

**GOVERNMENT OF JAMMU & KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER**

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

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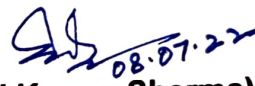
**Subject:** Fixation of Maximum Retail Price of Imported Deluxe/Super Deluxe Bio Brands / Local Premium IMFL Brands and Imported Premium Brands Sale in Civil Market for the year 2022-23.

**Reference:** 1. Notification S.O. 71 dated 22-02-2022.  
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/1088-94 dated 08-07-2022.

**ORDER No.: 111 - EC OF 2022**

**DATED: 08 - 07 - 2022**

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. 71 dated 22-02-2022 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 Deluxe/Super Deluxe Bio Brands / Local Premium IMFL Brands and Imported Premium Brands** for Sale in Civil Market as per Annexure- "A-44", "A-45" & "A-46" to this order is hereby approved for the year 2022-23. The brands shall not be sold above the fixed rate.

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

Encl.: Annexure- "A-44", "A-45" & "A-46"  
No.: EC/Exc/MRP/2022-23/II/ 2894-2914

Dated: 08 - 07 - 2022

**Copy to the:**

1. Financial Commissioner (Additional Chief Secretary), Finance Department, J&K 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, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam, Distilleries.
7. Sr. Programmer, Incharge 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.
9. All wholesalers namely, JKEL-1A, JKEL-1.
10. All Manufacturers namely JKEL-6, D-2.
11. Order file/concerned file.

ORDER NO. 111 -EC OF 2022 DATED : 08-07-2022  
ANNEXURE -"A-44"

**MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23**

TOTAL NUMBER OF BRANDS 04				Ex-JKEL-1B Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2022-23 (Inclusive of all Taxes)			Differential Amount, on account of rounding-off/Fixation of MRP, Recoverable as rounding Fee		
Sl. No	Distillery/Bottling Plant/Importer	Brand Name	Degree Proof & % VV	750ml	700ml	200ml	750ml	700ml	200ml	750ml	700ml	200ml	750ml	700ml	200ml
1	Manufactured By Diageo Scotland Limited of 11 Lochside Place, Edinburgh, EH12 9HA, 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	75.31	13475	0	0	14194	0	0	1700	0	0	1.69	0	0
2	Manufactured By Diageo Scotland Limited of 11 Lochside Place, Edinburgh, EH12 9HA, 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 Black Label Blended Scotch Whisky	75.31	25457	0	0	26655	0	0	3135	0	0	3.67	0	0
3	Manufactured By Diageo Scotland Limited of 11 Lochside Place, Edinburgh, EH12 9HA, 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 Gold Label Reserve Blended Scotch Whisky	70.1	38715	0	0	40444	0	0	4720	0	0	2.94	0	0
4	Manufactured By Diageo Scotland Limited of 11 Lochside Place, Edinburgh, EH12 9HA, 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	70.1	13775	0	0	14506	0	0	1735	0	0	0.81	0	0

*[Handwritten signatures and initials]*

ORDER NO. 111 OF 2022 DATED: 08-07-2022

## ANNEXURE - "A-45"

## MRP OF LOCAL PREMIUM IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 03

Ex-Manufacturer Price  
Per CaseEx-Wholesale (JKEL-1)  
Price Per CaseMRP/Unit (2022-23)  
Inclusive of all TaxesDifferential 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	Oakland Bottlers Pvt.Ltd., Phase-1, SIDCO, IGC, Samba, J&K, for M/s India Glycols Limited	Soulmate Premium Whisky	75	1575	1612	1638	3723	3761	3705	580	295	145	3.49	4.21	2.24
		V2O Green Apple Vodka	65	2027	2058	2090	3959	3991	3950	610	310	155	1.84	3.76	4.02
		Beach House XXX Premium Rum	75	1200	1202	1232	3333	3335	3283	525	265	130	0.83	2.78	1.40

ORDER NO. 111 - EC OF 2022 DATED : 08-07-2022

ANNEXURE - "A-46"

MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2022-23 (Inclusive of all Taxes)			Differential Amount, on account of rounding- off/Fixation of MRP, Recoverable as rounding Fee		
Sr. No.	Distillery/Botting Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.- 244901	Pluton Bay Rare Exotic Rum	75	3900	3920	3883	4236	4257	4211	645	325	160	0.00	0.93	0.27

*[Handwritten signatures and initials]*