

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 Deluxe/Super Deluxe IMFL, Imported (BIO) and locally manufactured RTD 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/87-92 Dated: 08-04-2025.

ORDER No.: 141 - EC of 2025
DATED: 09 - 04-2025

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 Deluxe/Super Deluxe IMFL, Imported (BIO) and Locally manufactured RTD** brands for sale in civil Market as per **Annexure-"A-1, A-2 & A-3"** 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-"A-1", "A-2", "A-3"

No.: EC/Exc/MRP/2025-26/172-90

Dated: 09 -04-2025

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. 141 OF 2025 DATED : 09-04-2025

ANNEXURE - "A-1"

MRP OF LOCALLY MANUFACTURED IMFL -DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 01					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	Oakland Bottlers Pvt. Limited, Plot No.19, Phase-1, IGC, SIDCO Samba, J&K for M/s Those Good Distillers Pvt. Limited, New Delhi-110017	Himalayan Sipping Rum Idaaya	75	Deluxe/Super Deluxe	27798	0	0	30478	0	0	8625	0	0	0.16	0	0

Handwritten signatures and initials in blue ink.

ANNEXURE -"A-2"

MRP OF IMPORTED (BIO) BRAND 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	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Produced by Tequilas Del Senor, Mexico. Imported by M/s Aspri Spirits Pvt. Ltd., C/o P.M. Marketing Pvt. Limited, D-19/1 Ground Floor, Okhla Industrial Area, Phase 2, New Delhi-110020.	Imported Don Angel Tequila Blanco	38.0	10608	0	0	13221	0	0	14122	0	0	1625	0	0	0.08	0	0
2	Produced & Bottled in Scotland. Imported by M/s Aspri Spirits Pvt. Ltd., C/o P.M. Marketing Pvt. Limited, D-19/1 Ground Floor, Okhla Industrial Area, Phase 2, New Delhi-110020.	Scottish Leader Original Blended Scotch Whisky	40.0	11373	0	0	14079	0	0	15023	0	0	1725	0	0	0.97	0	0

Handwritten signatures and initials in blue ink.

ORDER NO. 141 EC OF 2025 DATED : 09-04-2025
ANNEXURE-"A-3"

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

TOTAL NUMBER OF BRANDS 02					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	M/s Tawi Bottlers, Nai Basti, Sujwan, District Samba, J&K.	Red Storm Xtreme Ice Lime & Mint	Pet Bottle	15	1450	0	2270	0	140	0	0.30	0
2		Red Storm Xtreme Ice Coffee	Pet Bottle	15	1450	0	2270	0	140	0	0.30	0

By M. D. Sharma