

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 locally manufactured Beer, Imported BIO beer, Deluxe/Super Deluxe (BIO) & locally manufactured IMFL brands for sale in civil market for the year 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/309-14 Dated: 03.05.2024
 3. Deputy Excise Commissioner (Distilleries), Jammu's letter No. DECDJ/2024-25/371 dated 10-05-2024

ORDER No. ~~240~~ EC of 2024
DATED: 13 - 05-2024

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 **Locally Manufactured Beer, Imported BIO Beer, Deluxe/Super Deluxe (BIO) & Locally Manufactured IMFL brands** for sale in civil market as per Annexure-"Z", "A-1", "A-2", "A-3", "A-4" respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.


13.05.24

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

Dated: 13 -05-2024

Encl: -"Z", "A-1", "A-2", "A-3", "A-4"

No.: EC/Exc/MRP/2024-25/ **806-825**

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. 240 EC OF 2024 DATED : 13/05/2024
ANNEXURE-"Z"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 02					Ex-Manufacturer Price Per Case (EBP)			Ex-Wholesale (JKEL-1) Price Per Case			MRP Per Unit (2024-25) Inclusive of all Taxes			Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee		
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VV	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml
1	Devans Modern Breweries Ltd. Samba.	Six Fields Brute Beer For The Bold	Glass	8	955	0	1215	1464	0	1744	230	0	135	0.47	0	0.45
			Tin	8	0	1650	0	0	2442	0	0	0	190	0	0	0.16
2	Basanter Breweries Pvt. Ltd, Samba, for M/s United Breweries Limited	Kingfisher Fine Strong Beer	Glass	8	614	0	0	1106	0	0	180	0	0	0.59	0	0

MRP OF LOCAL BEER BRAND(5 Ltr.Can) FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price (EBP) Per Case (5Ltr.X2)	Ex-Wholesale (JKEL-1) Price Per Case (5Ltr.X2)	MRP Per Unit (2024-25) Inclusive of all Taxes	Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VV	5 Ltr.X2	5 Ltr.X2	5 Ltr.	5 Ltr.
1	Devans Modern Breweries Ltd. Samba.	Six Fields Brute Beer For The Bold	TIN	8	2796	3527	3155	3.32

EX-BREWERY PRICE OF LOCAL DRAUGHT BEER & LANDING COST FOR SALE IN CIVIL (BARS/SOCIAL OCCASIONS)FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price (EBP) Per KEG (Including Assessment Duty @Rs.10 Per BL)			Bottling Fee@Rs.12/BL			Excise Duty @Rs.30 Per BL			Landing Cost to Bars		
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VV	30 Ltr.	20 Ltr	5 Ltr.X2	30 Ltr.	20 Ltr	5 Ltr.X2	30 Ltr.	20 Ltr	5 Ltr.X2	30 Ltr.	20 Ltr	5 Ltr.X2
1	Devans Modern Breweries Ltd. Samba.	Six Fields Brute Beer For The Bold	TIN	8	6127	4085	2888	360	240	120	900	600	300	7387	4925	3308

(Handwritten signatures and initials)