

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 RTD (Ready to Drink)/ Beer / Bio Beer and Local Premium IMFL Brands 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/496-501 Dated: 27-04-2023.

ORDER No.: 63 - EC OF 2023

DATED: 29 -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 RTD (Ready to Drink)/ Beer / Bio Beer and Local Premium IMFL Brands** for Sale in Civil Market as per Annexure- "A-11", "A-2", "A-13" & "A-14" 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-11", "A-12", "A-13" & "A-14"

No.: EC/Exc/MRP/2023-24/ 1014-1034

Dated: 29 -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 Udampur-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. 63 EC OF 2023 DATED : 29-04-2023

ANNEXURE -"A-11"

MRP OF IMPORTED RTD (READY TO DRINK) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 03				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/Importer	Brand Name	Degree Proof	330ml	330ml	330ml	330ml
1	M/s Radico Khaitan Limited, Lessee at M/s Woodpecker Distilleries & Breweries Pvt. Ltd., Plot No. 96, 97, 100, Hassan, Karnataka -573201	Magic Moments Vodka Cocktail Cosmopolitan	8.4	1814	2008	120	0.48
		Magic Moments Vodka Cocktail Cola	8.4	1814	2008	120	0.48
		Magic Moments Vodka Cocktail Mojito	8.4	1814	2008	120	0.48

[Handwritten signature]

ORDER NO. 63 EC OF 2023 DATED : 29-04-2023
ANNEXURE-"A-12"

MRP OF IMPORTED BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1A Price Per Case				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2023-24) 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	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	Carlsberg India Pvt. Limited, Poonta Sahib, Distt. Sirmour, Himachal Pradesh.	Carlsberg Smooth Chill Premium Lager Standard Beer	Glass	5	1279	0	0	0	1444	0	0	0	225	0	0	0	0.09	0	0	0
			Tin	5	0	2117	0	0	0	2378	0	0	0	185	0	0	0	1.04	0	0

[Handwritten signatures and initials in blue ink]