

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 Franchisee Beer, IMFL & Imported Beer, (BIO) wine and (BIO) 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/2879-84 Dated: 24-03-2025.

ORDER No. 111 - EC of 2025
DATED: 24 - 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 Franchisee Beer, IMFL & Imported Beer, (BIO) Wine and (BIO)** brands for sale in civil Market as per **Annexure-"P, Q, R, S & T"** 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-"P", "Q", "R", "S" "T"

No.: EC/Exc/MRP/2025-26/ 7175-94

Dated: 24 -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 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. III EC OF 2025 DATED : 24-03-2025
ANNEXURE-"P"

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 %VV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	M/s Basanter Breweries Pvt. Limited, Samba, J&K for M/s United Breweries Limited	Kingfisher Strong Premium Beer	Glass	8	500	0	0	0	1027	0	0	0	170	0	0	0	1.65	0	0	0
			Tin	8	0	807	664	0	0	1620	1207	0	0	135	100	0	0	2.70	3.04	0

(Handwritten signatures and initials in blue ink)

ORDER NO. III EC OF 2025 DATED : 24-03-2025
ANNEXURE-"Q"

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

TOTAL NUMBER OF BRANDS 8					EDP/EBP + Duties/expenses of Exporting States/Uts (For Type-A)			Ex-JKEL-1A Price Per Case			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 %VV	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml	
1	Carlsberg India Pvt. Limited, Poonta Sahib, Sirmour, Himachal Pradesh-173021	Carlsberg Elephant Strong Beer	Glass	8	589.51	0	0	1276	0	0	1457	0	0	230	0	0	1.45	0	0	
			Tin	8	0	1030.00	0	0	2086	0	0	2370	0	0	0	185	0	0	0.20	0
Carlsberg Smooth Chill Premium Lager Standard Beer		Glass	5	689.49	0	0	1376	0	0	1562	0	0	245	0	0	0	1.75	0	0	
		Tin	5	0	1213.28	0	0	2269	0	0	2563	0	0	0	200	0	0	0	1.69	0
3		Tuborg Strong Supreme Premium Danish Beer	Glass	8	444.50	0	0	1131	0	0	1304	0	0	210	0	0	0	2.87	0	0
			Tin	8	0	739.35	0	0	1795	0	0	2065	0	0	0	165	0	0	0	1.55
4	M/s United Breweries Ltd, Ludhiana, Punjab And M/s Adie Broswon Breweries (A unit of AB Garin Spirits Pvt. Ltd., Tehsil Batala, Distt. Gurdaspur, Punjab.	Kingfisher Excellent Premium Lager Beer	Glass	5	425.60	0	528.86	1112	0	1226	1285	0	1406	205	0	115	0.53	0	4.11	
5		Kingfisher Strong Superior Malt Beer	Glass	8	460.60	0	0	1147	0	0	1321	0	0	210	0	0	0	0.49	0	0
	Tin		8	0	732.66	0	0	1789	0	0	2058	0	0	0	165	0	0	0	2.04	0
6	M/s United Breweries Ltd, Plot No.M.I.D.C Taloja, Tal. Panvel, Distt. Raigad, MH And M/s Adie Broswon Breweries (A unit of AB Garin Spirits Pvt. Ltd., The. Batala, Distt. Gurdaspur, Punjab.	Kingfisher Ultra Max Premium Strong Beer	Glass	8	648.35	0	850.84	1335	0	1548	1518	0	1744	240	0	135	2.91	0	0.45	
			Tin	8	0	1168	0	0	2224	0	0	2515	0	0	0	195	0	0	0.05	0
7	Kingfisher Ultra Lager Beer	Glass	5	632.6	0	702.54	1319	0	1400	1502	0	1588	235	0	125	0.15	0	1.37		
		Tin	5	0	1031	0	0	2087	0	0	2371	0	0	0	185	0	0	0	0.13	0
8	M/s United Breweries Ltd, Plot No.M.I.D.C Taloja, Tal. Panvel, Distt. Raigad, Maharashtra.	Heineken Lager Beer	Glass	5	797.48	0	1029.02	1484	0	1726	1675	0	1931	260	0	150	0.93	0	2.36	
			Tin	5	0	1167	0	0	2223	0	0	2514	0	0	0	195	0	0	0	0.12

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ANNEXURE - "R"

MRP OF LOCALLY MANUFACTURED IMFL -ECONOMY, PREMIUM & DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 18

Ex-Manufacturer Price (EDP) Per Case

Ex-Wholesale(JKEL-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.

