204	0	0	0	10834	0	0	0	2455	0	0	0	0.02	0	0	0	0
19		Ballantine's Blended Scotch Whisky Aged 12 Year (750mlX6) 40% Abv	40	23843.30	0	0	0	26549	0	0	0	28117	0	0	0	3165	0	0	0	0.63	0	0	0	0
20	Manufactured by Irish Distilleries Ltd., Simmonscourt Road, Dublin 4, Ireland, Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Jameson Irish Whiskey	40	15470.64	0	0	12159.62 (200mlX30)	18177	0	0	13964 (200mlX30)	19325	0	0	14822 (200mlX30)	2200	0	0	675	2.75	0	0	3.77	0
21	Manufactured By Diageo Scotland Limited, Scotland Imported & Distributed by M/s United Spirits Limited C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra.	Johnnie Walker Red Label Blended Scotch Whisky	43	11280.58	0	0	0	14131	0	0	0	15077	0	0	0	1730	0	0	0	0.03	0	0	0	0
22		Johnnie Walker Black Label Blended Scotch Whisky	43	23502.22	0	0	0	26352	0	0	0	27910	0	0	0	3145	0	0	0	3.40	0	0	0	0
23		Johnnie Walker Gold Label Reserve Blended Scotch Whisky (750mlX6)	40	19868.00	0	0	0	21221	0	0	0	22402	0	0	0	5000	0	0	0	0.06	0	0	0	0
24		Johnnie Walker Blonde Blended Scotch Whisky (700mlX12)	40	0	16572.22	0	0	0	19098	0	0	0	20277	0	0	0	2300	0	0	0	2.79	0	0	0
25	Manufactured by The Dufftown Distillery, Scotland. Imported & Distributed by M/s United Spirits Limited C/o Tuls Global Logistics Pvt. Ltd, Mumbai-Goa Highway, Shirdhon Village, Panvel, District Raigad, MH.	The Singleton Single Malt Scotch Whisky Lucious Nectar 12 Year Old Dufftown Distillery (700mlX6)	40	0	16689	0	0	17952	0	0	0	18961	0	0	0	4240	0	0	0	1.84	0	0	0	0
26		The Singleton Single Malt Scotch Whisky 15 Year Old (700mlX6)	40	0	21036.68	0	0	0	22299	0	0	0	23526	0	0	0	5245	0	0	0	2.54	0	0	0
27	Manufactured & Bottled by M/s Diageo Scotland Limited, Scotland, Imported & Distributed by M/s United Spirits Limited C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra.	J & B Rare Blended Scotch Whisky	40	12162.48	0	0	0	14868.48	0	0	0	15852	0	0	0	1820	0	0	0	4.78	0	0	0	0



TOTAL NUMBER OF BRANDS 40				EDPs + Duties/Fees of Exporting States/Uts				Ex-JKEL-1B Price Per Case In Rupees				Ex-JKEL-1 Price Per Case In Rupees				Maximum Retail Price Per Unit for 2025-26 (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	Strength in % Abv	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml
28	Manufactured by Charles Tanqueray & Co., London, UK. Imported & Distributed by M/s United Spirits Limited C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Shirdhon Village, Panvel, Distt. Raigad, Maharashtra.	Tanqueray London Dry Gin	47.3	13109.08	0	0	0	16163	0	0	0	17211	0	0	0	1965	0	0	0	0.29	0	0	0
29	Blended & bottled by QSI, Bellshill, ML4 3AN(UK), Imported by Cartel Bros LLP, Sani Arma 3 rd Floor, Raut Lane, Juhu Vile Parle West Mumbai, MH-400049	The Glenwalk Blended Scotch Whisky	40.0	0	10430	0	0	0	12956	0	0	0	13827	0	0	0	1590	0	0	0	2.29	0	0
30	Blended & bottled by: Stream Retail Ltd., Lynden Lane, Stonegate, Sussex, TN5 7EF. Imported by Mehra Wines and Private Ltd., Plot No.365, Industrial Area, Phase-1, Chandigarh-160002	Thunder Toffee Vodka (700mlX6)	29.9	0	9900	0	0	0	10941	0	0	0	11600	0	0	0	2620	0	0	0	1.26	0	0
31	Blended & bottled by: Cambridge Distillery Ltd. 20-22 High Street, Grantchester, Cambridge, CB3 9NF. Imported by Mehra Wines and Private Ltd., Plot No.365, Industrial Area, Phase-1, Chandigarh-160002	Cambridge Dry Gin (700mlX6)	42.0	0	14400	0	0	0	15708	0	0	0	16605	0	0	0	3720	0	0	0	0.16	0	0
32	M/s Grey Goose-BMP, 16130 Gensac-LA, Pallue, France, Imported and Distributed by M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Grey Goose Vodka	40	22523	0	0	0	25229	0	0	0	26730	0	0	0	3015	0	0	0	3.2	0	0	0

