

Government of Jammu & Kashmir
OFFICE OF THE EXCISE COMMISSIONER, J&K
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Fixation of Maximum Retail Price of Imported Beer Brands/ BIO Brands, Imported & Local IMFL Brands for Sale in Civil Market for the year 2022-23.

Reference: 1. Notification S.O. 71 dated 22-02-2022.
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/875-79 dated 17-06-2022.

ORDER No.: 89 - EC OF 2022

DATED: 21 - 06 - 2022

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. 71 dated 22-02-2022 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 Beer Brands/ BIO Brands, Imported & Local IMFL Brands** for Sale in Civil Market as per Annexure- "A-37", "A-38", "A-39" & "A-40" to this order is hereby approved for the year 2022-23. The brands shall not be sold above the fixed rate.


21.06.22
(Pankaj Kumar Sharma), JKAS
Excise Commissioner
Jammu & Kashmir

Encl.: Annexure- "A-37", "A-38", "A-39" & "A-40"

No.: EC/Exc/MRP/2022-23// 2337-57

Dated: 21 - 06 - 2022

Copy to the:

1. Financial Commissioner (Additional Chief Secretary), Finance Department, J&K Civil Secretariat, Jammu.
2. Deputy Excise Commissioner (Accounts), Jammu.
3. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
4. Principal Training Institute Nagrota.
5. Deputy Excise Commissioner (Distilleries), Jammu.
6. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Canderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam, Distilleries.
7. Sr. Programmer, Incharge website www.jkexcise.nic.in
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B.
9. All wholesalers namely, JKEL-1A, JKEL-1.
10. All Manufacturers namely JKEL-6, D-2.
11. Order file/concerned file.

ORDER NO. 89 EC OF 2022 DATED : 21-06-2022
ANNEXURE-"A-37"

REVISED MRP OF IMPORTED BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 02					Ex-JKEL-1A Price Per Case				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2022-23) Inclusive of all Taxes				Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee			
Sr.N o.	Name of Breweries	Brand Name	Category of Packing	Degree Below %V/V	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	M/s United Breweries Limited, Plot No.M-1, M.I.D.C. Taloja, Taluka-Panvel, District Raigad MH.	Kingfisher Ultra Fine Lager Beer	Glass	8	1279	0	1453	0	1429	0	1611	0	215	0	120	0	0.52	0	0.38	0
			Tin	8	0	2102	0	0	0	2339	0	0	0	175	0	0	0	0.59	0	0
2	M/s B9 Beverages Pvt. Limited, Sub Lessee M/s Regent Beer and Wines Limited, Plot No.68, Industrial Area Maksi, Distt. Shajapur, M.P.	Bira 91 Premium Gold Wheat Strong Beer	Glass	8	1227	0	0	0	1375	0	0	0	210	0	0	0	2.77	0	0	0
			Tin	8	0	1872	0	0	0	2100	0	0	0	160	0	0	0	1.62	0	0

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ANNEXURE -"A-38"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 08				Ex-JKEL-1B Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2022-23 (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 & % VV	750ml	700ml	200ml	750ml	700ml	200ml	750ml	700ml	200ml	750ml	700ml	200ml
1	Distilled, Matured & Bottled in Scotland by The Glenlivet Distillery, Banffshire AB37 9DB. Imported by M/s Pernod Ricard India Pvt Ltd. C/o Veritas Logistics Pvt. Limited	The Glenlivet 15 YO Single Malt Scotch Whisky (700mlX6)	70.1	0	23139	0	0	24149	0	0	5620	0	0.00	4.13	0.00
2	Blended & Bottled by M/s Chivas Brothers Limited, Distillers, Keith, AB55 5BS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Limited.	Chivas Regal XV Aged 15 Years Blended Scotch Whisky (750mlX6)	75.31	21300	0	0	22242	0	0	5185	0	0	3.34	0.00	0.00
3	Blended & Bottled in Scotland by M/s George Ballantine and Son, Dumbarton, G82 2SS, Scotland Imported by M/s Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Limited	Ballantine's Blended Scotch Whisky Aged 7 Years (750mlX6)	70.1	9236	0	0	9695	0	0	2300	0	0	4.15	0.00	0.00
4	Blended & Bottled in Scotland by M/s George Ballantine and Son, Dumbarton, G82 2SS, Scotland Imported by M/s Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Limited	Ballantine's Blended Scotch Whisky Aged 12 Years	70.1	24095	0	0	25239	0	0	2970	0	0	1.51	0.00	0.00
5	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd.	Absolut Lime Vodka	70.1	14260	0	8824	15010	0	9273	1795	0	555	2.85	0.00	4.20
6	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd.	Absolut Mandrin Vodka	70.1	14260	0	8824	15010	0	9273	1795	0	555	2.85	0.00	4.20
7	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd.	Absolut Raspberri Vodka	66.55	14182	0	8782	14929	0	9229	1785	0	550	2.16	0.00	1.73
8	Distilled by The Beefeater Distillery, Montford Place, London, SE11 5DE, England. Bottled by Chivas Brothers Ltd.Dumbarton G82 2SS, Scotland. Imported by M/s Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd.	Beefeater London Dry Gin	82.31	13427	0	0	14144	0	0	1695	0	0	2.44	0.00	0.00

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ANNEXURE - "A-39"

MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

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 2022-23 (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	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Pernod Ricard India Pvt. Ltd., at Rajasthan Liquors Ltd. Village Haripur Hindua, Derabassi, Distt. S.A.S.Nagar (Mohali), Punjab.	Seagram's Blenders Pride Exquisite Premium Whisky	75	5932	5932	5835	6350	6350	6241	930	465	230	1.04	0.52	2.19
		Seagram's Imperial Blue Premier Grain Whisky	75	3803	3839	3732	4135	4173	4054	635	320	155	3.22	1.56	0.54
2	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	Magic Moments Premium Grain Vodka	75	4155	4222	4183	4501	4571	4523	685	345	170	4.11	0.00	0.00

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ANNEXURE - "A-40"

MRP OF LOCAL IMFL MEDIUM/PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2022-23

TOTAL NUMBER OF BRANDS 03				Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL- 1) Price/Case In Rupees			MRP/Unit (2022- 23) 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	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Khoday Industries Pvt. Limited, Bari Brahmana, District Samba, J&K-181133 (A unit of Khoday India Limited)	Red Knight Premium Whisky	75	1910	1985	2015	4046	4124	4073	620	315	155	0.16	0.00	0.00
		Hercules Special Reserve 3 'X' Matured Rum	75	870	895	1010	2965	2991	3028	475	240	120	0.19	0.85	0.00
		Democrat Whisky	75	870	895	1010	2965	2991	3028	475	240	120	0.19	0.85	0.00