Sr.No.	Distillery/Bottling Plant	Brand Name	Degree Proof	Segment/Category	Ex-Manufacturer Price (EDP) Per Case				Ex-Wholesale(JKEL-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.			
					1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml
1	M/s Trishul Bottlers, Sikanderpur, Bishnah, Distt. Jammu, J&K for M/s Inbrev Beverages Pvt. Limited, New Delhi	Kerala Malted Whisky Deluxe	75	Economy	0	912	918	991	0	3384	3390	3370	0	565	285	140	0	0.24	2.20	0.21
2		Olde Adventurer Rum	75	Economy	0	912	918	991	0	3384	3390	3370	0	565	285	140	0	0.24	2.20	0.21
3		VIN Green Label The Rich Blend Whisky	75	Premium	0	1479	1489	1591	0	4063	4073	4080	0	660	335	165	0	0.18	4.39	0.36
4		Premium Romanov Vodka	75	Premium	0	1428	1432	1481	0	4009	4013	3964	0	655	330	165	0	2.74	3.59	4.42
5	M/s Trishul Bottlers, Sikanderpur, Bishnah, Distt. Jammu, J&K brand Owned by M/s United Sprlits Limited under Sub Franchisee with Inbrev Beverages Pvt. Ltd. New Delhi	Baggiper Deluxe Whisky	75	Premium	0	1414	1420	1519	0	3994	4001	4004	0	655	330	165	0	4.84	4.43	3.02
6		Blue Riband Duet Gin Lime Flavoured	65	Premium	0	1465	1509	1560	0	3774	3820	3784	0	620	315	155	0	0.64	2.10	0.72
7		Carew's Dry Gin	65	Medium	0	953	958	1203	0	3162	3167	3409	0	535	270	145	0	1.32	2.81	3.84
8	M/s Trishul Bottlers, Sikanderpur, Bishnah, Distt. Jammu, J&K brand Owned by M/s United Sprlits Limited	McDowell's No.1 Celebration Matured XXX Rum	75	Premium	0	1310	1340	1377	0	3885	3917	3855	0	635	320	160	0	0.10	0.31	3.23
9	M/s Trishul Bottlers, Sikanderpur, Bishnah, Distt. Jammu, J&K.	Lucknavl Paan Elaichi Liqueur	75	Premium	0	1200	1371	1479	0	3707	3886	3902	0	610	320	160	0	0.02	2.48	1.59
10	M/s Trishul Bottlers, Sikanderpur, Bishnah, Distt. Jammu, J&K for M/s Jagatjit Industries Limited, Kapurthala, Punjab.	Bonnie Special Whisky	75	Economy	0	912	918	991	0	3384	3390	3370	0	565	285	140	0	0.24	2.20	0.21
11		Aristocrat Premium Whisky	75	Premium	0	1910	1910	2010	0	4515	4515	4520	0	725	365	185	0	1.90	3.45	4.96
12		AC Black Pure Grain Whisky	75	Premium	0	2140	2260	2300	0	4757	4883	4824	0	760	390	195	0	3.02	2.69	4.32
13		IIICE Bite The Apple Vodka Premium	65	Premium	0	2555	2625	2665	0	4918	4992	4944	0	780	395	195	0	0.48	0.06	0.12
14	M/s Tawi Bottlers, Sujwan, Nal Basti, District Samba, J&K, For M/s Mohan Meakin Limited	Old Monk Very Old Vatted XXX Rum	75	Medium	0	1084	1084	1081	0	3648	3648	3544	0	605	305	150	0	3.28	4.14	4.12
15		Old Monk Special XXX Premium Rum Very Old Vatted	75	Premium	0	1310	1340	1392	0	3885	3917	3871	0	635	320	160	0	0.10	0.31	2.67
16		Old Monk The Legend Rum	75	Deluxe/Super Deluxe	2881	2881	2881	2881	5606	5606	5606	5502	1170	880	440	215	2.22	4.16	2.08	0.59
17		Old Monk Coffee Extra Ordinary XO Coffee Flavoured Premium Rum	70	Deluxe/Super Deluxe	0	3330	0	3301	0	5938	0	5811	0	925	0	230	0	2.68	0	4.77
18	Old Monk The Legend Rum Very Old Vatted	75	Deluxe/Super Deluxe	2881	2881	2881	2881	5606	5606	5606	5502	1170	880	440	215	2.22	4.16	2.08	0.59	

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ORDER NO. 111 EC OF 2025 DATED : 24-03-2025
 ANNEXURE -"S"

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

TOTAL NUMBER OF BRANDS 02				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	Manufactured & Exported by E. & J. Gallo Winery, Modesto, California 95354 U.S.A. Imported by M/s Radico Khaitan Limited, J1/B1 Mohan Cooperative Industrial Area, Mathura Road, New Delhi-110044	Carlo Rossi California White crisp White Wine	10.5	11484	0	0	12582	0	0	13346	0	0	1495	0	0	4.66	0	0
2		Carlo Rossi California Red Smooth Red Wine	12.0	11484	0	0	12582	0	0	13346	0	0	1495	0	0	4.66	0	0

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ORDER NO. 111 -EC OF 2025 DATED : 24-03-2025
ANNEXURE -"T"

MRP OF IMPORTED (BIO) BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 01				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	750mlX12	375mlX12	50mlX120	750mlX12	375mlX12	50mlX120	750mlX12	375mlX12	50mlX120	750ml	375ml	50ml	750ml	375ml	50ml
1	Produced by M/s Mast-Jagermeister SE, Germany. Imported by M/s Aspri Spirits Pvt. Ltd., C/o Dionysus Supply Chain Pvt. Ltd., Farukh Nagar, Village Khentawas, Wazirpur, Farukh Nagar Road, District Gurgaon-122506, Hayana.	Jagermeister Herbal Liqueur	35.0	22909.00	12505	25163	25381	13741	26811	26890	14548	28312	3030	1640	320	0.60	3.97	3.80

Be A Valuer... J. SR. Singh