

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

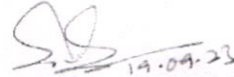
Subject: Fixation of Maximum Retail Price of Imported Premium & Deluxe/Super Deluxe and Locally Manufactured Economy IMFL Brands for sale in Civil Market for the year 2023-24.

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/2078-84 Dated: 18-09-2023.

ORDER No.: 263- EC OF 2023

DATED: 19-09-2023

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 Imported Premium & Deluxe/Super Deluxe and Locally Manufactured Economy IMFL Brands for sale in Civil Market as per Annexure- "A-38 and A-39"** 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) JKAS
Excise Commissioner, J&K

Encl: Annexure- "A-38 and A-39"

No. EC/Exc/MP/2023-24/4625-44

Dated: 19-09-2023

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 Udampur-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. 263 - EC OF 2023 DATED : 19-09-2023

ANNEXURE - "A-38"

MRP OF IMPORTED PREMIUM & DELUXE/SUPER DELUXE BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 02					Ex-Manufacturer Price Per case + duties/expenses of Exporting States/Uts (ie for JKEL-1A)			Ex-JKEL-1A 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	Brand Name	Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Blended & Bottled by M/s Bacardi India Pvt. Limited, at M/s Moonak Distillers & Bottlers Pvt. Limited, Jakhai Road, Moonak, District Sangrur, Punjab-148033	Bacardi Carta Blanca Superior White Rum	Deluxe/Super Deluxe	75	3657.94	3620.94	3841.58	6439	6402	6511	6977	6938	7044	1065	530	270	1.42	0.94	2.63
		Black By Bacardi Classic Original Premium Crafted Rum	Premium	75	1802.23	1843.23	2056.78	4448	4489	4597	4887	4930	5034	775	390	200	4.02	1.50	2.98

Aug 2023 *By* *(S) A/S* *(D)*

ORDER NO. 263 OF 2023 DATED : 19-09-2023

ANNEXURE - "A-39"

MRP OF LOCALLY MANUFACTURED ECONOMY IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 01					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 Glare Distilleries, 34-4G, IID Centre, Industrial Area, , Govindsar, Kathua, J&K.	Royal Man Malted Whisky	Economy	75	905	965	1000	3231	3294	3240	540	275	135	0.86	1.02	0.77