

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 Economy, Premium, Deluxe/Super Deluxe, Imported Premium & Deluxe/Super Deluxe IMFL and Beer 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/3455-60 dated 22.03.2024

ORDER No.: 181 - EC of 2024
DATE D: 28 - 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 Economy, Premium, Deluxe/Super Deluxe, Imported Premium & Deluxe/Super Deluxe IMFL and Beer Brands** for sale in civil market as per **Annexure-'H, I & J'** respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.


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

Encl: Annexure-'H, I & J'

No.: EC/Exc/MRP/2024-25/ 8630-48

Dated: 28-03-2024

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. 181 EC OF 2024 DATED : 28-03-2024

ANNEXURE-"H"

MRP OF IMPORTED BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 10					EDP/EBP + Duties/expenses of Exporting States/Uts (For Type-A)			Ex-JKEL-1A Price Per Case			Ex-Wholesale (JKEL-1) Price Per Case			MRP Per Unit (2024-25) 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	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml
1	Carlsberg India Pvt. Limited, Poonta Sahib, Sirmour, Himachal Pradesh-173021	Carlsberg Elephant Strong Beer	Glass	8	574.89	0	0	1199	0	0	1376	0	0	220	0	0	2.79	0	0
			Tin	8	0	1008.45	0	0	1968	0	0	0	2247	0	0	180	0	0	3.81
		Carlsberg Smooth Chill Premium Lager Standard Beer	Glass	5	672.90	0	0	1297	0	0	1479	0	0	235	0	0	3.37	0	0
			Tin	5	0	1184.85	0	0	2145	0	0	0	2432	0	0	190	0	0	0.86
		Tuborg Strong Beer	Glass	8	357.53	0	0	982	0	0	1148	0	0	190	0	0	4.71	0	0
			Tin	8	0	602.85	0	0	1563	0	0	0	1821	0	0	150	0	0	3.63
		Tuborg Strong Supreme Premium Danish Beer	Glass	8	432.76	0	0	1057	0	0	1227	0	0	200	0	0	3.65	0	0
			Tin	8	0	720.25	0	0	1680	0	0	0	1944	0	0	155	0	0	0.02
2	M/s United Breweries Limited, Ludhiana, Punjab.	Kingfisher Excellent Premium Lager Beer	Glass	5	416.42	0	517.64	1040	0	1151	1209	0	1328	195	0	110	1.17	0	4.57
3	M/s United Breweries Limited, Plot No.M.I.D.C Taloja, Taluka-Panvel, District Raigad, Maharashtra.	Kingfisher Ultra Fine Lager Beer	Glass	5	658.84	0	829.52	1283	0	1463	1464	0	1655	230	0	130	0.47	0	1.68
			Tin	5	0	1153.92	0.00	0	2114	0	0	2400	0	0	190	0	0	3.10	0
		Kingfisher Ultra Max Premium Strong Beer	Glass	8	634.80	0	837.90	1259	0	1472	1439	0	1664	230	0	130	3.97	0	1.05
			Tin	8	0	1162	0	0	2122	0	0	2408	0	0	190	0	0	2.54	0
		Heineken Lager Beer	Glass	5	782	0	1009	1406	0	1643	1593	0	1844	250	0	145	2.41	0	3.45
			Tin	5	0	1162	0	0	2122	0	0	2408	0	0	190	0	0	2.54	0
		Kingfisher Premium Lager Beer	Tin	5	0	642	0	0	1602	0	0	1862	0	0	150	0	0	0.76	0
		Kingfisher Ultra Lager Beer	Glass	5	627.8	0	687.92	1252	0	1322	1431	0	1506	225	0	120	0.09	0	2.11
Tin	5		0	1031	0	0	1991	0	0	2271	0	0	180	0	0	2.13	0		