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TOTAL NUMBER OF BRANDS 40				EDPs + Duties/Fees of Exporting States/Uts				Ex-JKEL-1B Price Per Case In Rupees				Ex-JKEL-1 Price Per Case In Rupees				Maximum Retail Price Per Unit for 2025-26 (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	Strength in % Abv	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml
33	Bottled By Bombay Exporting Company, Jacksonville, USA, Imported By Bacardi India Pvt. Ltd., C/o at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, MH-410206	Bombay Sapphire London Dry Gin	47	11803.44	0	0	0	14842	0	0	0	15825	0	0	0	1815	0	0	0	2.75	0	0	0
34	Distilled by Fabrica Tequila Cazadores De , Mexico, Bottled by EMB KSDF AV. Facundo Bacardi, France. Imported & Distributed by M/s Bacardi India Pvt. Ltd, at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, MH-410206	Camino Real Blanco Tequila	40.0	11612.70	0	0	0	14319	0	0	0	15275	0	0	0	1755	0	0	0	3.25	0	0	0
35	M/s John Dewars and Sons Limited, Scotland, Imported and Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, MH-410206	Camino Real Gold Tequila	40.0	15537	0	0	0	18243	0	0	0	19395	0	0	0	2205	0	0	0	0.05	0	0	0
36	M/s John Dewars and Sons Limited, Scotland, Imported and Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, MH-410206	Dewar's White Label Blended Scotch Whisky	40	11263	0	0	0	13969	0	0	0	14907	0	0	0	1715	0	0	0	3.73	0	0	0
37	M/s John Dewars and Sons Limited, Scotland, Imported and Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, MH-410206	Dewar's Blended Scotch Whisky Aged 8 Years	40	0	15311	0	0	0	17837	0	0	0	18952	0	0	0	2155	0	0	0	3.54	0	0
38	M/s John Dewars and Sons Limited, Scotland, Imported and Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, MH-410206	Dewar's Blended Scotch Whisky Aged 12 Years	40	23288	0	0	0	25994	0	0	0	27534	0	0	0	3105	0	0	0	4.76	0	0	0
39	Distilled, Blended & Bottled in Scotland. Aberfeldy Distillery Bottled at John Dewars and Sons Limited, UK, Imported & Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, MH-410206	Aberfeldy Highland Single Malt Scotch Whisky Guaranteed 12 Years in Oak (750mlX6)	40	19882	0	0	0	21235	0	0	0	22417	0	0	0	5005	0	0	0	1.76	0	0	0

TOTAL NUMBER OF BRANDS 40				EDPs + Duties/Fees of Exporting States/Uts				Ex-JKEL-1B Price Per Case In Rupees				Ex-JKEL-1 Price Per Case In Rupees				Maximum Retail Price Per Unit for 2025-26 (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	Strength in % Abv	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml
40	Produced and Bottled by Patron Spirits, Mexico, Imported and Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Dist. Raigad, MH-410206	Silver Patron Tequila	40	48436	0	0	0	51142	0	0	0	53939	0	0	0	6005	0	0	0	0.21	0	0	0

Handwritten signature in blue ink, possibly reading "K. Desai" or similar, with a date "11/11/2024" and a name "K. Desai" written below it.

