

**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 Revised Imported Premium IMFL, Locally manufactured IMFL, RTD (Ready to Drink) and JK Country Liquor 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/2970-75 Dated: 29-03-2025.

**ORDER No.: 121 - EC of 2025**  
**DATED: 29 - 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 **Revised Imported Premium IMFL, Locally manufactured IMFL, RTD (Ready to Drink) and JK Country Liquor** brands for sale in civil Market as per **Annexure- "W , X , Z & Y"** 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-"W", "X", "Z", "Y"**

No.: EC/Exc/MRP/2025-26/ 7362-81

Dated: 29 -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. 121 - EC OF 2025 DATED : 29-03-2025

ANNEXURE - "W"

REVISED (After Correction)MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 01				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 Bacardi India Pvt. Limited, at M/s Moonak Distillers & Bottlers Pvt. Limited, Jakhal Road, Moonak, District sangrur, Punjab	Bacardi Mango Chilli Classic Original Mango Chilli Rum	Deluxe/ Super Deluxe	65.7	4425.32	4425.32	4609.32	7015	7015	7095	7606	7606	7681	1160	580	295	4.16	2.08	4.32

*(Handwritten signatures and initials in blue ink)*

ORDER NO. 121 OF 2025 DATED : 29-03-2025

ANNEXURE - "X"

MRP OF LOCALLY MANUFACTURED IMFL -LOW COST & ECONOMY BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 02					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 Tawi Bottlers, Nai Basti, Sujwan, Samba, J&K.	Gold Band Special Rum	75	Low Cost	535	0	0	2796	0	0	485	0	0	2.56	0	0
2	M/s Chenab Bottlers, Phase-1, IGC, SIDCO, Distt. Samba, J&K	Casino 7 Rare Whisky	75	Economy	912	919	991	3333	3341	3321	560	280	140	2.38	0.63	1.92

*[Handwritten signature]*

**ORDER NO. 121 EC OF 2025 DATED : 29-03-2025**  
**ANNEXURE-"Z"**

**MRP OF LOCALLY MANUFACTURED RTD (Ready-to Drink) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26**

TOTAL NUMBER OF BRANDS 04					Ex-Manufacturer Price Per Case (EDP)		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	500ml	330ml	500ml	330ml	500ml	330ml	500ml	330ml
1		Red Storm Xtreme Classic	Glass	15	0	1350	0	1911	0	115	0	0.09
			Tin	15	1450	0	2270	0	140	0	0.30	0
2	M/s Tawi Bottlers, Nai Basti, Sujwan, District Samba, J&K.	Red Storm Xtreme Mojito	Glass	15	0	1350	0	1911	0	115	0	0.09
			Tin	15	1450	0	2270	0	140	0	0.30	0
3		Red Storm Xtreme Ice Lime & Mint	Glass	15	0	1350	0	1911	0	115	0	0.09
			Tin	15	1450	0	2270	0	140	0	0.30	0
4		Red Storm Xtreme Ice Coffee	Glass	15	0	1350	0	1911	0	115	0	0.09
			Tin	15	1450	0	2270	0	140	0	0.30	0

*(Handwritten signatures and initials in blue ink)*

ORDER NO. 121 -EC OF 2025 DATED 29-03-2025

ANNEXURE-"Y"

MRP OF JK COUNTRY LIQUOR FOR THE YEAR 2025-26

Ex-Manufacturer Price (EDP) per Case :-

Price in Rupees

S.No	Category	Strength in Degree Proof	Packing	750ml (12 Pcs)	375ml (24 Pcs)	250ml (36 Pcs)	180ml (50 Pcs)
1	JK Country Liquor	45	Bottles	357.00	382.00	408.00	459.00

Ex-Wholesale Price (JKEL-1) per Case :-

Price in Rupees

S.No	Category	Strength in Degree Proof	Packing	750ml (12 Pcs)	375ml (24 Pcs)	250ml (36 Pcs)	180ml (50 Pcs)
1	JK Country Liquor	45	Bottles	1790.00	1816.00	1844.00	1897.00

MRP (Inclusive of all taxes for JKEL-2) per Unit :-

Price in Rupees

S.No	Category	Strength in Degree Proof	Packing	750ml per Unit	375ml per Unit	250ml per Unit	180ml per Unit
1	JK Country Liquor	45	Bottles	300	155	105	80

Differential amount, on account of rounding-off/fixation of MRP, Recoverable as rounding fee per unit :-

In Rupees

S.No	Category	Strength in Degree Proof	Packing	750ml per Unit	375ml per Unit	250ml per Unit	180ml per Unit
1	JK Country Liquor	45	Bottles	1.80	4.08	3.08	4.83

*Handwritten signatures and initials in blue ink.*