

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 (after correction) of locally manufactured IMFL, Imported BIO Wine brands and also case of locally manufactured Economy, Imported Premium IMFL & RTD brands for sale in civil market 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/214-19 dated 22.04.2024

ORDER No.: 221 - EC of 2024
DATE: 27 - 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 (after correction) of locally manufactured IMFL, Imported BIO Wine brands and also case of locally manufactured Economy, Imported Premium IMFL & RTD brands for sale in civil market as per Annexure-"V, W, X & Y" 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-"V, W, X & Y"

No.: EC/Exc/MRP/2024-25/ 502-520

Dated: 27-04-2024

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 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 OF 2024 DATED : 27-04-2024

ANNEXURE - "V"

REVISED MRP (After Correction) OF LOCALLY MANUFACTURED IMFL -MEDIUM, PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 02					Ex-Manufacturer Price (EDP) Per Case			Ex-Wholesale(JKEL-1) Price Per Case			MRP/Unit (2024-25) Inclusive of all Taxes			Differential Amount, on account of rounding-off /fixation of MRP, Recoverable as rounding.		
Sr.No.	Distillery/Bottling Plant	Brand Name	Degree Proof	Segment/Category	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Tawi Bottlers, Nai Basti, Sujwan, District Samba, J&K for M/s Mohan Meakin Limited.	Old Monk Very Old Vatted XXX Rum	75	Medium	1063	1063	1060	3590	3590	3488	595	300	145	2.80	3.90	1.42
2	M/s Glare Distilleries, Industrial Area, Govindsar, Kathua, J&K,	Royal Man Premium Whisky	75	Premium	1489	1523	1500	3975	4010	3890	650	330	160	3.90	4.50	2.35

REVISED MRP (After Correction) OF IMPORTED DELUXE/SUPER DELUXE (BIO) WINE BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01																			
Sr.No.	Distillery/Bottling Plant/Importer	Brand Name	Strength in % Abv.	Segment/Category	Ex-Manufacturer Price (EDP) Per Case+ Duties/Fees of Exporting States/Uts			Ex-JKEL-1B Price Per Case in Rupees			Ex-Wholesale(JKEL-1) Price Per Case in Rupees			MRP/Unit (2024-25) Inclusive of all Taxes			Differential Amount, on account of rounding-off /fixation of MRP, Recoverable as rounding.		
					750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml
1	By Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt.Ltd., B-1, RK Infra Modern Logipark, Savad-Naka Road, Janval-Bhiwandi, Distt. Thane, Maharashtra-421302, Produced at Orlando Wines, Barossa Valley Way, Rowland Flat, South Australia.	Jacob's Creek Classic Chardonnay	13	Deluxe/Super Deluxe	9006.82	0	0	10042	0	0	10679	0	0	1200	0	0	3.03	0	0

Handwritten signature and initials in blue ink.

ORDER NO. 221 - EC OF 2024 DATED : 27/04/2024

ANNEXURE - "W"

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

TOTAL NUMBER OF BRANDS 02					Ex-Distillery Price (2024-25) + Duties/Fees of Exporting States/Uts			Ex-JKEL-1A 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	Brand Name	Category/Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	Pluton Bay Rare Exotic Rum	Premium	75	1492.50	1512.00	1571.96	4196	4216	4168	4646	4667	4606	745	375	185	4.96	3.51	2.29
2	M/s Beam Global Spirits & Wine (India) Pvt. Limited, Karora, Tehsil Behror, Distt. Alwar, Rajasthan.	Teacher's 50 Scottish Reserve Blended Scotch Whisky	Deluxe/Super Deluxe	75	10200.00	10499.50	10672.24	13005	13305	13365	13895	14210	14264	2035	1040	525	0.10	0.50	4.26

Handwritten signatures and initials in blue ink.

ORDER NO. 221 OF 2024 DATED : 27/04/2024

ANNEXURE - "X"

MRP OF LOCALLY MANUFACTURED ECONOMY IMFL BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price Per Case			Ex-Wholesale (JKEL-1) Price Per Case			MRP/Unit (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	Brand Name	Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Kashmir Bottlers, IGC, SIDCO, Samba, J&K for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.	Brihan's Premium Whisky	Economy	75	895	900	972	3330	3336	3316	560	280	140	4.20	1.68	2.44

(Handwritten signatures and initials)

ORDER NO. 221 EC OF 2024 DATED : 27/04/2024
ANNEXURE -"Y"

MRP OF IMPORTED RTD (READY TO DRINK) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 02				Ex- Manufacturing Price (EDPs) + Duties/Fees of Exporting States/Uts	Ex-JKEL-1A 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	Degree % V/V	275ml	275ml	275ml	275ml	275ml
1	M/s Bacardi India Pvt. Limited, at M/s India Glycols Limited, Kashipur, U.S.Nagar, Uttrakhand- 244713	Breezer Ultra Deluxe Ripe Mango Peach	4.8	1102	1531	1707	105	2.94
		Breezer Ultra Deluxe Crisp Watermelon Mint	4.8	1102	1531	1707	105	2.94

(Handwritten signatures and initials in blue ink)