ORDER NO. 101 EC OF 2025 DATED : 20-03-2025
ANNEXURE -"F"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) WINE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 05				EDPs + Duties/Fees of Exporting States/Uts			Ex-JKEL-1B Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2025-26 (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	Strength in % Abv.	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml
1	By Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt.Ltd., B-1, RK Infra Modern Logipark, Savad-Naka Road, Janval-Bhiwandi, Distt. Thane, Maharashtra-421302, Produced at Orlando Wines, Barossa Valley Way, Rowland Flat, South Australia.	Jacob's Creek Classic Shiraz Cabernet	14.0	9186.95	0	5278.50	10285	0	5826	10934	0	6185	1230	0	350	4.98	0	4.27
2		Jacob's Creek Classic Chardonnay	13.0	9186.95	0	0	10285	0	0	10934	0	0	1230	0	0	4.98	0	0
3		Jacob's Creek Classic Chardonnay	12.5	0	0	5278.50	0	0	5826	0	0	6185	0	0	350	0	0	4.27
4		Jacob's Creek Chardonnay Pinot Noir Sparkling Wine (750mlX6)	11.0	6828.90	0	0	7378	0	0	7814	0	0	1745	0	0	3.64	0	0
5	Produced by Martini & Rossi S.P.A.- PZZALUIGI ROSSI 2 TORINO, ITALY. Imported and Distributed by M/s Bacardi India Pvt. Limited, at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Martini Prosecco Sparkling Wine (750mlX6)	11.5	5839.50	0	0	6389	0	0	6775	0	0	1515	0	0	2.22	0	0

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ORDER NO.: 101 - EC OF 2025 DATED: 20-02-2025
ANNEXURE -"G"

MRP OF IMPORTED WINE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 11				EWPs + Duties/Fees of Exporting States/Uts				Ex-JKEL-1W Price per case (Landing Cost to JKEL-1)				Ex-Wholesale Price JKEL-1				Maximum Retail Price Per Unit for 2025-26 (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	Alcohol % VV	750ml	500ml	375ml	330ml	750ml	500ml	375ml	330ml	750ml	500ml	375ml	330ml	750ml	500ml	375ml	330ml	750ml	500ml	375ml	330ml
1	M/s Sula Vineyards Limited (Unit-II), Gat No.90, Jaulke (Wani), Taluka Dindori, District Nashik-422209, Maharashtra, India	Sula Brut Sparkling White Wine	12.5	11129.0	0	12336.0	0	12227	0	13434	0	12973	0	14241	0	1450	0	795	0	0.69	0	0.60	0
2		Sula Vineyards Dindori Reserve Shiraz	14.0	9355.0	0	10430.0	0	10453	0	11528	0	11111	0	12239	0	1245	0	685	0	0.51	0	0.71	0
3		Sula Vineyards Chenin Blanc	12.0	6020.0	0	6790.0	0	7118	0	7888	0	7609	0	8417	0	860	0	475	0	0.73	0	0.92	0
4		Sula Vineyards Shiraz Cabernet	13.5	7235.0	0	8183.0	0	8333	0	9281	0	8885	0	9880	0	1000	0	555	0	0.37	0	0.46	0
5		Madera Nashik Valley Red Wine	12.0	4334.0	0	0	0	5432	0	0	0	5839	0	0	0	665	0	0	0	0.43	0	0	0
6	Manufactured & Makeded by M/s Indospirit Beverages Pvt. Limited, L-22, Cuncolim IDC, Goa-403703	BRO CODE EL CLASSICO	15.0	0	0	2331.88	0	0	0	3430	0	0	0	3736	0	0	0	220	0	0	0	3.38	0
7		BROSE VIBE BRUT ROSE	10	0	0	0	1790	0	0	0	2756	0	0	0	3013	0	0	0	180	0	0	0	4.48
8		BRO CODE KRAFT SEKT	15	0	0	1823	0	0	0	2921	0	0	0	3202	0	0	0	190	0	0	0	2.75	0
9		BIG BRO FURY	10	0	1992	0	0	0	3456	0	0	0	3809	0	0	0	225	0	0	0	0.65	0	0
10		BRO CODE CRAFTED WILD	15	0	0	0	2223	0	0	0	3189	0	0	0	3468	0	0	0	205	0	0	0	4.46
11		BROSE ZEST	10	0	0	0	2223	0	0	0	3189	0	0	0	3468	0	0	0	205	0	0	0	4.46

