

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

Subject: Fixation of Maximum Retail Price of Imported Deluxe/ Super Deluxe 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/1863-69 Dated: 17-08-2023.

ORDER No.: 221- EC of 2023

DATED: 18-08-2023

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. 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 Brands for Sale in civil market as per Annexure- "A-35" & "A-36"** 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: 2023.08.18
17:49:59 +05'30'

Excise Commissioner, J&K

Encl.: Annexure- "A-35" & "A-36"

No.: EC/Exc/MRP/2023-24/3878-97

Dated: 18-08-2023

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
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. 221 - EC OF 2023 DATED : 18-08-2023

ANNEXURE - "A-35"

MRP OF IMPORTED DELUXE/SUPER DELUXE BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price Per case + duties/expenses of Exporting States/Uts (ie for JKEL-1A)			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	750ml	375ml	180ml
1	M/s Pernod Ricard India Pvt. Limited, at Rajashthan Liquors Limited, Village Haripur Hindua, Derabassi, District S.A.S. Nagar (Mohali), Punjab	Seagram's 100 Pipers Deluxe Blended Scotch Whisky	Deluxe/ Super Deluxe	75	8334	8333	8501	11115	11114	11170	11887	11886	11937	1755	880	440	4.02	4.58	1.37

Handwritten signature and initials in blue ink.

ORDER NO. 221 - EC OF 2023 DATED : 18-08-2023

ANNEXURE - "A-36"

MRP OF IMPORTED DELUXE/SUPER DELUXE BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price Per case + duties/expenses of Exporting States/Uts (ie for JKEL-1A)		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	180mlX24	60mlX75	180mlX24	60mlX75	180mlX24	60mlX75	180mlX24	60mlX75	180mlX24	60mlX75
1	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	Jaisalmer Indian Craft Gin	Deluxe/ Super Deluxe	75	10162.48	10164.50	11497	11555	12176	12241	875	285	1.85	3.85

47 to Anup 