

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 IMFL 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/2448-50 Dated: 10-02-2025.

ORDER No.: 60 - EC of 2024
DATED: 11 - 02-2025

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 IMFL** brands for sale in civil Market as per Annexure-"A-28" & "A-29" 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-28" & "A-29"

No.: EC/Exc/MRP/2024-25/ 6180-99

Dated: 11 -02-2025

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. 60 OF 2025 DATED : 11-02-2025

ANNEXURE - "A-28"

MRP OF LOCALLY MANUFACTURED IMFL -PREMIUM BRAND 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 Oakland Bottlers Pvt. Limited, IGC, SIDCO, Samba, for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.	1965 Spirit of Victory Reserve Premium XXX Rum	75	Premium	1646	1650	1640	4202	4207	4097	680	340	165	2.12	0.71	0.09

(Handwritten signatures in blue ink)

ORDER NO. 60 - EC OF 2025 DATED : 11-02-2025

ANNEXURE - "A-29"

MRP OF IMPORTED DELUXE/SUPER DELUXE BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01					Ex-Distillery Price (2024-25) + Duties/Fees of Exporting States/Uts			Ex-JKEL-1A 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	Brand Name	Category/Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Bacardi India Pvt. Ltd., At M/s Moonak Distillers & Bottlers Pvt. Limited, Jakhal Road, Moonak, District Sangrur, Punjab-148033	Bacardi Mango Chilli Classic Original Mango Chilli Rum	Deluxe/Super Deluxe	75	4425.32	4425.32	4609.32	6979	6979	7061	7568	7568	7644	1150	575	290	0.88	0.44	0.96

(Handwritten signatures and initials in blue ink)