

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 Locally Manufactured Beer, IMFL and Draught 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/2839-45 Dated: 20.03.2025

ORDER No.: 104 - 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 **Locally Manufactured Beer, IMFL and Draught Beer Brands** for sale in civil market as per **Annexure-"K", "L", "M", "N"** respectively to this order is hereby approved for the year 2025-26. The brands shall not be sold above the fixed rate.

Encl: Annexure-"K", "L", "M", & "N"

No.: EC/Exc/MRP/2024-25/ 7051-70

(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 Udhampur-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. 104 EC of 2025, Dated : 20.03.2025

ANNEXURE - "K"

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

TOTAL NUMBER OF BRANDS 10

Sr. No	NAME OF BREWERY	BRAND NAME	CATEGORY	Degree Below %VV	EX-MANUFACTURER PRICE PER CASE (5 LTR.X2)	EX-JKEL-1 PRICE PER CASE (5LTR.X2)	MAXIMUM RETAIL PRICE PER TIN (Inclusive of all taxes) 2025-26	DIFFERENTIAL AMOUNT ON ACCOUNT OF ROUNDING-OFF / FIXATION OF MRP, RECOVERABLE AS ROUNDING FEE
					5 Ltr.X2	5 Ltr.X2	5 LTR	5 LTR
1	Devans Modern Breweries Limited, Samba, J&K. (Unit-II)	Godfather Super 8 Premium Strong Beer	Tin	8	2500	3269	2935	0.04
2		Godfather The Legendary Finest Strong Beer	Tin	8	2500	3269	2935	0.04
3		Godfather The Legendary Premium Strong Beer	Tin	8	2500	3269	2935	0.04
4		Six Fields Brute Beer For The Bold	Tin	8	2796	3579	3200	4.64
5		Six Fields Pilsner Fine Hops Beer	Tin	5	2796	3579	3200	4.64
6		Six Fields Brute Rare and Bold Beer	Tin	8	2796	3579	3200	4.64
7		Six Fields Cult Finest Strong Wheat Beer	Tin	8	2796	3579	3200	4.64
8		Six Fields Blanche Finest Wheat Beer	Tin	5	2796	3579	3200	4.64
9		Six Fields Blanche Premier Wheat Beer	Tin	5	2796	3579	3200	4.64
10		Godfather Super Strong 8% Finest Beer	Tin	8	2500	3269	2935	0.04

ORDER NO. 104 EC OF 2025 DATED: 20.03.2025

ANNEXURE -"L"

EX-BREWERY PRICE OF LOCAL DRAUGHT BEER AND LANDING COST FOR SALE IN CIVIL (BARS/SOCIAL OCCASIONS) FOR THE YEAR 2025-26

Sr. No.	BREWERY	DRAUGHT BEER BRANDS 10	CATEGORY	DEGREE UPTO %VV	EBP PER KEG (Including Assessment Duty @ Rs.10 Per BL)			BOTTLING FEE @ Rs.12/BL			EXCISE DUTY @ Rs. 35 PER BL			LANDING COST TO BARS		
					30 LTR	20 LTR	5 LTRX2	30 LTR	20 LTR	5 LTRX2	30 LTR	20 LTR	5 LTRX2	30 LTR	20 LTR	5 LTRX2
1	Devans Modern Breweries Limited, Samba, J&K (Unit-II)	Godfather Super 8 Premium Strong Beer	Draught Keg	8	3677	2450	2592	360	240	120	1050	700	350	5087	3390	3062
2		Godfather The Legendary Finest Strong Beer	Draught Keg	8	3677	2450	2592	360	240	120	1050	700	350	5087	3390	3062
3		Godfather The Legendary Premium Strong Beer	Draught Keg	8	3677	2450	2592	360	240	120	1050	700	350	5087	3390	3062
4		Six Fields Brute Beer For The Bold	Draught Keg	8	6127	4085	2888	360	240	120	1050	700	350	7537	5025	3358
5		Six Fields Pilsner Fine Hops Beer	Draught Keg	5	6127	4085	2888	360	240	120	1050	700	350	7537	5025	3358
6		Six Fields Brute Rare and Bold Beer	Draught Keg	8	6127	4085	2888	360	240	120	1050	700	350	7537	5025	3358
7		Six Fields Cult Finest Strong Wheat Beer	Draught Keg	8	6127	4085	2888	360	240	120	1050	700	350	7537	5025	3358
8		Six Fields Blanche Finest Wheat Beer	Draught Keg	5	6127	4085	2888	360	240	120	1050	700	350	7537	5025	3358
9		Six Fields Blanche Premier Wheat Beer	Draught Keg	5	6127	4085	2888	360	240	120	1050	700	350	7537	5025	3358
10		Godfather Super Strong 8% Finest Beer	Draught Keg	8	3677	2450	2592	360	240	120	1050	700	350	5087	3390	3062

