

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, Locally Manufactured Low Cost IMFL Brands, Beer & Draught Beer Brands for sale in civil market for the year 2024-25.

Reference: 1. Notification vide 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/3564-70 dated 30.03.2024 and DECDJ/03-09 dated 01.04.2024

ORDER No.: 202 - EC of 2024
DATED: 02-04-2024

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, Locally Manufactured Low Cost IMFL Brands, Beer & Draught Beer brands for sale in civil market as per Annexure-"P", "Q", "R", "S", "T", "U" respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.

Encl: Annexure--"P", "Q", "R", "S", "T", "U"

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

No.: EC/Exc/MRP/2024-25/57-76

Dated: 02-04-2024

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 Udhampur-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. 203

EC OF 2024 DATED : 02-04-2024

ANNEXURE -"P"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 04				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	Alcoholic Contents % Abv.	750ml	375ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml	750ml	700ml	180ml
1	Bottled at John Dewar & Sons Limited, 1700 London Road, Glasgow G32 8XR, UK. Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Bombay Sapphire Gin	47	11572	0	0	14575	0	0	15544	0	0	1785	0	0	4.76	0	0
2	M/s Grey Goose-BMP, 16130 Gensac-LA, Pallue, France, Imported and Distributed by M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Grey Goose Vodka	40.00	22523	0	0	25193	0	0	26693	0	0	3010	0	0	3.37	0	0
3	Distilled by Fabrica Tequila Cazadores De , KM 3 Libramiento Sur ,Arandas, Jalisco, Mexico, C.P. 4718 , Bottled by EMB KSDF AV.Facundo Bacardi, France. Imported and Distributed by M/s Bacardi India Pvt. Limited, at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Camino Real Blanco Tequila	40.00	11385			14055	0	0	14998	0	0	1725	0	0	4.82	0	0
4	M/s John Dewars and Sons Limited, Perthshire, Scotland, Imported and Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Dewar's White Label Blended Scotch Whisky	40.00	11263			13933	0	0	14870	0	0	1710	0	0	3.90	0	0