

GOVERNMENT OF JAMMU & KASHMIR  
OFFICE OF THE EXCISE COMMISSIONER, J&K  
EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU  
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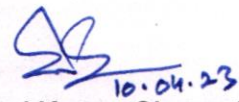
**Subject:** Fixation of Maximum Retail Price of Imported Deluxe/ Super Deluxe (BIO) Brands and Local Economy & Premium IMFL Brands for sale in civil market for the year 2023-24.

**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/121-126 Dated: 10-04-2023.

ORDER No.: 25 - EC OF 2023

DATED: 10 -04- 2023

In exercise of the powers conferred under Rule 38, sub rule 31 clause (b) sub clause (iv) 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 MRP of Imported Deluxe/ Super Deluxe (BIO) Brands and Local Economy & Premium IMFL Brands for Sale in Civil Market as per Annexure- "A-4" & "A-5"** respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.

  
10.04.23  
(Pankaj Kumar Sharma), JKAS  
Excise Commissioner  
Jammu & Kashmir

Encl.: Annexure- "A-4" & "A-5"

No.: EC/Exc/MRP/2023-24/475-94

Dated: 10 -04-2023

Copy to the:

1. Administrative Secretary, Finance Department, J&K Civil Secretariat, Jammu.
2. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner (Distilleries), Jammu.
4. Deputy Excise Commissioner (Accounts), Jammu.
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.

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 10			Ex-JKEL-1B Price Per Case In Rupees					Ex-JKEL-1 Price Per Case In Rupees					Maximum Retail Price Per Unit for 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/Importer	Brand Name	Degree Proof	1000ml	750ml	700ml	375ml	200ml	1000ml	750ml	700ml	375ml	200ml	1000ml	750ml	700ml	375ml	200ml	1000ml	750ml	700ml	375ml	200ml
1	Distilled & Bottled by M/s Jack Daniel Distillery, Lynchburg, Tennessee 37352 U.S.A. Imported by M/s Brindco Sales Pvt.Ltd. S-53, Okhla Industrial Area, Phase-II, New Delhi-110020.	Jack Daniel's Old No.7 Tennessee Sour Mash Whisky	70	0	25100	0	27731	15951	0	26571	0	29334	16864	0	2995	0	1650	950	0	3.99	0	2.53	4.30
2	Distilled & Bottled by M/s Jack Daniel Distillery, Lynchburg, Tennessee 37352 U.S.A. Imported by M/s Brindco Sales Pvt.Ltd. S-53, Okhla Industrial Area, Phase-II, New Delhi-110020.	Jack Daniel's Original Recipe Tennessee Honey Liqueur	61	0	24866	0	0	0	0	26326	0	0	0	0	2965	0	0	0	0	0.94	0	0	0
3	Manufactured & Bottled by M/s Altia Plc, Helsinki, Finland. Imported by M/s Brindco Sales Pvt.Ltd. S-53, Okhla Industrial Area, Phase-II, New Delhi-110020.	Finlandia Vodka of Finland	70	0	14287	0	0	0	0	15218	0	0	0	0	1745	0	0	0	0	2.82	0	0	0
4	Manufactured & Bottled by M/s William Grant & Sons Limited, dufftown Banffshire, Scotland, 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.	Grant's Triple Wood Blended Scotch Whisky	75.31	0	19063	0	0	0	0	20233	0	0	0	0	2295	0	0	0	0	1.17	0	0	0
5	Manufactured & Bottled by M/s William Grant & Sons Limited, Glenfiddich Distilley, 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	70.05	0	0	39907	0	0	0	0	42104	0	0	0	0	4700	0	0	0	0	4.90	0	0
		Glenfiddich Single Malt Scotch Whisky 15YO	70.05	0	0	59825	0	0	0	0	0	63018	0	0	0	0	7000	0	0	0	0	4.36	0
6	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)	70.05	0	0	16382	0	0	0	0	17302	0	0	0	0	3875	0	0	0	0	4.90	0	0
7	Manufactured & Bottled by M/s William Grant & Sons Limited, ML4 3AN, Scotland, 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.	Hendrick's Gin (700mlX6)	72.50	0	0	14934	0	0	0	0	15782	0	0	0	0	3540	0	0	0	0	4.30	0	0

*[Handwritten signatures and initials]*