[Handwritten signatures and initials in blue ink]

ORDER NO. 104 OF 2025 DATED: 20-03-2025
ANNEXURE - "M"

MRP OF LOCALLY MANUFACTURED MEDIUM, PREMIUM & DELUXE/SUPER DELUXE IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2025-26

TOTAL NUMBER OF BRANDS 10					Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL-1) Price/Case In Rupees			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	Segment/Category	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Dogra Distilleries, Village Gangyal, District Jammu, J&K	Oak Craft Reserve Malted Whisky	Premium	75	1642	1642	1635	4171	4171	4065	675	340	165	0.06	2.53	0.88
		DD Green Apple Flavoured Vodka	Premium	65	1310	1310	1360	3548	3548	3514	590	295	145	2.28	1.14	0.17
		DD Vodka	Premium	75	1265	1265	1361	3775	3775	3778	620	310	155	0.50	0.25	0.93
		ILA Pan Elaichi Liqueur	Premium	75	1130	1195	1315	3633	3701	3729	600	305	155	0.38	0.43	2.64
2	M/s Babji Enterprises, Samba, for M/s Empire Alcobrev Pvt. Limited, Village Jaula Khurd, Tehsil Derabassi, District S.A.S Nagar (Mohali), Punjab-140501	Old Habbit Premium Whisky	Premium	75	1900	1900	1900	4505	4505	4404	725	365	180	3.30	4.15	4.02
		Bottoms UP Premium Whisky	Medium	75	1173	1173	1173	3741	3741	3641	615	310	150	0.26	2.63	0.72
3	Trikuta Bottlers, IGC, SIDCO, Industrial Growth Centre, Samba, J&K, for M/s Good Barrel Distillery Pvt. Limited, Regd. Office, Mumbai, Maharashtra.	Rock Paper Rum Classic Dark	Premium	75	2090	0	2228	4704	0	4749	750	0	190	0.44	0	1.94
		Rock Paper Rum Roast Coffee	Deluxe/Super Deluxe	75	3182	0	3238	5922	0	5877	925	0	230	4.92	0	2.46
		Rock Paper Rum Tropical Coconut	Deluxe/Super Deluxe	75	3182	0	3238	5922	0	5877	925	0	230	4.92	0	2.46
		Rock Paper Rum Zesty Lemon	Deluxe/Super Deluxe	75	3182	0	3238	5922	0	5877	925	0	230	4.92	0	2.46

Handwritten signatures and initials in blue ink.

ORDER NO. 104 EC OF 2025 DATED : 20.03.2025
ANNEXURE-"N"

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

TOTAL NUMBER OF BRANDS 01				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 %V/V	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	M/s Basanter Breweries Pvt. Limited, IGC, Phase-II, SIDCO, Samba, J&K	Sea Hawk Ultra Super Strong Beer	Glass	8	505	0	0	0	1032	0	0	0	170	0	0	0	0.95	0	0	0
			Tin	8	0	805	635	0	0	1617	1176	0	0	135	95	0	0	2.91	0.21	0

Value ... 