

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, Locally Manufactured IMFL and Imported 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/1661-67 dated 30.10.2024

ORDER No.: 427- EC of 2024
DATED: 05 - 11-2024

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, Locally manufactured IMFL and Imported Wine brands** for sale in civil market as per **Annexure-"A-19, A-20, A-21"** 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-19", "A-20", "A-21"

No.: EC/Exc/MRP/2024-25/4253-76

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

Dated: 05 -11-2024

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. 427 EC OF 2024 DATED : 05/11/24
ANNEXURE -"A-19"

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

TOTAL NUMBER OF BRANDS 05				Ex-Manufacturer Price/Importer + 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	375ml	750ml	700ml	375ml	750ml	700ml	375ml	750ml	700ml	375ml	750ml	700ml	375ml
1	Manufactured & Bottled by M/s William Grant & Sons Limited, Glenfiddich Distilley, Dufftown, Keith, Scotland, AB55 4DH. Imported by M/s William Grant & Sons India Pvt.Ltd., C/o Veritas Logistics Pvt. Ltd.,Khasra No.25/8 (4-06), 25/9 (4-16), 25/10 (4-16), Main Rohtak-Delhi Road, Near Metro Pillar No.675, Tikri Kalan, New Delhi, India.	Glenfiddich 12YO Single Malt Scotch Whisky	40	0	37437.00	0	0	39929	0	0	42150	0	0	4705	0	0	2.80	0
2		Glenfiddich 15YO Single Malt Scotch Whisky	40	0	57355.00	0	0	59848	0	0	63064	0	0	7005	0	0	2.26	0
3		Monkey Shoulder The Original Blended Malt Scotch Whisky (700mlX6)	40	0	15147.00	0	0	16393	0	0	17325	0	0	3880	0	0	2.80	0
4		Grant's Triple Wood Blended Scotch Whisky	43	11465.00	0	0	14279	0	0	15233	0	0	1750	0	0	3.97	0	0
5		Hendrick's Gin (700mlX6)	41.4	0	13458	0	0	14734	0	0	15583	0	0	3495	0	0	1.04	0

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ORDER NO. 427 OF 2024 DATED : 05/11/24
ANNEXURE - "A-20"

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

TOTAL NUMBER OF BRANDS 14					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 Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu, J&K	Devans Gian Chand Indian Single Malt Whisky Adambaraa (750mlX6)	75	Deluxe/Super Deluxe	30000	0	0	32759	0	0	9265	0	0	2.88	0	0
2		Devans Gian Chand Indian Single Malt Whisky Manshaa (750mlX6)	75	Deluxe/Super Deluxe	30000	0	0	32759	0	0	9265	0	0	2.88	0	0
3	M/s Srhgam Bottlers, Plot No.10, Phase-II, IGC, SIDCO, District Samba, J&K	HRD No.1 Whisky	75	Medium	1105	1201	1272	3571	3672	3650	590	305	150	0.46	3.16	0.75
4		HRD No.1 Rum	75	Medium	1105	1201	1272	3571	3672	3650	590	305	150	0.46	3.16	0.75
5	M/s Rockland Distilleries Pvt. Limited, Bari Brahmna, District Samba, J&K.	Royal Choice XXX Rum	75	Low Cost	675	761	800	2907	2998	2951	500	255	125	3.42	0.34	0.20
6	M/s Khoday Industries Pvt. Limited, Bari Brahmna, District Samba, J&K (A Unit of Khoday India Limited)	Red Knight Malt Whisky	75	Premium	2305	2340	2428	4831	4868	4864	770	390	195	4.06	4.44	3.26
7		Hercules XXX Rum	75	Premium	1320	1320	1350	3797	3797	3732	625	315	155	3.82	4.41	2.88
8	M/s Babji Enterprises, Samba, for M/s Empire Alcobrev Pvt. Limited, Village Jaula Khurd, Tehsil Derabassi, District S.A.S. Nagar (Mohali), Punjab.	Old Habbit Vodka	75	Medium	1100	1100	1135	3629	3629	3567	600	300	150	2.34	1.17	3.64
9	M/s Trikuta Bottlers, Phase-1, IGC, SIDCO, Distt. Samba, for M/s Rock and Storm Bottlers Pvt. Limited, Plot No.214, Industrial Area, Phase-1, Chandigarh-160002	Sherry Platinum Premium Blended Whisky	75	Premium	2270	2205	2320	4858	4789	4811	770	385	190	0.28	4.97	0.10
10		Royal General Gold Reserve Whisky	75	Premium	1930	1999	2025	4501	4573	4501	720	365	180	0.26	0.09	0.95
11		Old Chief Deluxe XXX Rum	75	Premium	1285	1320	1370	3823	3860	3814	625	315	155	0.18	0	0.01
12		Kiev Triple Distilled Ultra Smooth Pure Grain Vodka	75	Premium	2405	2475	2455	4999	5073	4953	790	400	195	0.54	0.09	0.13

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13	M/s New India Distilleries, Nai Basti Sujwan, Samba, J&K for M/s Manas Agro Industries & Infrastructure Ltd., Distt. Nagpur, Maharashtra	Kaptaan Blended Whisky	75	Premium	1944	1998	2052	4515	4572	4530	725	365	185	3.30	0.16	4.95
14	M/s New India Distilleries, Nai Basti Sujwan, Samba, J&K	Gold Band Gin	65	Low Cost	645	735	795	2635	2729	2714	460	240	120	1.50	4.17	3.51

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ORDER NO. 427 - EC OF 2024 DATED: 05/11/24

ANNEXURE - "A-21"

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

TOTAL NUMBER OF BRANDS 04				EWPs + Duties/Fees of Exporting States/Uts			Ex-JKEL-1W Price per case (Landing Cost to JKEL-1)			Ex-Wholesale Price JKEL-1			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	Alcohol % V/V	500ml X24	375mlX24	330mlX24	500ml X24	375mlX24	330ml X24	500mlX24	375ml X24	330ml X24	500ml X24	375mlX24	330ml X24	500mlX24	375ml X24	330mlX24
1	Manufactured by M/s Indospirit Beverages Pvt. Limited, L-22, Cuncolim IDC, Goa-403703	BRO CODE EL CLASSICO	15.0	0	2331.88	0	0	3367	0	0	3670	0	0	215	0	0	2.01	0
2		BROSE VIBE BRUT ROSE	10	0	0	1790	0	0	2701	0	0	2955	0	0	175	0	0	2.67
3		BRO CODE KRAFT SEKT	15	0	1823	0	0	2858	0	0	3136	0	0	185	0	0	1.38	0
4		BIG BRO FURY	10	1992	0	0	3372	0	0	3721	0	0	220	0	0	0.49	0	0