

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)

ORDER NO. 240 EC OF 2024 DATED : 13/05/2024
ANNEXURE-"A-1"

MRP OF IMPORTED BIO BEER BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price + Duties/Fees of Exporting States/Uts			Ex-JKEL-1A Price Per Case			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 %V/V	355ml	500ml	330ml	355ml	500ml	330ml	355ml	500ml	330ml	355ml	500ml	330ml	355ml	500ml	330ml
1	Manufactured/Bottled By M/s Amstel Brouwerij B.V, Heineken Brewery, Rietveldenweg 25, 5222 AP's - Hertogenbosch, Netherlands and Exported by Heineken Brouwerijen B.V, Burgemeester Smeetsweg 1, 2382 PH Zoeterwoude, Netherlands. GI: Amsterdam, Netherlands imported by M/s Dhall Food & Beverages Pvt. Limited F-90/32, Okhla	Amstel Light Beer	Glass/ Tin	3.5	3232.56			3914	0	0	4238	0	0	245	0	0	1.36	0	0

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MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 09				Ex-Manufacturer Price/Importer + Duties/Fees of Exporting States/Uts			Ex-JKEL-1B 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	Strength in % Abv.	750ml	700ml	375ml	750ml	700ml	375ml	750ml	700ml	375ml	750ml	700ml	375ml	750ml	700ml	375ml
1	Manufactured & Bottled by M/s William Grant & Sons Limited, Glenfiddich Distillery, dufftown Banffshire, Scotland, AB55 4DH. Imported by M/s Rad Elan Distributors Pvt.Ltd. D-85/3, Okhla Industrial Area, Phase-I, New Delhi-20 and Warehouse at C/o Blue Fluidics Pvt. Ltd. Building No.1, Site No.1, 14/3, Basement, Mathura Road, Faridabad, Haryana.	Glenfiddich Single Malt Scotch Whisky 12YO	40	0	37437.12	0	0	39929	0	0	42150	0	0	4705	0	0	2.80	0
2	Distributors Pvt.Ltd. D-85/3, Okhla Industrial Area, Phase-I, New Delhi-20 and Warehouse at C/o Blue Fluidics Pvt. Ltd. Building No.1, Site No.1, 14/3, Basement, Mathura Road, Faridabad, Haryana.	Glenfiddich Single Malt Scotch Whisky 15YO	40	0	57355.56	0	0	59848	0	0	63064	0	0	7005	0	0	2.26	0
3	Manufactured & Bottled by M/s William Grant & Sons Limited, dufftown Banffshire, Scotland, AB55 4DH, Imported by M/s Rad Elan Distributors Pvt.Ltd. D-85/3, Okhla Industrial Area, Phase-I, New Delhi-20 and Warehouse at C/o Blue Fluidics Pvt. Ltd. Building No.1, Site No.1, 14/3, Basement, Mathura Road, Faridabad, Haryana.	Monkey Shoulder Batch 27 Smooth and Rich Blended Malt Scotch Whisky (700mlX6)	40	0	15147.00	0	0	16393	0	0	17325	0	0	3880	0	0	2.80	0
4	Manufactured by The Dufftown Distillery, Dufftown, Keith, Banffshire AB55 4 BR Scotland. Imported & Distributed by M/s United Spirits Limited C/o Tulsi Global Logistics Pvt. Ltd, Mumbai-Goa Highway, Shirdhon Village, Panvel, District Raigad, Maharashtra.	The Singleton Single Malt Scotch Whisky 15 Year Old	40	0	20959.42	0	0	22205	0	0	23428	0	0	5220	0	0	0.14	0
5	Distilled by Fabrica Tequila Cazadores De , KM 3 Libramiento Sur ,Arandas, Jalisco, Mexico, C.P. 4718 , Bottled by EMB KSDF AV.Facundo Bacardi, France. Imported and Distributed by M/s Bacardi India Pvt. Limited, at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Camino Real Gold Tequila	40	15537	0	0	18207	0	0	19357	0	0	2200	0	0	0.33	0	0
6	M/s John Dewars and Sons Limited, 1700 London Road, Glasgow, UK, Imported and Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Dewar's Blended Scotch Whisky Aged 8 Years	40	0	15311	0	0	17803	0	0	18917	0	0	2150	0	0	3.43	0

[Handwritten signatures and initials]

7	M/s John Dewars and Sons Limited, Perthshire, Scotland, Imported and Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Dewar's Blended Scotch Whisky Aged 12 Years	40	23288	0	0	25958	0	0	27496	0	0	3095	0	0	0.04	0	0
8	Distilled, Blended & Bottled in Scotland. Aberfeldy Distillery Aberfeldy, Bottled at John Dewars and Sons Limited, 1700 London Road, Glasgow, UK, Imported and Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Aberfeldy Highland Single Malt Scotch Whisky Guaranteed 12 Years in Oak (750mlX6)	40	19882	0	0	21217	0	0	22398	0	0	5000	0	0	2.04	0	0
9	Produced and Bottled by Patron Spirits, Mexico, Imported and Distributed By M/s Bacardi India Pvt. Ltd. at M/s Platinum Logistics, Survey No. 9/3, Village-Veshvi, Gavan Phata-Chirner Road, Opposite TG Terminal CFS, The Uran Distt. Raigad, Maharashtra-410206	Silver Patron Tequila	40	48436	0	0	51106	0	0	53901	0	0	6000	0	0	0.49	0	0

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ANNEXURE - "A-3"

MRP OF LOCALLY MANUFACTURED IMFL -PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 05					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 Trishul Bottlers, Sikanderpur, Bishnah, Distt. Jammu, J&K for M/s Inbrev Beverages Pvt. Limited, New Delhi	VIN Green Label The Rich Blend Whisky	75	Premium	1450	1460	1560	3997	4007	4013	650	330	165	0.82	4.71	3.03
2	M/s Trishul Bottlers, Sikanderpur, Bishnah, Distt. Jammu, J&K Brand Owned by M/s United Spirits Limited, Franchised to M/s Inbrev Beverages Pvt. Ltd, New Delhi.	Blue Riband Duet Gin Lime Flavoured	65	Premium	1440	1480	1530	3717	3759	3723	610	310	155	0.02	2.07	3.18
3	M/s Trishul Bottlers, Sikanderpur, Bishnah, Distt. Jammu, J&K, for M/s Jagatjit Industries Limited, Jagatjit Nagar, Kapurthala, Punjab.	Aristocrat Premium Deluxe Whisky	75	Premium	1910	1910	2010	4480	4480	4486	720	360	180	3.20	1.60	1.49
4		AC Black Supreme Pure Grain Whisky	75	Premium	2140	2260	2300	4721	4847	4790	755	385	190	4.46	0.91	0.85
5		Aristocrat XXX Rum	75	Premium	1325	1350	1404	3865	3892	3849	635	320	160	4.30	2.76	3.77

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ANNEXURE - "A-4"

MRP OF LOCALLY MANUFACTURED IMFL -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(JKE L-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	Degree Proof	Segment/Category	90mlX100	60mlX150	90mlX100	60mlX150	90ml	60ml	90ml	60ml
1	M/s Kashmir Bottlers, SIDCO, Distt. Samba, J&K, for M/s Oasis Distilleries Limited, Regd. Office 40 North Avenue Road, West Punjabi Bagh, Delhi-26	All Seasons Golden Collection Reserve Whisky	75	Premium	1850	2000	4417	4574	85	60	0.05	1.61
2		All Seasons Double Barrel Collection Reserve Whisky	75	Premium	2000	2000	4574	4574	90	60	2.40	1.61

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