

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 Imported (BIO), Deluxe/Super Deluxe 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/1010-16 dated 03.08.2024

ORDER No.: 358- EC of 2024
DATED: 05 - 08-2024

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 (BIO), Deluxe/Super Deluxe Brands** for sale in civil market as per **Annexure-"A-16" & "A-17"** 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-16" & "A-17"

No.: EC/Exc/MRP/2024-25/ 2807-25


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

Dated: 05-08-2024

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
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. 358 -EC OF 2024 DATED : 05/08/2024
ANNEXURE -"A-16"

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

TOTAL NUMBER OF BRANDS 03				EDPs + 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	500ml	750ml	700ml	500ml	750ml	700ml	500ml	750ml	700ml	500ml	750ml	700ml	500ml
1	Blended & Bottled in Scotland by M/s Chivas Brothers, Kilmalid, Dumbarton, G82 2SS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Thane, Maharashtra	Chivas Regal Aged 18 Years Blended Scotch Whisky Gold Signature (750mlX6)	40.0	31850.00	0	0	33185	0	0	34964	0	0	7765	0	0	2.52	0	0
2	Distilled, Matured and Bottled in Scotland by The Glenlivet Distillery, Banffshire, AB37 9DB. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Thane, Maharashtra.	The Glenlivet 18 YO Single Malt Scotch Whisky (700mlX6)	40.0	0	39410.00	0	0	40656	0	0	42801	0	0	9485	0	0	3.08	0
3	Distilled and Bottled in Germany by Black Forest Distillers -72290 Lossburg, Germany. Imported by M/s Pernod Ricard India Pvt. Ltd. Address Veritas Logistics Pvt. Limited, Thane, Maharashtra	Monkey 47 Schwarzwald Dry Gin (500mlX6)	47.0	0	0	17000	0	0	18001	0	0	18981	0	0	4225	0	0	2.24

[Handwritten signatures and initials in blue ink]

ORDER NO. 358 - EC OF 2024 DATED : 05/08/2024

ANNEXURE - "A-17"

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

TOTAL NUMBER OF BRANDS 01					Ex-Distillery Price (2024-25) + Duties/Fees of Exporting States/Uts			Ex-JKEI -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	60ml	750ml	375ml	60mlX75	750ml	375ml	60mlX75	750ml	375ml	60mlX75	750ml	375ml	60mlX75
1	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	Rampur Double Cask Indian Single Malt Whisky (60mlX75)	Deluxe/Super Deluxe	75	0	0	23342	0	0	24745	0	0	26102	0	0	595	0	0	3.15