

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


Subject: Fixation of Maximum Retail Price of Imported Beer 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/57-62 Dated: 04-04-2023.

ORDER No.: 13 - EC OF 2023

DATED: 04 -04- 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 Beer Brands** for Sale in Civil Market as per Annexure- "S" to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.


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

Encl.: Annexure- "S".

No.: EC/Exc/MRP/2023-24/ 219-39

Dated: 04 -04-2023

Copy to the:

1. Administrative Secretary, Finance Department, J&K Civil Secretariat, Jammu.
2. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner (Distilleries), Jammu.
4. Deputy Excise Commissioner (Accounts), 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
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. 13 EC OF 2023 DATED : 04-04-2023
ANNEXURE-"S"

MRP OF IMPORTED BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 05				Ex-JKEL-1A Price Per Case				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2023-24) 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 B9 Beverages Pvt. Limited, Sub Lessee M/s Tripti Alcobrew Pvt. Limited, Banmore, District Morena, M.P. 476444 And Sub Lessee M/s Regent Beer and Wines Limited, Plot No.68, Industrial Area Maksi, Distt. Shajapur, M.P.	Bira 91 Gold Wheat Strong Beer	Glass	8	1260	0	0	0	1425	0	0	0	225	0	0	0	2.75	0	0	0
			Tin	8	0	2098	0	0	0	2359	0	0	0	185	0	0	0	0	2.37	0
		Bira 91 Blonde Summer Lager Beer	Glass	5	1038	0	0	0	1192	0	0	0	190	0	0	0	0.37	0	0	0
2	M/s United Breweries Limited, Plot No.M.I.D.C Taloja, Taluka-Panvel, District Raigad, Maharashtra AND M/s UB Ltd. Plot No.363 ABC, RIICO Industrial Area, Milestone-III,, NH 8, Shahjahanpur Rajasthan.	Kingfisher Ultra Max Premium Strong Beer	Glass	8	1243	0	1456	0	1407	0	1631	0	220	0	130	0	0.27	0.00	4.28	0
			Tin	8	0	2098	0	0	0	2359	0	0	0	185	0	0	0.00	2.37	0.00	0
		Heineken Lager Beer	Glass	5	1391	0	1627	0	1562	0	1811	0	245	0	140	0	3.57	0	1.68	0
			Tin	5	0	2098	0	0	0	2359	0	0	0	185	0	0	0	2.37	0	0
Kingfisher Premium Lager Beer	Tin	5	0	1578	0	0	0	1813	0	0	0	145	0	0	0	0.59	0	0		

[Handwritten signatures and initials in blue ink]