

**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

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**Subject:** Fixation of Maximum Retail Price of Imported Deluxe/ Super Deluxe (BIO) Wine Brands, Imported Medium IMFL and Local/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/1130-35 Dated: 15-07-2023.

**ORDER No.: 183-EC OF 2023**  
**DATED: 18-07-2023**

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 Deluxe/ Super Deluxe (BIO) Wine Brands, Imported Medium IMFL and Local/Imported Beer Brands for Sale in Civil Market as per Annexure- "A-30", "A-31", "A-32" & "A-33"** respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.

PANKAJ  
KUMAR  
SHARMA

Digitally signed by PANKAJ KUMAR SHARMA

Date: 2023.07.18 18:46:50 +05'30'

**Excise Commissioner, J&K**

Encl.: Annexure- "A-30", "A-31", "A-32" & "A-33"

No.: EC/Exc/MRP/2023-24/2967-87

Dated: 18-07-2023

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](http://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. 183 EC OF 2023 DATED : 18-07-2023  
ANNEXURE -"A-30"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) WINE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 02				Ex-JKEL-1B Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2023-24 (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	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml
1	Manufactured & Exported by E. & J. Gallo Winery, Modesto, California 95354 U.S.A. Imported by M/s Radico Khaitan Limited, J1/B1 Mohan Cooperative Industrial Area, Mathura Road, New Delhi-110044	Carlo Rossi California White Crisp White Wine	10.5	12501	0	0	13243	0	0	1480	0	0	2.64	0	0
		Carlo Rossi California Red Smooth Red Wine	12.0	12501	0	0	13243	0	0	1480	0	0	2.64	0	0

*(Handwritten signatures)*

ORDER NO. 183 - EC OF 2023 DATED : 18-07-2023

ANNEXURE - "A-31"

MRP OF IMPORTED MEDIUM BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 01					Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2023-24 (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	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Alcobrew Distilleries India Limited, Village Behra, Derabassi, District SAS Nagar (Mohali), Punjab.	Lion Daddy Original Dark Rum	Medium	75	3946	3946	3840	4359	4359	4240	700	350	170	2.94	1.47	0.77

*[Handwritten signatures and initials in blue ink]*