

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 Locally Manufactured Economy, Medium, Premium and Deluxe/Super Deluxe IMFL brands for sale in civil market for the year 2025-26.

Reference: 1. Notification S.O. 38 Dated: 15-02-2025.
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/2716-22 Dated: 11-03-2025.

ORDER No.: 93 - EC of 2025
DATED: 12 - 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. 38 Dated: 15-02-2025 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 **Locally Manufactured Economy, Medium, Premium and Deluxe/Super Deluxe IMFL** brands for sale in civil Market as per Annexure-"C" & "D" respectively to this order is hereby approved for the year 2025-26. The brands shall not be sold above the fixed rate.


(Subash C. Chhibber), JKAS
Excise Commissioner, J&K

Encls: Annexure-"C" & "D"

No.: EC/Exc/MRP/2024-25/ 6820-6839

Dated: 12 -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.

o/c

ORDER NO. 93 OF 2025 DATED : 12.03.2025

ANNEXURE - "C"

MRP OF LOCALLY MANUFACTURED IMFL -ECONOMY, MEDIUM & PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 35					Ex-Manufacturer Price (EDP) Per Case			Ex-Wholesale(JKEL-1) Price Per Case			MRP/Unit (2025-26) Inclusive of all Taxes			Differential Amount, on account of rounding-off /fixation of MRP, Recoverable as rounding.		
Sr.No.	Distillery/Bottling Plant	Brand Name	Degree Proof	Segment/Category	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Kashmir Bottlers, SIDCO, Distt. Samba, J&K, for M/s Oasis Distilleries Limited, Regd. Office 40 North Avenue Road, West Punjabi Bagh, Delhi-26	All Seasons Double Barrel Collection Reserve Whisky	75	Premium	1769	1769	1769	4367	4367	4267	705	355	175	2.62	3.81	3.81
		Oasis London High Triple Distilled Elite English Vodka Green Apple Flavoured	65.6	Premium	2600	2630	2650	4982	5013	4944	790	400	195	1.52	3.59	0.12
		Batch 9 Select Cask Reserve Edition Whisky	75	Premium	1550	1580	1630	4137	4169	4121	675	340	170	4.82	2.67	3.92
		Old Fox Premium XXX Rum	75	Premium	1280	1310	1350	3854	3885	3827	635	320	160	4.44	2.55	4.21
2	Dogra Distilleries, Village Gangyal, Industrial Area, Jammu, J&K	White Stag Whisky	75	Economy	912	919	991	3333	3341	3321	560	280	140	2.38	0.63	1.92
3	M/s Oakland Bottlers Pvt. Ltd., Phase-I, IGC, SIDCO, Samba, J&K.	OB Grain Whisky	75	Economy	912	919	991	3333	3341	3321	560	280	140	2.38	0.63	1.92
		OB Grain XXX Rum	75	Economy	912	919	991	3333	3341	3321	560	280	140	2.38	0.63	1.92
		Heniskot Blended Grape Brandy	75	Premium	1640	1640	1792	4169	4169	4230	675	340	170	0.34	2.67	0.11
4	M/s Oakland Bottlers Pvt. Ltd., Samba, for M/s Radico Khaitan Ltd., Bareilly Road, Rampur, U.P.	1965 Spirit of Victory Reserve Premium XXX Rum	75	Premium	1646	1678	1672	4238	4271	4165	685	345	170	0.68	0.53	2.38
5	M/s Khoday Industries Pvt. Limited, Bari/Brahmana, District Samba, J&K (A Unit of Khoday India Limited)	Red Knight Malt Whisky	75	Premium	2305	2340	2428	4867	4904	4898	775	390	195	2.62	1.22	1.73
		Hercules XXX Rum	75	Premium	1320	1320	1350	3833	3833	3766	630	315	155	2.38	1.19	1.35
6	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, District Jammu, J&K.	Devans Master Barrel Premium Whisky	75	Premium	1574	1584	1657	4099	4110	4089	665	335	165	0.14	1.80	0.04
		Devans Old Vat Reserve Premium Blended Whisky	75	Premium	2322	2357	2550	4885	4921	5026	775	390	200	0.10	0.03	2.25
		Paradise Duet Added Lime Flavoured Premix Gin	65	Medium	1155	1183	1300	3385	3415	3451	565	285	145	0.10	0.45	2.37
		Pan Elaichi Special Paradise Liqueur	65	Medium	1120	1200	1300	3349	3433	3451	560	290	145	0.14	4.19	2.37
		Mood Maker Deluxe Whisky	75	Economy	912	919	991	3333	3341	3321	560	280	140	2.38	0.63	1.92

(Handwritten signatures and initials)

