

**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  
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**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](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 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.*