

**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

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**Subject:** Fixation of Maximum Retail Price of Imported Premium IMFL 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/2865-70 Dated: 22-03-2025.

**ORDER No.: 109 - EC of 2025**  
**DATED: 22 - 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 Premium IMFL** brands for sale in civil Market as per **Annexure-"O"** respectively to this order is hereby approved for the year 2025-26. The brands shall not be sold above the fixed rate.

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

**Encls: Annexure-"O"**

No.: EC/Exc/MRP/2025-26/7135-54

Dated: 22-03-2025

Copy to the:

1. Deputy Excise Commissioner (Executive), Kashmir.
2. Deputy Excise Commissioner (Accounts), Jammu.
3. Deputy Excise Commissioner (Executive), Jammu.
4. Deputy Excise Commissioner (Distilleries), 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](http://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. 109 - EC OF 2025 DATED : 22-03-2025

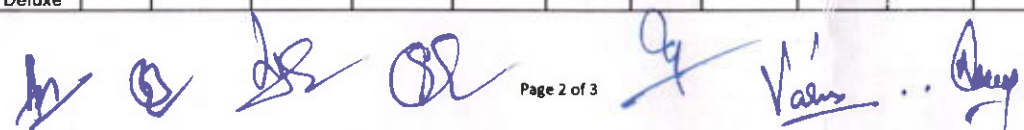
ANNEXURE - "O"

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

TOTAL NUMBER OF BRANDS 47				Ex-Distillery Price (2025-26) + Duties/Fees 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	Brand Name	Category/Segment	Degree Proof	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml
1	M/s Pernod Ricard India Pvt. Limited, at Rajasthan Liquors Limited, Village Haripur Hindua, Derabassi, District S.A.S. Nagar (Mohali), Punjab.	Seagram's Imperial Blue Hand Picked Grain Whisky	Premium	75	1378.83	1412.35	1516.42	0	4152	4186	4179	0	4600	4635	4618	0	735	370	185	0	0	0.05	1.53	0
2		Seagram's Royal Stag Classic Whisky	Premium	75	1724.61	1724.61	1925.58	0	4498	4498	4588	0	4963	4963	5048	0	790	395	200	0	4.18	2.09	1.48	0
3		Seagram's Royal Stag Barrel Select Whisky	Premium	75	1991.85	1976.55	2065.18	0	4765	4750	4728	0	5244	5228	5195	0	830	415	205	0	4.84	3.54	1.33	0
4		Seagram's 100 Pipers Exceptional Blended Scotch Whisky	Deluxe/Super Deluxe	75	8080.35	8080.35	8158.87	0	10921	10921	10886	0	11707	11707	11661	0	1730	865	430	0	0.02	0.01	0.02	0
5		Seagram's Blenders Pride Reserve Collection Whisky	Deluxe/Super Deluxe	75	4465.35	4465.35	4515.22	0	7306	7306	7243	0	7912	7912	7835	0	1200	600	300	0	1.32	0.66	3.93	0
6		Seagram's Blenders Pride Ultra Premium Whisky	Deluxe/Super Deluxe	75	3564.69	3574.89	3803.26	0	6406	6416	6531	0	6966	6977	7088	0	1070	535	270	0	3.76	1.11	0.08	0
7	M/s Alcobrew Distilleries India Pvt. Limited, Village Behra, Derabassi, S.A.S.Nagar (Mohali), Punjab-140507	White & Blue Rare Oak Whisky	Premium	75	1728.52	1729.60	1779.69	0	4502	4503	4442	0	4967	4968	4895	0	790	395	195	0	3.62	1.74	1.83	0
8		One More Pure Craft Vodka Green Apple	Premium	65.6	2098.77	2131.82	2174.83	0	4627	4660	4602	0	5098	5133	5062	0	805	405	200	0	0.28	0.19	0.99	0
9		Lion Daddy Original Dark Rum	Premium	75	1329.11	1329.11	1328.98	0	4103	4103	3992	0	4548	4548	4422	0	730	365	180	0	2.28	1.14	3.39	0
10		Golfer's Shot Barrel Aged Whisky	Deluxe/Super Deluxe	75	3465.34	3465.34	3464.86	0	6306	6306	6192	0	6862	6862	6732	0	1055	530	260	0	3.32	4.16	2.54	0
11		Golfer's Shot 18 Hole Ultra Premium Blended Whisky	Deluxe/Super Deluxe	75	4688.35	4688.35	4726.22	0	7529	7529	7454	0	8146	8146	8057	0	1235	620	305	0	3.56	4.28	1.16	0
12	M/s United Spirits Limited, at M/s Khasa Distillery Company (A unit of Digvijay Chemicals Limited), Khasa, District Amritsar, Punjab-143107	Black Dog Triple Gold Reserve Blended Scotch Whisky	Deluxe/Super Deluxe	75	12167.10	12370.10	12471.46	0	15008	15211	15199	0	15999	16212	16189	0	2335	1185	590	0	4.14	4.66	1.54	0
13		Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky	Deluxe/Super Deluxe	75	8217.68	8202.38	8304.60	0	11059	11043	11032	0	11852	11836	11814	0	1755	875	440	0	4.72	0.98	4.67	0
14		Black & White Blended Scotch Whisky	Deluxe/Super Deluxe	75	7353.99	7353.99	7353.96	0	10195	10195	10081	0	10945	10945	10816	0	1625	815	405	0	1.70	3.35	4.60	0
15		Vat 69 Blended Scotch Whisky	Deluxe/Super Deluxe	75	6390.09	6830.73	7160.08	0	9231	9672	9887	0	9933	10395	10612	0	1485	775	395	0	3.38	1.85	1.74	0
16		Smirnoff Triple Distilled Vodka	Deluxe/Super Deluxe	75	3079.17	3271.95	3270.82	0	5920	6113	5998	0	6456	6659	6528	0	995	515	255	0	0.16	3.37	4.68	0
17	Signature Rare Aged Whisky	Deluxe/Super Deluxe	75	3572.85	3666.69	3898.12	0	6414	6508	6625	0	6975	7073	7187	0	1070	545	275	0	2.50	4.39	1.61	0	

