



GOVERNMENT OF JAMMU & KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K
EXCISE & TAXATION COMPLEX, RAILHEAD JAMMU
Tel 0191-2477977 & E-mail. excise commr@jk.gov.in


Subject: Fixation of Maximum Retail Price of Imported Deluxe/ Super Deluxe/ Premium and Low Cost & Economy IMFL Brands and for sale in civil market for the year 2023-24.

Reference: 1. Notification S.O. 172 Dated: 28-03-2023.
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 Dated: 30-05-2022 bearing No. DECDJ/488-93 Dated: 26-04-2023.

ORDER No.: 56 - EC OF 2023

DATED: 26 -04- 2023

In exercise of the powers conferred under Rule 38, sub rule 31 clause (b) sub clause (iv) of the J&K Liquor License and Sale Rules, 1984, read with S.O. 172 Dated: 28-03-2023 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 Deluxe/ Super Deluxe/ Premium and Low Cost & Economy IMFL Brands for Sale in Civil Market as per Annexure- "A-9" & "A-10"** respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate


(Pankaj Kumar Sharma), JKAS
Excise Commissioner
Jammu & Kashmir

Encl Annexure- "A-9" & "A-10"

No EC/Exc/MRP/2023-24/ 925-44

Dated 26 -04-2023

Copy to the

- 1 Administrative Secretary, Finance Department, J&K Civil Secretariat, Jammu
- 2 Deputy Excise Commissioner (Executive), Jammu/Kashmir.
- 3 Deputy Excise Commissioner (Distilleries), Jammu.
- 4 Deputy Excise Commissioner (Accounts), Jammu.
- 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. 56 - EC OF 2023 DATED: 26-04-2023

ANNEXURE - "A-9"

MRP OF IMPORTED DELUXE/SUPER DELUXE & PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 06				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2023-24 (Inclusive of all Taxes)			Differential Amount, on account of rounding-off/Fixation of MRP, Recoverable as rounding Fee			
Sr No	Distillery/Bottling Plant	Brand Name	Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	Jaisalmer Indian Craft Gin (750mlX6)	Deluxe/ Super Deluxe	75	11543	0	0	12228	0	0	3515	0	0	4.36	0	0
		Rampur Double Cask Indian Single Malt Whisky (750mlX6)	Deluxe/ Super Deluxe	75	24720	0	0	26064	0	0	7385	0	0	0.28	0	0
		Royal Ranthambore Heritage Collection Royal Crafted Reserve Whisky	Deluxe/ Super Deluxe	75	11854	11868	11762	12662	12678	12557	1860	935	465	0.52	4.14	4.67
		Magic Moments Remix Premium Green Apple Flavoured Vodka	Premium	65.6	4714	4781	4630	5165	5236	5069	810	410	200	0.10	0.08	1.75
		Magic Moments Remix Chocolate Flavoured Vodka	Premium	65.6	4714	4781	4630	5165	5236	5069	810	410	200	0.10	0.08	1.75
		Magic Moments Remix Lemongrass & Ginger Flavoured Vodka	Premium	65.6	4714	4781	4630	5165	5236	5069	810	410	200	0.10	0.08	1.75

Premium

[Handwritten signatures and initials]

ORDER NO. 566 OF 2023 DATED: 26-04-2023
ANNEXURE - "A-10"

MRP OF LOW COST & ECONOMY IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 02				Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL-1) Price/Case In Rupees			MRP/Unit (2023-24) Inclusive of all Taxes			Differential Amount, on account of rounding-off/fixation of MRP, Recoverable as rounding Fee			
Sr. No.	Distillery/Bottling Plant	Brand Name	Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Madeira Bottlers, Phase-II, SIDCO Industrial Complex, Bari Brahmana, Distt. Samba, J&K.	Madeira Orange Flavoured Premix Gin	Low Cost	65	675	728	800	2612	2667	2667	455	235	115	2.52	4.91	0.82
2	M/s Glare Distilleries, Industrial Area, IID Centre, Distt. Kathua, J&K.	Under World XXX Rum glare quality	Economy	75	905	911	1000	3231	3237	3240	540	270	135	0.86	0.01	0.77