

**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 Imported Deluxe/Super Deluxe IMFL, Locally Manufactured Premium IMFL, Imported Beer and (BIO) Wine 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/838-44 Dated: 08.07.2024

**ORDER No.:** 319- EC of 2024  
**DATED:** 11 - 07-2024

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 **Imported Deluxe/Super Deluxe IMFL, Locally Manufactured Premium IMFL, Imported Beer and (BIO) Wine Brands** for sale in civil market as per **Annexure-"A-12", "A-13", "A-14", "A-15"** respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.

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

Encl: Annexure--"A-12", "A-13", "A-14", "A-15"

No.: EC/Exc/MRP/2024-25/ 2004-23

Dated: 11 -07-2024

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 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](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. 319 - EC OF 2024 DATED : 11-07-2024

ANNEXURE - "A-12"

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

TOTAL NUMBER OF BRANDS 02					Ex-Distillery Price (2024-25) + Duties/Fees of Exporting States/UTs			Ex-JKEL-1A 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	Brand Name	Category/Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	Spirit of Victory 1999 Pure Malt Whisky (750mlX6)	Deluxe/Super Deluxe	75	13077.78	0	0	14480	0	0	15324	0	0	4385	0	0	4.68	0	0
2	Distilled & Matured in Scotland. Imported & Bottled in India by Pernod Ricard India Pvt. Ltd., 126, Kadwa Mahalungi, Taluka Dindori, District Nashik, Maharashtra-422202	Ballantine's Finest Blended Scotch Whisky	Deluxe/Super Deluxe	75	8378	8590	8726.40	11183	11395	11419	11982	12205	12221	1770	900	450	2.92	0.85	0.75

*(Handwritten signatures and initials in blue ink)*

ORDER NO. 319 OF 2024 DATED : 11-07-2024

ANNEXURE - "A-13"

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

TOTAL NUMBER OF BRANDS 03					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 Dogra Distilleries, Village Gangyal, District Jammu, J&K, For M/s Vedant Bottlers Pvt. Limited, 511, Jodhapur Park, Kolkata-700068	Vedant Password Premium Whisky	75	Premium	2245	2305	2260	4831	4894	4748	770	390	190	4.06	2.62	2.32
		Vedant Jhony Royal Premium Whisky	75	Premium	1835	1900	1880	4401	4469	4349	710	360	175	4.26	2.37	1.27
		Kraze Original Vodka	75	Premium	2245	2305	2260	4831	4894	4748	770	390	190	4.06	2.62	2.32



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ANNEXURE-"A-14"

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

TOTAL NUMBER OF BRANDS 02					EDP/EBP + Duties/expenses of Exporting States/Uts (For Type-A)			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 %VV	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml
1	M/s United Breweries Limited, Village Joniawas Dharuhera District Rewari, Haryana And M/s Adie Broswon Breweries (A unit of AB Grain Spirits Pvt. Limited) Village Kiri Afgana, Tehsil Batala District Gurdaspur, Punjab.	Kingfisher Ultra Max Premium Strong Beer	Glass	8	634.80	0	837.90	1259	0	1472	1439	0	1664	230	0	130	3.97	0	1.05
			Tin	8	0	1162.00	0	0	2122	0	0	2408	0	0	190	0	0	2.54	0
		Kingfisher Ultra Lager Beer	Glass	5	627.80	0	687.92	1252	0	1322	1431	0	1506	225	0	120	0.09	0	2.11
			Tin	5		1031.00			1991			2271			180			0	2.13

*(Handwritten signatures and initials)*

ORDER NO. 319 OF 2024 DATED : 11-07-2024  
ANNEXURE - "A-15"

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

TOTAL NUMBER OF BRANDS 01																			
Sr.No.	Distillery/Bottling Plant/Importer	Brand Name	Strength in % Abv.	Segment/Cat egory	Ex-Manufacturer Price (EDP) Per Case+ Duties/Fees of Exporting States/Uts			Ex-JKEL-1B Price Per Case in Rupees			Ex-Wholesale(JKEL-1) Price Per Case in Rupees			MRP/Unit (2024-25) Inclusive of all Taxes			Differential Amount, on account of rounding-off /fixation of MRP, Recoverable as rounding.		
					750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml	750ml	375ml	187ml
1	Manufactured & Bottled By M/s Lotte Chilsung Beverage Co. Limited, Lotte Castle Gold 5F, 7-18 Sincheon-Dong, Songpa-Gu, Seoul, Republic of Korea, Imported By Hingpu Overseas, 906, ILD Trade Centre, Sohna Road, Sector-47, Gurugram, Haryana, Dtributor in J&K M/s Glare Glass Traders (110/JKEL-1)	Chum Churum Saero	16	Deluxe/ Super Deluxe	0.00	3200	0	0	4063	0	0	4378	0	0	305	0	0	4.91	0

\* As per Clause 2.2.3 of Excise Policy 2024-25 (S.O.85) dated 01.02.2024, JKEL-1 Licensee shall be allowed to import 100 Cases of BIO brands ie Whisky/Rum/ Brandy/Wine Vodka/Gin, subject to payment of Duties/Fees as applicable to JKEL-1A License with additional payment of Rs.10000/-