

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 & Deluxe/Super Deluxe IMFL Brands for Sale in civil market for the year 2024-25.

Reference: 1. Notification S.O. 85 Dated: 01-02-2024.
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/3333-39 Dated: 07.03.2024

ORDER No.: 150- EC of 2024
DATED: 12 - 03-2024

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. 85 Dated: 01-02-2024 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 & Deluxe/Super Deluxe IMFL Brands** for sale in civil market as per **Annexure-'E'** respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.


12.03.24

(Pankaj Kumar Sharma), JKAS
Excise Commissioner, J&K

Encl: Annexure-'E'

No.: EC/Exc/MRP/2024-25/ 8175-93

Dated: 12-03-2024

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 Principal Secretary, Finance Department, J&K, Civil Secretariat for the kind information of the Principal Secretary.
5. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udampur-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. 150 OF 2024 DATED : 12-03-2024

ANNEXURE - "E"

MRP OF LOCALLY MANUFACTURED IMFL -PREMIUM & DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 36				Ex-Manufacturer Price (EDP) Per Case				Ex-Wholesale(JKEL-1) Price Per Case				MRP/Unit (2024-25) 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	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml	1000ml	750ml	375ml	180ml
1	M/s Kashmir Bottlers, SIDCO, Distt. Samba, J&K, for M/s Oasis Distilleries Limited, Regd. Office 40 North Avenue Road, West Punjabi Bagh, Delhi-26	All Seasons Golden Collection Reserve Whisky	75	Premium	0	1570	1570	1570	0	4123	4123	4024	0	670	335	165	0	3.18	1.59	2.66
		All Seasons Double Barrel Collection Reserve Whisky	75	Premium	0	1735	1735	1735	0	4296	4296	4197	0	695	350	170	0	3.96	4.48	1.59
2	Dogra Distilleries, Village Gangyal, Industrial Area, Jammu, J&K	DD Vodka	75	Premium	0	1250	1250	1335	0	3724	3724	3716	0	615	310	155	0	4.04	4.52	3.44
		DD Green Apple Flavoured Vodka	65	Premium	0	1285	1285	1335	0	3491	3491	3458	0	580	290	145	0	1.66	0.83	2.47
		Oak Craft Reserve Malted Whisky	75	Premium	0	1610	1610	1610	0	4102	4102	4005	0	665	335	165	0	1.12	3.06	3.31
3	M/s Oakland Bottlers Pvt. Ltd., Phase-I, IGC, SIDCO, Samba, J&K.	Heniskot Blended Grape Brandy	75	Premium	0	1608	1608	1770	0	4100	4100	4173	0	665	335	170	0	1.40	3.20	2.43
4	M/s Trishul Bottlers, Sikanderpur, District Jammu, J&K.	Lucknavi Paan Elaichi Liqueur	75	Premium	0	1160	1345	1450	0	3629	3823	3837	0	600	315	160	0	2.34	2.59	4.19
5	M/s Khoday Industries Pvt. Limited, Bari Brahmana, District Samba, J&K (A Unit of Khoday India Limited)	Red Knight Premium Whisky	75	Premium	0	1910	1985	2015	0	4417	4495	4430	0	710	360	180	0	2.02	0.55	3.45
6	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, District Jammu, J&K.	Devans Master Barrel Premium Whisky	75	Premium	0	1553	1553	1625	0	4042	4042	4021	0	660	330	165	0	4.52	2.26	2.75
		Devans Old Vat Reserve Premium Blended Whisky	75	Premium	0	2300	2325	2510	0	4826	4852	4950	0	770	385	195	0	4.76	0.56	0.25
		Devans Old Vat Premium Blended Whisky	75	Premium	0	2300	2325	2510	0	4826	4852	4950	0	770	385	195	0	4.76	0.56	0.25
		Devans Gian Chand Indian Single Malt Whisky (750mlX6)	75	Deluxe/Super Deluxe	0	13800	0	0	0	15749	0	0	0	4500	0	0	0	0.68	0	0
7	Trikuta Bottlers, Phase-I, IGC, SIDCO, Samba, J&K.	Hillrock Gold Reserve Whisky	75	Premium	0	1650	1650	1760	0	4144	4144	4163	0	670	335	170	0	0.24	0.12	2.78
8	M/s Trikuta Bottlers, IGC, SIDCO, Samba, J&K. For M/s Allied Blenders and Distillers Limited, Regd. Office 394/C, Lamington Chambers, Lamington Road, Mumbai, Maharashtra -400004	Officer's Choice Blue Original Grain Whisky	75	Premium	0	1965	1930	1996	0	4537	4501	4471	0	725	360	180	0	0.22	0.13	2.00
		Sterling Reserve B7 Prime Blended Whisky	75	Premium	0	2305	2340	2428	0	4994	4931	4925	0	775	390	195	0	0.24	0.03	1.11
		ICONiQ White Grand International Grain Whisky	75	Premium	0	1940	1999	2025	0	4511	4573	4501	0	725	365	180	0	3.86	0.09	0.95

Handwritten signature and initials in blue ink.