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ORDER NO. 101 EC OF 2025 DATED : 20-03-2025
ANNEXURE -"H"

MRP OF IMPORTED RTD (READY TO DRINK) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 16				Ex-manufacturer Price per case+ duties/expenses of Exporting States/Uts			Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2025-26 (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 % v/v	330ml	275ml	250ml	330ml	275ml	250ml	330ml	275ml	250ml	330ml	275ml	250ml	330ml	275ml	250ml
1	M/s Blended and bottled by M/s Coral Distillery, H. No. 287 & 288, Assolda, Quepem, Goa-403714, For M/s RM Beverages Pvt. Ltd., Survey No.35, Plot No.22, Raghvendra Nagar, Kharadi, Pune-411014, MH	INACAN Rum Latte	8.0	0	0	1515	0	0	1947	0	0	2134	0	0	125	0	0	0.20
2		INACAN LIIT	8.0	0	0	1515	0	0	1947	0	0	2134	0	0	125	0	0	0.20
3		INACAN Whiskey Collins	8.0	0	0	1515	0	0	1947	0	0	2134	0	0	125	0	0	0.20
4		INACAN Gin & Tonic	8.0	0	0	1515	0	0	1947	0	0	2134	0	0	125	0	0	0.20
5		INACAN Vodka Mule	8.0	0	0	1515	0	0	1947	0	0	2134	0	0	125	0	0	0.20
6	M/s Bacardi India Pvt. Limited, at M/s India Glycols Limited, Kashipur, U.S.Nagar, Uttrakhand-244713	Breezer Ultra Deluxe Ripe Mango Peach	4.8	0	1102	0	0	1577	0	0	1755	0	0	105	0	0	0.30	0
7		Breezer Ultra Deluxe Crisp Watermelon Mint	4.8	0	1102	0	0	1577	0	0	1755	0	0	105	0	0	0.30	0
8		Breezer Ultra Deluxe Tangy Cranberry	4.8	0	1100	0	0	1575	0	0	1753	0	0	105	0	0	0.41	0
9		Breezer Ultra Deluxe Exotic Jamaican Passion	4.8	0	1100	0	0	1575	0	0	1753	0	0	105	0	0	0.41	0
10		Breezer Ultra Deluxe Delicious Blackberry Crush	4.8	0	1100	0	0	1575	0	0	1753	0	0	105	0	0	0.41	0
11		Bacardi+ Lemonade	8.0	0	1270	0	0	1745	0	0	1931	0	0	115	0	0	0.62	0
12		Bacardi+ Cranberry	8.0	0	1270	0	0	1745	0	0	1931	0	0	115	0	0	0.62	0
13		Bacardi+ Orange	8.0	0	1270	0	0	1745	0	0	1931	0	0	115	0	0	0.62	0
14	M/s Radico Khaitan Limited, Lessee at M/s Woodpecker Distilleries & Breweries Pvt. Ltd., Plot No. 96, 97, 100, Hassan, Karnataka -573201	Magic Moments Vodka Cocktail Cosmopolitan	4.8	1341	0	0	1911	0	0	2126	0	0	130	0	0	3.27	0	0
15		Magic Moments Vodka Cocktail Cola	4.8	1341	0	0	1911	0	0	2126	0	0	130	0	0	3.27	0	0
16		Magic Moments Vodka Cocktail Mojito	4.8	1341	0	0	1911	0	0	2126	0	0	130	0	0	3.27	0	0

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ORDER NO. 101 OF 2025 DATED : 20-03-2025

ANNEXURE - "I"

