

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 Locally manufactured Premium & Deluxe/Super Deluxe IMFL 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/1293-99 dated 14.09.2024.

ORDER No.: 394 - EC of 2024
DATE D: 24 - 09-2024

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 Premium & Deluxe/Super Deluxe IMFL brands** for sale in civil market as per **Annexure-"A-18"** 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-18"

No.: EC/Exc/MRP/2024-25/ 3683 -3702

(Subash C. Chhibber), JKAS
Excise Commissioner, J&K

Dated: 24 -09-2024

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
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. 394 OF 2024 DATED : 24/9/24
ANNEXURE - "A-18"

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

TOTAL NUMBER OF BRANDS 02					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 New India Distilleries, Nai Basti Sujwan, Samba, J&K for M/s Manas Agro Industries & Infrastructure Ltd., Distt. Nagpur, Maharashtra	Kaptaan XXX Rum	75	Premium	1458	1485	1620	4005	4033	4076	655	330	165	4.70	2.89	0.84
2	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu, J&K	Gin Galala hu Indian Craft Gin (750mlX6) Per case	75	Deluxe/Super Deluxe	10426	0	0	12206	0	0	3510	0	0	2.72	0	0

[Handwritten signatures and initials in blue ink]