

**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**

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**Subject:** Fixation of Maximum Retail Price of Locally Manufactured Low Cost & Premium IMFL 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/1929-35 Dated: 25-08-2023.

**ORDER No.: 233 - EC OF 2023**  
**DATED: 26-08-2023**

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 Locally Manufactured Low Cost & Premium IMFL Brands for Sale in Civil Market as per Annexure- "A-37" 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: 2023.08.26 20:59:32  
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**Excise Commissioner, J&K**

Encl.: Annexure- "A-37"

No.: EC/Exc/MRP/2023-24/4154-73

Dated: 26 -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 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](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. 033 OF 2023 DATED: 26-08-2023

ANNEXURE - "A-37"

MRP OF LOCALLY MANUFACTURED LOW COST &amp; PREMIUM IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 03					Ex-Manufacturer Price Per Case			Ex-Wholesale (JKEL-1) Price Per Case			MRP/Unit (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
1	M/s New India Distilleries, P.O.Sujwan, Nai Basti, District Samba, J&K for M/s Manas Agro Industries & Infrastructure Limited, Village Kinhala/Wadgaon, Taluka Umred, District Nagpur, MH-441108	Kaptaan XXX Rum	Premium	75	1458	1485	1620	3908	3936	3983	635	320	165	1.08	1.08	4.76
		The Wolf Stone Premium Whisky	Premium	75	1944	1998	2052	4418	4475	4436	710	360	180	4.68	3.35	3.91
2	M/s Tawi Bottlers, Nai Basti, Sujwan, District Samba, J&K.	Black Crazy Horse XXX Rum	Low Cost	75	675	761	800	2848	2938	2894	490	250	125	4.48	0.94	2.88