MRP OF LOCALLY MANUFACTURED IMFL -PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 04					Ex-Manufacturer Price (EDP) Per Case		Ex-Wholesale(JKE L-1) Price Per Case		MRP/Unit (2025-26) 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	Segment/Category	90mlX100	60mlX150	90mlX100	60mlX150	90ml	60ml	90ml	60ml
1	M/s Kashmir Bottlers, SIDCO, Distt. Samba, J&K, for M/s Oasis Distilleries Limited, Regd. Office 40 North Avenue Road, West Punjabi Bagh, Delhi-26	Oasis London High Triple Distilled Elite English Vodka Green Apple Flavoured	65.6	Premium	2700	2700	5087	4574	100	65	3.62	0.74
2		Batch 9 select Cask Reserve Edition Whisky	75	Premium	1650	1690	4242	4284	85	60	2.82	4.74
3		Old Fox Premium XXX Rum	75	Premium	1425	1450	4006	4032	80	55	1.78	2.56
4		All Seasons Double Barrel Collection Reserve Whisky	75	Premium	2000	2000	4610	4610	90	60	1.63	1.09

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ORDER NO. 101 EC OF 2025 DATED : 20-03-2025
ANNEXURE-"J"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 10					Ex-Manufacturer Price Per Case (EBP)			Ex-Wholesale (JKEL-1) Price Per Case			MRP Per Unit (2025-26) Inclusive of all Taxes			Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee		
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VVN	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml
1	Devans Modern Breweries Ltd. Samba.	Godfather Super 8 Premium Strong Beer	Glass	8	575	0	675	1106	0	1218	180	0	100	0.59	0	2.27
			Tin	8	0	945	675	0	1764	1218	0	145	100	0	2.62	2.27
2	Devans Modern Breweries Ltd. Samba.	Six Fields Cult Finest Strong Wheat Beer	Glass	8	952	0	1215	1502	0	1785	235	0	140	0.15	0	2.58
			Tin	8	0	1650	0	0	2505	0	0	195	0	0	0.75	0
3	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Premier Wheat Beer	Glass	5	952	0	1215	1502	0	1785	235	0	140	0.15	0	2.58
			Tin	5	0	1650	0	0	2505	0	0	195	0	0	0.75	0
4	Devans Modern Breweries Ltd. Samba.	Six Fields Blanche Finest Wheat Beer	Glass	5	952	0	1215	1502	0	1785	235	0	140	0.15	0	2.58
			Tin	5	0	1650	0	0	2505	0	0	195	0	0	0.75	0
5	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Premium Strong Beer	Glass	8	530	0	669	1058	0	1212	175	0	100	2.31	0	2.69
			Tin	8	0	867	669	0	1683	1212	0	140	100	0	3.29	2.69
6	Devans Modern Breweries Ltd. Samba.	Godfather The Legendary Finest Strong Beer	Glass	8	505	0	635	1032	0	1176	170	0	95	0.95		0.21
			Tin	8	0	805	635	0	1617	1176	0	135	95	0	2.91	0.21
7	Devans Modern Breweries Ltd. Samba.	Six Fields Brute Beer For The Bold	Glass	8	952	0	1215	1502	0	1785	235	0	140	0.15	0	2.58
			Tin	8	0	1650	0	0	2505	0	0	195	0	0	0.75	0
8	Devans Modern Breweries Ltd. Samba.	Six Fields Brute Rare And Bold Beer	Glass	8	952	0	1215	1502	0	1785	235	0	140	0.15	0	2.58
			Tin	8	0	1650	0	0	2505	0	0	195	0	0	0.75	0
9	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong 8% Finest Beer	Glass	8	575	0	675	1106	0	1218	180	0	100	0.59	0	2.27
			Tin	8	0	945	675	0	1764	1218	0	145	100	0	2.62	2.27
10	Devans Modern Breweries Ltd. Samba.	Six Fields Pilsner Fine Hops Beer	Glass	5	952	0	1215	1502	0	1785	235	0	140	0.15	0	2.58
			Tin	5	0	1650	0	0	2505	0	0	195	0	0	0.75	0

