

**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 Imported BIO, Locally manufactured IMFL and Imported Indian wine 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/195-200 Dated: 17-04-2025.

**ORDER No.: 150 - EC of 2025**  
**DATED: 17 - 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 **Imported BIO , Locally manufactured IMFL and Imported Indian wine** brands for sale in civil Market as per **Annexure-"A-4, A-5 & A-6"** 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-4", "A-5", "A-6"**

No.: EC/Exc/MRP/2025-26/ 365-84

Dated: 17 -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](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. 150 EC OF 2025 DATED : 17-04-2025

ANNEXURE -"A-4"

REVISED MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 05				Ex-Manufacturer Price/Importer + 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	700ml	375ml	750ml	700ml	375ml	750ml	700ml	375ml	750ml	700ml	375ml	750ml	700ml	375ml
1	Manufactured & Bottled by M/s William Grant & Sons Limited, Glenfiddich Distillery, Dufftown, Keith, Scotland, AB55 4DH. Imported by M/s William Grant & Sons India Pvt.Ltd., C/o Veritas Logistics Pvt. Ltd.,Khasra No.25/8 (4-06), 25/9 (4-16), 25/10 (4-16), Main Rohtak-Delhi Road, Near Metro Pillar No.675, Tikri Kalan, New Delhi, India.	Glenfiddich 12YO Single Malt Scotch Whisky	40	0	37437.00	0	0	39963	0	0	42185	0	0	4710	0	0	2.91	0
2		Glenfiddich 15YO Single Malt Scotch Whisky	40	0	57356.00	0	0	59882	0	0	63100	0	0	7010	0	0	2.26	0
3		Monkey Shoulder The Original Blended Malt Scotch Whisky (700mlX6)	40	0	15147.00	0	0	16410	0	0	17342	0	0	3885	0	0	3.02	0
4		Grant's Triple Wood Blended Scotch Whisky	43	10855.00	0	0	13705	0	0	14630	0	0	1685	0	0	4.20	0	0
5		Hendrick's Gin (700mlX6)	41.4	0	13708	0	0	15001	0	0	15863	0	0	3560	0	0	3.40	0



ORDER NO. 150 OF 2025 DATED: 17-04-2025  
ANNEXURE - "A-5"

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

TOTAL NUMBER OF BRANDS 3					Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL- 1) Price/Case In Rupees			MRP/Unit (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	Segment/ Category	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Oakland Bottlers Pvt. Limited, Plot No.19, SIDCO, IGC, District Samba, J&K.	Shekers Premium Triple Distilled Grain Vodka	Medium	75	1266	1267	1249	3776	3777	3660	620	310	150	0.36	0.11	0.06
2	Trikuta Bottlers, IGC, SIDCO, Industrial Growth Centre, Samba, J&K, for M/s Good Barrel Distillery Pvt. Limited, Regd. Office, 28, Altamount Road, 9 Hindustan House, Mumbai, Maharashtra.	Rock Paper Rum - Indian Spiced	Deluxe/ Super Deluxe	75	3182	0	3302	5922	0	5944	925	0	230	4.92	0	0.12
3		Rock Paper Rum - Coastal White	Deluxe/ Super Deluxe	75	3182	0	3302	5922	0	5944	925	0	230	4.92	0	0.12

*[Handwritten signature]*

ORDER NO.: 150 - EC OF 2025 DATED: 17-04-2025  
ANNEXURE -"A-6"

MRP OF IMPORTED WINE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 01				EWPs + Duties/Fees of Exporting States/Uts				Ex-JKEL-1W Price per case (Landing Cost to JKEL-1)				Ex-Wholesale Price JKEL-1				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	Alcohol % V/V	750ml	500ml	375ml	330ml	750ml	500ml	375ml	330ml	750ml	500ml	375ml	330ml	750ml	500ml	375ml	330ml	750ml	500ml	375ml	330ml
1	Manufactured & Maketed by M/s Indospirit Beverages Pvt. Limited, L-22, Cuncollm IDC, Goa-403703	BRO CODE EL CLASSICO	15.0	0	0	0	2223	0	0	0	3189	0	0	0	3468	0	0	0	205	0	0	0	4.46

*[Handwritten signatures]*