TOTAL NUMBER OF BRANDS 47					Ex-Distillery Price (2025-26) + Duties/Fees 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	Brand Name	Category/Segment	Degree Proof	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml
18		Signature Premier Grain Whisky	Deluxe/Super Deluxe	75	3883.95	3883.95	3882.82	0	6725	6725	6610	0	7301	7301	7171	0	1115	560	275	0	1.86	3.43	2.17	0
19		Antiquity Blue Ultra Premium Whisky	Deluxe/Super Deluxe	75	4914.15	5015.13	5161.90	0	7755	7856	7889	0	8383	8489	8514	0	1265	640	320	0	0.38	0.27	0.17	0
20	M/s United Spirits Limited, at M/s Khasa Distillery Company, Khasa, Distt. Amritsar, Punjab And M/s C.D.B.Limited, Banur, Distt. S.A.S. Nagar (Mohali), Punjab.	Royal Challenge Gold Whisky	Premium	75	1820.50	1778.67	1889.74	0	4594	4552	4552	0	5064	5020	5010	0	800	400	200	0	0.04	3.10	2.81	0
21		McDowell's No.1 Reserve Whisky	Premium	75	1410.45	1410.45	1464.40	0	4184	4184	4127	0	4633	4633	4564	0	740	370	185	0	0.38	0.19	3.42	0
22	M/s Bacardi India Pvt. Limited, at M/s Moonak Distillers & Bottlers Pvt. Limited, Jakhai Road, Moonak, District Sangrur, Punjab.	Bacardi Carta Blanca Superior White Rum	Deluxe/Super Deluxe	75	3657.94	3620.94	3841.58	0	6499	6462	6569	0	7064	7025	7128	0	1080	540	275	0	0.04	2.75	3.68	0
23		Black By Bacardi Classic Original Premium Crafted Rum	Premium	75	1802.23	1843.23	2056.78	0	4576	4617	4719	0	5045	5088	5186	0	800	405	205	0	2.70	3.34	1.65	0
24		Bacardi Limon Classic Original Citrus Rum	Deluxe/Super Deluxe	65.7	4290.00	4290.00	4479.00	0	6880	6880	6965	0	7464	7464	7544	0	1140	570	290	0	4.04	2.02	4.12	0
25		Bacardi Mango Chilli Classic Original Mango Chilli Rum	Deluxe/Super Deluxe	75	4425.32	4425.32	4609.32	0	7266	7266	7337	0	7870	7870	7934	0	1195	600	300	0	2.20	3.60	0.47	0
26	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	8 PM Premium Black Rare Whisky	Premium	75	1683.00	1752.00	1904.00	0	4457	4526	4567	0	4919	4992	5025	0	780	395	200	0	0.34	0.06	2.28	0
27		Magic Moments Remix Premium Green Apple Flavoured Vodka	Premium	65.6	2302	2400	2324	0	4830	4928	4751	0	5312	5415	5219	0	835	425	205	0	0.32	0.45	0.49	0
28		Magic Moments Remix Lemon Grass & Ginger Premium Flavoured Vodka	Premium	65.6	2302	2400	2324	0	4830	4928	4751	0	5312	5415	5219	0	835	425	205	0	0.32	0.45	0.49	0
29		Magic Moments Remix Chocolate Premium Flavoured Vodka	Premium	65.6	2302	2400	2324	0	4830	4928	4751	0	5312	5415	5219	0	835	425	205	0	0.32	0.45	0.49	0
30		Magic Moments Premium Grain Vodka	Premium	75	1885.00	1950.00	2035.80	0	4659	4724	4698	0	5131	5200	5164	0	810	410	205	0	0.66	0.5	2.42	0
31		Morpheus XO Blended Premium Brandy	Deluxe/Super Deluxe	75	3621	3651	3656	0	6462	6492	6383	0	7025	7057	6933	0	1075	540	265	0	0.5	0.51	0.50	0
32		Magic Moments Verve Premium Vodka	Deluxe/Super Deluxe	75	3043	3244	3249	0	5884	6085	5976	0	6418	6629	6506	0	990	510	250	0	0.48	0.47	0.45	0
33		Magic Moments Verve Lemon Lush Premium Flavoured Vodka	Deluxe/Super Deluxe	65.6	3603	3634	3628	0	6190	6221	6112	0	6740	6772	6648	0	1035	520	255	0	0.40	0.46	0.48	0
34		Royal Ranthambore Heritage Collection Royal Crafted Reserve Whisky	Deluxe/Super Deluxe	75	9071	9085	9091	0	11912	11926	11818	0	12748	12762	12640	0	1880	940	465	0	4.28	1.16	0.76	0
35		Rampur Double Cask Indian Single Malt Whisky (750mlX6)	Deluxe/Super Deluxe	75	23329	0	0	23329 (60mlX75)	24750	0	0	24750 (60mlX75)	26107	0	0	26107 (60mlX75)	7405	0	0	595	4.04	0	0	2.93

