

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 Premium and 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/2948-53 Dated: 26-03-2025.

ORDER No.: 114 - EC of 2025
DATED: 26 - 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 Premium and Imported Premium IMFL** brands for sale in Civil Market as per **Annexure-"U & V"** 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-"U", "V"

No.: EC/Exc/MRP/2025-26/ 7262-81

Dated: 26 -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
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. 114 OF 2025 DATED : 28-03-2025

ANNEXURE - "U"

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(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	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Trikuta Bottlers, Phase-1, IGC, SIDCO, Distt. Samba, for M/s Rock and Storm Bottlers Pvt. Limited, Plot No.214, Industrial Area, Phase-1, Chandigarh-160002	Sherry Platinum Premium Blended Whisky	75	Premium	2270	2205	2320	4893	4825	4845	780	385	195	3.98	1.75	3.58
2		Royal General Gold Reserve Whisky	75	Premium	1930	1999	2025	4536	4609	4535	730	370	185	3.96	1.87	4.43
3		Old Chief Deluxe XXX Rum	75	Premium	1285	1320	1370	3859	3896	3848	635	320	160	3.74	1.78	3.48
4		Kiev Triple Distilled Ultra Smooth Pure Grain Vodka	75	Premium	2405	2475	2455	5035	5108	4987	800	405	200	4.10	1.94	3.61

Handwritten signatures and initials in blue ink.

ORDER NO. 117 - EC OF 2025 DATED : 26-03-2025

ANNEXURE - "V"

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

TOTAL NUMBER OF BRANDS 02					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	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s United Spirits Limited, C/o M/s Chandigarh Distillers & Bottlers Limited, Banur, Distt. S.A.S. Nagar (Mohali), Punjab.	Signature Rare Aged Whisky	Deluxe/Super Deluxe	75	3572.85	3666.69	3898.12	6414	6508	6625	6975	7073	7187	1070	545	275	2.50	4.39	1.61
2	M/s United Spirits Limited, C/o M/s Chandigarh Distillers & Bottlers Limited, Banur, Distt. S.A.S. Nagar (Mohali), Punjab.	Antiquity Blue Ultra Premium Whisky	Deluxe/Super Deluxe	75	4914.15	5015.13	5161.90	7755	7856	7889	8383	8489	8514	1265	640	320	0.38	0.27	0.17

Handwritten signatures and initials in blue ink.