

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 Imported Deluxe/Super Deluxe (BIO), BIO Wine and Wine (Indian) 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/3493-98 Dated: 27.03.2024

ORDER No. 189 EC of 2024
DATED: 29 - 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 **Imported Deluxe/Super Deluxe (BIO), BIO Wine and Wine (Indian) Brands** for sale in civil market as per **Annexure-'K, L, M'** 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-'K, L, M'

No.: EC/Exc/MRP/2024-25/ 8729-47

Dated: 29-03-2024

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.

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 202-25

TOTAL NUMBER OF BRANDS 22				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 2024-25 (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	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml	750ml	700ml	375ml	200ml
1	Distilled, Matured & Bottled in Scotland by The Glenlivet Distillery, Banffshire AB37 9DB. Imported by M/s Pernod Ricard India Pvt Ltd. Address Veritas Logistics Pvt. Limited, Thane, MH.	The Glenlivet 15 YO Single Malt Scotch Whisky (700mlX6)	40.0	0	23831.94	0	0	0	25078	0	0	0	26444	0	0	0	5885	0	0	0	1.62	0	0
2	Blended & Bottled by M/s Chivas Brothers Limited, Distillers, Keith, AB55 5BS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Thane, MH	Chivas Regal XV Aged 15 Years Blended Scotch Whisky (750mlX6)	43.0	21699.95	0	0	0	23107	0	0	0	24382	0	0	0	5435	0	0	0	0.56	0	0	0
3	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Absolut Lime Vodka	40.0	12916.30	0	0	0	15586	0	0	0	16606	0	0	0	1900	0	0	0	2.94	0	0	0
4	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Absolut Mandrin Vodka	40.0	12916.30	0	0	8204.40	15586	0	0	9628	16606	0	0	10238	1900	0	0	585	2.94	0	0	3.13
5	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Absolut Raspberri Vodka	38	12833.80	0	0	8158.80	15411	0	0	9532	16421	0	0	10136	1880	0	0	580	3.29	0	0	3.74
6	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Absolut Grapefruit Vodka	40	12832.30	0	0	0	15502	0	0	0	16517	0	0	0	1890	0	0	0	2.73	0	0	0
7	Distilled by The Beefeater Distillery, Montford Place, London, SE11 5DE, England. Bottled by Chivas Brothers Ltd.Dumbarton G82 2SS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Ltd., Thane, MH	Beefeater London Dry Gin	47.0	11720.30	0	0	0	14723	0	0	0	15699	0	0	0	1800	0	0	0	2.71	0	0	0
8	Distilled, Matured & Bottled in Scotland by The Glenlivet Distillery, Banffshire AB37 9DB. Imported by M/s Pernod Ricard India Pvt Ltd. Address Veritas Logistics Pvt. Limited, Thane, MH.	The Glenlivet 12YO Single Malt Scotch Whisky (700mlX6)	40	0	16577.42	0	0	0	17823	0	0	0	18827	0	0	0	4210	0	0	0	2.36	0	0
9	Blended & Bottled by M/s Chivas Brothers Limited, Distillers, Keith, AB55 5BS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Thane, MH	Chivas Regal Aged 12 Years Blended Scotch Whisky	43	23601	0	0	0	26415	0	0	0	27976	0	0	0	3150	0	0	0	2.24	0	0	0

(Handwritten signatures and initials)