

**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 of Locally Manufactured IMFL, Imported Premium/Deluxe/Super Deluxe IMFL, Deluxe/Super Deluxe (BIO) and Wine 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/540-46 dated 29.05.2024

**ORDER No.:** 255 EC of 2024  
**DATE D:** 06-06-2024

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 IMFL, Imported Premium/Deluxe/Super Deluxe IMFL, Deluxe/Super Deluxe (BIO) and Wine brands** for sale in civil market as per **Annexure-"A-5", "A-6", "A-7", "A-8"** respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.

Encl: Annexure-"A-5", "A-6", "A-7", "A-8"

No.: EC/Exc/MRP/2024-25/1120-98

  
**(Pankaj Kumar Sharma), JKAS**  
**Excise Commissioner, J&K**  
Dated: 06-06-2024

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 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. 255 OF 2024 DATED: 06-06-2024**  
**ANNEXURE - "A-5"**

**MRP OF LOCALLY MANUFACTURED PREMIUM & DELUXE/SUPER DELUXE IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2024-25**

| TOTAL NUMBER OF BRANDS 10 |   |  |                      |              | Ex-Manufacturer Price/Case In Rupees |       |       |      |      | Ex-Wholesale (JKEL-1) Price/Case In Rupees |       |       |      |      | 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   | Segment / Category   | Degree Proof | 750ml                                | 375ml | 180ml | 90ml | 60ml | 750ml                                      | 375ml | 180ml | 90ml | 60ml | 750ml                                     | 375ml | 180ml | 90ml | 60ml | 750ml  | 375ml | 180ml | 90ml | 60ml |
| 1                         | Kashmir Bottlers, SIDCO, Industrial Growth Centre, Samba, J&K, For M/s Oasis Distilleries Limited, Regd. Office Punjabi Bagh, Delhi-26              | Oasis London High Triple Distilled Elite English Vodka Green Apple Flavoured | Premium              | 65.6         | 2600                                 | 2630  | 2650  | 2700 | 2700 | 4951                                       | 4982  | 4915  | 5056 | 5056 | 785                                       | 395   | 195   | 100  | 65   | 2.26   | 1.46  | 1.46  | 4.31 | 1.20 |
|                           |   | Batch 9 Select Cask Reserve Edition Whisky                                   | Premium              | 75           | 1550                                 | 1580  | 1630  | 1650 | 1690 | 4102                                       | 4133  | 4087  | 4207 | 4249 | 665                                       | 335   | 165   | 85   | 55   | 1.12   | 0.89  | 0.44  | 3.58 | 0.25 |
|                           |   | Old Fox Premium XXX Rum  | Premium              | 75           | 1280                                 | 1310  | 1350  | 1425 | 1450 | 3818                                       | 3850  | 3793  | 3970 | 3997 | 625                                       | 315   | 155   | 80   | 55   | 0.88   | 0.70  | 0.73  | 2.55 | 3.06 |
| 2                         | Tawi Bottlers, Nai Basti, Sujwan, Samba, J&K, for M/s Mohan Meakin Limited  | Old Monk Special XXX Premium Rum Very Old Vatted                             | Premium              | 75           | 1285                                 | 1315  | 1365  | 0    | 0    | 3823                                       | 3855  | 3808  | 0    | 0    | 625                                       | 315   | 155   | 0    | 0    | 0.18   | 0.35  | 0.22  | 0    | 0    |
| 3                         | Trikuta Bottlers, IGC, SIDCO, Industrial Growth Centre, Samba, J&K, for M/s Rock & storm Distilleries Pvt. Limited                                  | Blue Eyes Green apple Flavoured Vodka  | Premium              | 65.6         | 1864                                 | 1890  | 1916  | 0    | 0    | 4178                                       | 4205  | 4144  | 0    | 0    | 675                                       | 340   | 170   | 0    | 0    | 0.48   | 0.85  | 3.46  | 0    | 0    |
|                           |   | Royal Ace Rare Blended Whisky  | Premium              | 75           | 1650                                 | 1660  | 1680  | 0    | 0    | 4207                                       | 4217  | 4139  | 0    | 0    | 680                                       | 340   | 170   | 0    | 0    | 1.42   | 0.01  | 3.62  | 0    | 0    |
| 4                         | Trikuta Bottlers, IGC, SIDCO, Industrial Growth Centre, Samba, J&K, for M/s Good Barrel Distillery Pvt. Limited, Regd. Office, Mumbai, Maharashtra. | Rock Paper Rum Classic Dark  | Premium              | 75           | 2065                                 | 0     | 2185  | 0    | 0    | 4642                                       | 0     | 4669  | 0    | 0    | 740                                       | 0     | 185   | 0    | 0    | 0.52   | 0     | 0.07  | 0    | 0    |
|                           |   | Rock Paper Rum Roast Coffee  | Deluxe/ Super Deluxe | 75           | 3120                                 | 0     | 3175  | 0    | 0    | 5856                                       | 0     | 5811  | 0    | 0    | 910                                       | 0     | 225   | 0    | 0    | 0.56   | 0     | 0.10  | 0    | 0    |
|                           |   | Rock Paper Rum Tropical Coconut  | Deluxe/ Super Deluxe | 75           | 3120                                 | 0     | 3175  | 0    | 0    | 5856                                       | 0     | 5811  | 0    | 0    | 910                                       | 0     | 225   | 0    | 0    | 0.56   | 0     | 0.10  | 0    | 0    |
|                           |   | Rock Paper Rum Zesty Lemon   | Deluxe/ Super Deluxe | 75           | 3120                                 | 0     | 3175  | 0    | 0    | 5856                                       | 0     | 5811  | 0    | 0    | 910                                       | 0     | 225   | 0    | 0    | 0.56   | 0     | 0.10  | 0    | 0    |

*(Handwritten signatures and initials)*