

**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](mailto:excise.commr@jk.gov.in)

\*\*\*

**Subject:** Fixation of Maximum Retail Price of Locally Manufactured Premium & Deluxe/Super Deluxe IMFL and Imported Beer 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/1930-33 Dated: 06.12.2024

**ORDER No.: 470 - EC of 2024**  
**DATED: 09 - 12-2024**

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 and Imported Beer Brands** for sale in civil market as per **Annexure-"A-22" & "A-23"** 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-22" & "A-23"

No.: EC/Exc/MRP/2024-25/ 4887-4920

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

Dated: 09 -12-2024

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](http://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. 470 OF 2024 DATED : 09/12/24

ANNEXURE - "A-22"

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

TOTAL NUMBER OF BRANDS 01					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	Gin Galala hu Indian Craft Dry 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.*

ORDER NO. 470 EC OF 2024 DATED : 09/12/24  
ANNEXURE-"A-23"

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

TOTAL NUMBER OF BRANDS 01					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, Ludhiana, Punjab And M/s Adie Broswon Breweries (A unit of AB Grain Spirits Pvt. Limited) Village Kiri Afgana, Tehsil Batala District Gurdaspur, Punjab.	Kingfisher Strong Superior Malt Beer	Glass	8	455.60	0	0.00	1079.6	0	0	1251	0		200	0	0	0.29	0	0
			Tin	8	0	717.00	0	0	1677	0	0	1941	0	0	0	155	0	0	0.23

*Volans* .. 