

GOVERNMENT OF JAMMU & KASHMIR  
OFFICE OF THE EXCISE COMMISSIONER, J&K  
EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU  
Tel: 0191-2477977 & E-mail: excise.commr@jk.gov.in

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**Subject:** Fixation of Maximum Retail Price of Imported Deluxe/ Super Deluxe Brands for sale in civil market for the year 2023-24.

**Reference:** 1. Notification S.O. 172 Dated: 28-03-2023.  
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 Dated: 30-05-2022 bearing No. DECDJ/1023-29 Dated: 06-06-2023.

**ORDER No.: 128- EC OF 2023**

**DATED: 07-06-2023**

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. 172 Dated: 28-03-2023 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 Brands for Sale in Civil Market as per Annexure- "A-28"** respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.

PANKAJ KUMAR SHARMA  
Digitally signed by PANKAJ KUMAR SHARMA  
Date: 2023.06.08 13:32:10 +05'30'

**Excise Commissioner, J&K**

Encl.: Annexure- "A-28"

No.: EC/Exc/MRP/2023-24/2020-40

Dated: 07-06-2023

Copy to the:

1. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
2. Deputy Excise Commissioner (Distilleries), Jammu.
3. Deputy Excise Commissioner (Accounts), Jammu.
4. Private Secretary to the Administrative Secretary, Finance Department, J&K Civil Secretariat, Jammu.
5. 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.
6. Sr. Programmer, I/c website [www.jkexcise.nic.in](http://www.jkexcise.nic.in)
7. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s.....
8. All wholesalers namely, JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W, M/s.....
9. All Manufacturers namely JKEL-6, B-1, D-2, M/s.....
10. Order file/concerned file.

ORDER NO. 128 - EC OF 2023 DATED : 07-06-2023

ANNEXURE - "A-28"

MRP OF IMPORTED DELUXE/SUPER DELUXE BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

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 2023-24 (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	Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Beam Global Spirits & Wine (India) Pvt. Limited, Village Karora, Tehsil Behror, District Alwar, Rajasthan.	Teacher's 50 Blended Scotch Whisky	Deluxe/ Super Deluxe	75	12981	13281	13342	13846	14161	14217	2030	1035	520	4.76	0.33	1.57

*[Handwritten signatures and initials in blue ink]*