

**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**

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**Subject:** Fixation of Maximum Retail Price of Imported Wine / Local Beer and 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/536-41 Dated: 01-05-2023.

**ORDER No.: 70 - EC OF 2023**

**DATED: 01 -05- 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 Wine / Local Beer and Premium IMFL Brands for Sale in Civil Market as per Annexure- "A-15", "A-16" & "A-17"** 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-15", "A-16" & "A-17"

No.: EC/Exc/MRP/2023-24/1100-19

Dated: 01 -05-2023

Copy to the:

1. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
2. Deputy Excise Commissioner (Distilleries), Jammu.
3. Deputy Excise Commissioner (Accounts), Jammu.
4. Private Secretary to the Administrative Secretary, Finance Department, J&K Civil Secretariat, 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](http://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.: 70 - EC OF 2023 DATED: 01-05-2023

ANNEXURE -"A-15"

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

TOTAL NUMBER OF BRANDS 05				Ex-JKEL-1W Price per case (Landing Cost to JKEL-1)		Ex-Wholesale Price JKEL-1		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	Alcohol % V/V	750ml	375ml	750ml	375ml	750ml	375ml	750ml	375ml
1	M/s Sula Vineyards Limited (Unit-II), Gat No.90, Jaulke (Wani), Taluka Dindori, District Nashik-422209, Maharashtra, India	Sula Brut Sparkling White Wine	12.5	12006	13248	12723	14027	1425	785	4.84	3.20
		Sula Vineyards Dindori Reserve Shiraz	14.0	10341	11418	10975	12106	1230	680	2.12	3.85
		Sula Vineyards Chenin Blanc	12.0	6987	7728	7453	8231	845	465	4.54	1.98
		Sula Vineyards Shiraz Cabernet	13.5	8172	9084	8698	9655	980	545	2.59	3.66
		Madera Nashik Valley Red Wine	12.0	5325	0	5708	0	650	0	1.49	0

*[Handwritten signatures and initials in blue ink]*

ORDER NO. 70 EC OF 2023 DATED : 01-05-2023  
ANNEXURE-"A-16"

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

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price Per Case (EBP)				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 %VVV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	M/s New India Breweries, Sujwan, Nai Basti, Tehsil & District Samba, J&K.	Falcon 10000 Super Strong Beer	Glass	8	535	0	0	0	1007	0	0	0	165	0	0	0	1.27	0	0	0
			Tin	8	0	870	0	0	0	1599	0	0	0	0	130	0	0	0	0.57	0

*(Handwritten signatures and initials in blue ink)*