

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 Imported BIO 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/2627-33 Dated: 04-03-2025.

ORDER No.: 87 - EC of 2025
DATED: 06 - 03-2025

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 **BIO** brands for sale in civil Market as per Annexure-"A-30" 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-30"

No.: EC/Exc/MRP/2024-25/ 6684-6703

Dated: 06-03-2025

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. 87 OF 2025 DATED : 06-03-2025
ANNEXURE - "A-30"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRAND FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25																			
TOTAL NUMBER OF BRANDS 01																			
Sr.No.	Distillery/Bottling Plant/ Importer	Brand Name	Strength in % Abv.	Segment/Category	Ex-Manufacturer Price (EDP) Per Case+ Duties/Fees of Exporting States/Uts			Ex-JKEL-1B Price Per Case in Rupees			Ex-Wholesale(JKEL-1) Price Per Case in Rupees			MRP/Unit (2024-25) Inclusive of all Taxes			Differential Amount, on account of rounding-off /fixation of MRP, Recoverable as rounding.		
					700ML	375ml	187ml	700ML	375ml	187ml	700ML	375ml	187ml	700ML	375ml	187ml	700ML	375ml	187ml
1	Distilled, Blended & Bottled in Scotland by Alistair Forfar Limited, Address of Manufacturing Unit Angus Dundee Distillers PLC Titanlum 1, King's Inch Place, Glasgow G51 4BP. Imported and Distributed in India By Angus Dundee India Pvt. Ltd., 127, DLF Galleria District Centre, Mayur Vihar, Phase-I, New Delhi	Old Brechin Blended Scotch Whisky	43	Deluxe/Super Deluxe	8530.00	0	0	11157	0	0	11939	0	0	1380	0	0	1.01	0	0

* As per Clause 2.2.3 of Excise Policy 2024-25 (S.O.85) dated 01.02.2024, JKEL-1 Licensee shall be allowed to import 100 Cases of BIO brands ie Whisky/Rum/ Brandy/Wine Vodka/Gin, subject to payment of Duties/Fees as applicable to JKEL-1A License with additional payment of Rs.10000/-

Handwritten signatures and initials in blue ink.