

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 Deluxe/Super Deluxe 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/2008-13 Dated: 14-12-2024.

ORDER No.: 481- EC of 2024
DATED: 16 - 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 Deluxe/Super Deluxe IMFL and Imported(BIO) Brands** for sale in civil Market as per Annexure-"A-24" & "A-25" 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-24" & "A-25"

No.: EC/Exc/MRP/2024-25/ 5042-61

Dated: 16 -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
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. 481 OF 2024 DATED : 16-12-2024

ANNEXURE - "A-24"

MRP OF LOCALLY MANUFACTURED IMFL -DELUXE/SUPER DELUXE 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	60mlX75	750ml	375ml	60mlX75	750ml	375ml	60mlX75	750ml	375ml	60mlX75
1	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu, J&K	Devans Gian Chand Indian Single Malt Whisky Adambaraa	75	Deluxe/Super Deluxe	0	0	30000	0	0	32759	0	0	745	0	0	4.04
2		Devans Gian Chand Indian Single Malt Whisky Manshaa	75	Deluxe/Super Deluxe	0	0	30000	0	0	32759	0	0	745	0	0	4.04
3		Devans Gian Chand Indian Single Malt Whisky	75	Deluxe/Super Deluxe	0	0	13800	0	0	15749	0	0	360	0	0	0.06

(Handwritten signatures and initials in blue ink)

ORDER NO. 481 -EC OF 2024 DATED : 16-12-2024
ANNEXURE -"A-25"

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

TOTAL NUMBER OF BRANDS 01				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	375mlX12	50mlX120	750mlX12	375mlX12	50mlX120	750mlX12	375mlX12	50mlX120	750ml	375ml	50ml	750ml	375ml	50ml
1	Produced by M/s Mast-Jagermeister SE, Germany. Imported by M/s Aspri Spirits Pvt. Ltd., C/o Dionysus Supply Chain Pvt. Ltd., Farukh Nagar, Village Khentawas, Wazirpur, Farukh Nagar Road, District Gurgaon-122506, Hayana.	Jagermeister Herbal Liqueur	35.0	22909.00	12505	25163	25345	13723	26787	26852	14529	28286	3025	1635	320	0.88	1.61	4.16

(Handwritten signatures in blue ink)