

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 IMFL and Imported (BIO) 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/2371-77 Dated: 29-01-2025.

ORDER No.: 44 - EC of 2025
DATED: 31 - 01-2025

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 IMFL and Imported (BIO)** brands for sale in civil Market as per Annexure-"A-26" & "A-27" respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.

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

Encls: Annexure-"A-26" & "A-27"

No.: EC/Exc/MRP/2024-25/ 5920-38

Dated: 31 -01-2025

Copy to the:

1. Deputy Excise Commissioner (Executive), Kashmir.
2. Deputy Excise Commissioner (Accounts), Jammu.
3. Deputy Excise Commissioner (Executive), Jammu.
4. Deputy Excise Commissioner (Distilleries), Jammu.
5. Private Secretary to the Principal Secretary, Finance Department, J&K, Civil Secretariat for the kind information of the Principal Secretary.
6. 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.
7. Sr. Programmer, I/c website www.jkexcise.nic.in
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s.....
9. All wholesalers namely, JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W, M/s.....
10. All Manufacturers namely JKEL-6, B-1, D-2, M/s.....
11. Order file/concerned file.

ORDER NO. 44 OF 2025 DATED : 31-01-2025

ANNEXURE - "A-26"

MRP OF LOCALLY MANUFACTURED IMFL -ECONOMY, MEDIUM & 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 Babji Enterprises, Samba, for M/s Beewin Beverages, Regd. Office at Shahabad Mohammadpur, Near T-3 I.G.I Airport, New Delhi,-110061	Sniffer High Blended Finest Malt Whisky	75	Premium	1740	1740	1800	4301	4301	4265	695	350	175	3.26	4.13	4.21
		Royal Drikke Blended Premium Malt Whisky	75	Economy	810	810	830	3241	3241	3167	545	275	135	1.66	3.33	2.64
		The Temperature High Blended Premium Malt Whisky	75	Medium	1110	1110	1190	3640	3640	3625	600	300	150	0.80	0.40	1.61

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ORDER NO. 44 -EC OF 2025 DATED: 31-01-2025
ANNEXURE -"A-27"

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

TOTAL NUMBER OF BRANDS 08				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	750mlX12	700mlX12	200mlX24	750mlX12	700mlX12	200mlX24	750mlX12	700mlX12	200mlX24	750ml	700ml	50ml	750ml	700ml	50ml
1	Blended & bottled by QSI, Bellshill, ML4 3AN(UK), Imported by Cartel Bros LLP, Sani Arma 3 rd Floor, Raut Lane, Juhu Vile Parle West Mumbai, MH-400049	The Glenwalk Blended Scotch Whisky	40.0	0	10430	0	0	12922	0	0	13792	0	0	1585	0	0	2.18	0
2	Blended & bottled by: Stream Retail Ltd., Lynden Lane, Stonegate, Sussex, TN5 7EF. Imported by Mehra Wines and Private Ltd., Plot No.365, Industrial Area, Phase-1, Chandigarh-160002	Thunder Toffee Vodka	29.9	0	19760	0	0	21808	0	0	23122	0	0	2610	0	0	0.88	0
3	Blended & bottled by: Cambridge Distillery Ltd. 20-22 High Street, Grantchester, Cambridge, CB3 9NF. Imported by Mehra Wines and Private Ltd., Plot No.365, Industrial Area, Phase-1, Chandigarh-160002	Cambridge Dry Gin	42.0	0	28510	0	0	31092	0	0	32871	0	0	3685	0	0	3.49	0
4	Blended & bottled by: DCM N.V., Via F. Sacchetti 20, Sesto San Giovanni, Milan, Italy. Imported by Campari India Pvt. Ltd., Upper Ground & First Floor, Shop No. SG-1 & SF-1, DT, Greater Kailash-II, New Delhi-110048	Aperol (700mlX6)	15.0	0	6420	0	0	7114	0	0	7582	0	0	1735	0	0	1.26	0
5	Blended & bottled by: DCM N.V., Via F. Sacchetti 20, Sesto San Giovanni, Milan, Italy. Imported by Campari India Pvt. Ltd., Upper Ground & First Floor, Shop No. SG-1 & SF-1, DT, Greater Kailash-II, New Delhi-110048	Campari	25.0	17189	0	0	19151	0	0	20349	0	0	2310	0	0	1.21	0	0
6	Blended & bottled by: Glen Grant Company Limited, Elgin Road, Rothes, AB 38 7BS, Moray, Scotland. Imported by: Campari India Pvt. Ltd., Upper Ground & First Floor, Shop No. SG-1 & SF-1, DT, Greater Kailash-II, New Delhi-110048	The Glen Grant Single Malt Whisky 10-Year-Old (750mlX6)	43.0	13150	0	0	14557	0	0	15405	0	0	3460	0	0	0.50	0	0
7	Blended & bottled by: Bulldog Gin Company, Elgin Road, Rothes, Aberlour, Moray AB 38 7BS, Scotland by G&J Distillers, Clayton Road, Warrington, WA36PH, UK. Imported by: Campari India Pvt. Ltd., Upper Ground & First Floor, Shop No. SG-1 & SF-1, DT, Greater Kailash-II, New Delhi-110048	Bull Dog London Dry Gin (750mlX6)	40.0	8260	0	0	9595	0	0	10195	0	0	2315	0	0	1.7	0	0
8	Blended & bottled by: DCM N.V., Via F. Sacchetti 20, Sesto San Giovanni, Milan, Italy. Imported by Campari India Pvt. Ltd., Upper Ground & First Floor, Shop No. SG-1 & SF-1, DT, Greater Kailash-II, New Delhi-110048	Skyy Vodka	40.0	10890	0	0	13560	0	0	14478	0	0	1665	0	0	2.02	0	0

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