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Sr. No.	Distillery/Bottling Plant	Brand Name	Category/Segment	Degree Proof	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml	750ml	375ml	180ml	60ml
36		Rampur Indian Single Malt Whisky Non-Chill Filtered ASAVA (750mlX6)	Deluxe/Super Deluxe	75	27713	0	0	0	29134	0	0	0	30710	0	0	0	8690	0	0	0	0.20	0	0	0
37		Spirit Of Victory 1999 Pure Malt Whisky (750mlX6)	Deluxe/Super Deluxe	75	13077	0	0	0	14498	0	0	0	15342	0	0	0	4390	0	0	0	3.24	0	0	0
38		Jaisalmer Indian Craft Gin (750mlX6)	Deluxe/Super Deluxe	75	10152 (750mlX6)	0	10161 (180mlX24)	10163 (60mlX75)	11573 (750mlX6)	0	11525 (180mlX24)	11584 (60mlX75)	12271 (750mlX6)	0	12216 (180mlX24)	12283 (60mlX75)	3530	0	880	285	3.12	0	3.04	2.58
39	M/s Beam Global Spirits & Wine (India) Pvt. Limited, Karora, Tehsil Behror, Distt. Alwar, Rajasthan.	Teacher's Highland Cream Blended Scotch Whisky	Deluxe/Super Deluxe	75	7662.00	7766.00	8064.24	0	10503	10607	10792	0	11268	11377	11562	0	1670	845	430	0	1.48	3.11	3.49	0
40		Teacher's 50 Blended Scotch Whisky	Deluxe/Super Deluxe	75	10275.00	10575.00	10747.24	0	13116	13416	13475	0	14012	14327	14379	0	2055	1050	530	0	2.32	1.61	4.89	0
41		Jim Beam Kentucky Straight Bourbon Whisky	Deluxe/Super Deluxe	75	7355.00	0	7563.24	0	10196	0	10291	0	10946	0	11036	0	1625	0	410	0	1.56	0	1.90	0
42		Oaksmith Gold International Blended Whisky	Deluxe/Super Deluxe	75	3678.00	3678.00	3667.00	0	6519	6519	6394	0	7085	7085	6944	0	1085	545	265	0	2.10	3.55	0.12	0
43		Teacher's 50 Scottish Reserve Blended Scotch Whisky	Deluxe/Super Deluxe	75	10275.00	10575.00	10747.24	0	13116	13416	13475	0	14012	14327	14379	0	2055	1050	530	0	2.32	1.61	4.89	0
44	Distilled & Bottled by M/s Piccadilly Agro Industries Limited, Regd. Office at Village Bhadson, Umri-Indri Road, Tehsil Indri, District Karnal, Haryana	INDRI Single Malt Indian Whisky	Deluxe/Super Deluxe	75	22475.00	0	0	23560 (60mlX150)	25316	0	0	26401 (60mlX150)	26822	0	0	27961 (60mlX150)	3850	0	0	325	3.92	0	0	4.55
45		Camikara Rum Cask 3 YO Aged	Deluxe/Super Deluxe	75	10560.00	0	0	0	13401	0	0	0	14311	0	0	0	2095	0	0	0	0.46	0	0	0
46	M/s ADS Spirits Pvt. Ltd., Village Basoll, Tehsil Derabassi, Distt. S.A.S. Nagar, Mohali, Punjab.	Royal Green Rich Blended Whisky	Premium	75	1678	1693	1706.92	0	4452	4467	4369	0	4914	4930	4818	0	780	395	195	0	1.04	4.40	4.53	0
47		Calenter Premium Rum	Medium	75	1268	1283	1296.92	0	4042	4057	3959	0	4484	4499	4388	0	720	365	180	0	1.24	4.57	4.58	0

*Am B/SR 02 of Value ...*