7	Trikuta Bottlers, Phase-I, IGC, SIDCO, Samba, J&K.	Hillrock Gold Reserve Whisky	75	Premium	1683	1683	1795	4214	4214	4233	685	345	170	4.04	4.52	0
		Sea Dog Premium Whisky	75	Economy	920	920	1000	3342	3342	3331	560	280	140	1.12	0.56	1.57
8	M/s Trikota Bottlers, IGC, SIDCO, Samba, J&K. For M/s Allied Blenders and Distillers Limited, Regd. Office 394/C, Lamington Chambers, Lamington Road, Mumbai, Maharashtra -400004	Officer's Choice Elegant Whisky	75	Economy	939	984	996	3412	3459	3375	570	290	140	1.32	2.37	0.03
		Officer's Choice Blue Original Grain Whisky	75	Premium	1990	1968	1984	4599	4576	4492	735	370	180	0.14	4.18	0.94
		Sterling Reserve B7 Prime Blended Whisky	75	Premium	2296	2340	2392	4920	4967	4921	780	395	195	0.20	1.81	0.92
		ICONiQ White Grand International Grain Whisky	75	Premium	1978	2024	1984	4586	4635	4492	735	370	180	1.96	0.05	0.94
9	Trikuta Bottlers, Phase-I, IGC, SIDCO, Samba, J&K, for Rock and Storm Distilleries Pvt. Ltd. Punjab	Revolution Luxury Extra Dry Gin	75	Premium	1735	1754	1785	4331	4351	4283	700	355	175	2.66	4.93	3.25
		Garrison Ultra Premium Brandy	75	Premium	2037	2037	2093	4648	4648	4607	745	375	185	3.28	4.14	1.91
		Dennis Special Whisky	75	Premium	1617	1624	1652	4207	4215	4144	680	345	170	0.02	4.45	3.12
		Commander n Chief Caribbean Gold XXX Rum	75	Premium	1299	1310	1420	3874	3885	3900	635	320	160	1.64	2.55	1.66
		Blue Eyes Pure Grain Vodka	75	Premium	1552	1607	1641	4139	4197	4132	675	340	170	4.54	0.71	3.54
		Revolution Premium XXX Rum	75	Medium	1249	1266	1272	3821	3839	3745	630	315	155	4.06	0.77	2.08
		Blue Eyes Green Apple Flavoured Vodka	65.6	Premium	1901	1927	1954	4248	4275	4214	690	345	170	4.28	0.25	0.67
Royal Ace Rare Blended Whisky	75	Premium	1683	1693	1713	4277	4287	4208	690	350	170	0.22	4.41	0.88		
10	M/s Kashmir Bottlers, SIDCO, District Samba, J&K.	Nok Blended Whisky	75	Economy	912	919	991	3333	3341	3321	560	280	140	2.38	0.63	1.92
11	M/s Kashmir Bottlers, SIDCO, Distt. Samba, J&K, for M/s Radico Khaitan Limited, Rampur, U.P.	Contessa XXX Rum Blended With Matured Cane Juice Spirits	75	Economy	948	979	994	3422	3454	3373	575	290	140	4.92	2.72	0.10
12	M/s Kashmir Bottlers, SIDCO, Distt. Samba, J&K, for M/s Tilaknagar Industries Limited, Regd. Office P.O. Tilaknagar, Taluka Shrirampur, District Ahmednagar, MH	TI Mansion House Rarest Spirit French Brandy	75	Premium	1701	1701	1701	4296	4296	4195	695	350	170	2.56	3.78	1.33
		TI Mansion House Gold Whisky	75	Premium	1800	1820	1836	4400	4421	4337	710	355	175	3.00	0.03	1.36
		Madira XXX Rum	75	Medium	1000	1000	1050	3476	3476	3512	580	290	145	2.36	1.18	0.24

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ORDER NO. 93 OF 2025 DATED : 12.03.2025

ANNEXURE - "D"

MRP OF LOCALLY MANUFACTURED IMFL -DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2025-26

TOTAL NUMBER OF BRANDS 06				Ex-Manufacturer Price (EDP) Per Case				Ex-Wholesale(JKEL-1) Price Per Case				MRP/Unit (2025-26) Inclusive of all Taxes				Differential Amount, on account of rounding-off /fixation of MRP, Recoverable as rounding.				
Sr.No.	Distillery/Bottling Plant	Brand Name	Degree Proof	Segment/Category	750ml	375ml	180ml	60mlX75	750ml	375ml	180ml	60mlX75	750ml	375ml	180ml	60mlX75	750ml	375ml	180ml	60mlX75
1	M/s Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu, J&K	Devans Gian Chand Indian Single Malt Whisky Adambara (750mlX6)	75	Deluxe/Super Deluxe	30000	0	0	30000	32759	0	0	32759	9265	0	0	745	1.48	0	0	3.92
2		Devans Gian Chand Indian Single Malt Whisky Manshaa (750mlX6)	75	Deluxe/Super Deluxe	30000	0	0	30000	32759	0	0	32759	9265	0	0	745	1.48	0	0	3.92
3		Devans Gian Chand Indian Single Malt Whisky (750mlX6)	75	Deluxe/Super Deluxe	13800	0	0	13800	15749	0	0	15749	4505	0	0	365	4.28	0		4.95
4		GIN GALALA HU Indian Craft Dry Gin (750mlX6)	75	Deluxe/Super Deluxe	10426	0	0	10426	12206	0	0	12206	3510	0	0	285	1.32	0	0	4.30
5	Trikuta Bottlers, Samba, J&K for M/s Rock and Storm Distilleries Pvt. Limited, Punjab	Barents Premium Gold Reserve Whisky	75	Deluxe/Super Deluxe	3844	3855	3910	0	6617	6628	6583	0	1020	510	255	0	2.62	0.54	2.75	0
6	M/s Rockland Distilleries Pvt. Limited, Bari Brahmana, Samba, J&K	Pampore Craft Gin (750mlX6)	75	Deluxe/Super Deluxe	5150	0	0	0	6666	0	0	0	1960	0	0	0	2.52	0	0	0

Handwritten signatures and initials in blue ink.