

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) / Deluxe/ Super Deluxe (BIO) Brand 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/605-11 Dated: 06-05-2023.

ORDER No.: 79 - EC OF 2023

DATED: 06 -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 RTD (Ready to Drink) / Deluxe/ Super Deluxe (BIO) Brand Brands for Sale in Civil Market as per Annexure- "A-18", "A-19" & "A-20"** respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.


06.05.23

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

Encl.: Annexure- "A-18", "A-19" & "A-20"

No.: EC/Exc/MRP/2023-24/1324-45

Dated: 06 -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 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. 79 EC OF 2023 DATED : 06-05-2023
ANNEXURE -"A-18"

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

TOTAL NUMBER OF BRANDS 07				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 % v/v	275ml	275ml	275ml	275ml
1	M/s Bacardi India Pvt. Limited, at M/s India Glycols Limited, Kashipur, U.S.Nagar, Uttrakhand- 244713	Breezer Ultra Deluxe Zesty Orange	4.8	1516	1677	100	0.20
		Breezer Ultra Deluxe Tangy Cranberry	4.8	1516	1677	100	0.20
		Breezer Ultra Deluxe Exotic Jamaican Passion	4.8	1516	1677	100	0.20
		Breezer Ultra Deluxe Delicious Blackberry Crush	4.8	1516	1677	100	0.20
		Bacardi+ Lemonade	8.0	1686	1856	110	0.35
		Bacardi+ Cranberry	8.0	1686	1856	110	0.35
		Bacardi+ Orange	8.0	1686	1856	110	0.35

Handwritten signatures and initials in blue ink.