

**OFFICE OF THE EXCISE COMMISSIONER,**  
**JAMMU AND KASHMIR**  
EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU  
\*\*\*

**Subject:** Classification of Local & Imported IMFL brands for sale in Civil Market/  
Sale to Paramilitary Forces and fixation of MRP of Local Beer brands &  
Local IMFL brands for Sale in Civil Market in UT of Jammu & Kashmir  
for the year 2021-22.

**Reference:** 1. Notification S.O. 114 dated 31-03-2021.  
2. Minutes of Meeting of Committee constituted vide Order No. 37-EC  
of 2020 dated 06-06-2020 issued vide No. DECAJ/Exc/Accts/800-07  
dated 12-02-2022 and No. DECAJ/Exc/Accts/885-91 dated 09-03-  
2022.

ORDER No.: 336 - EC OF 2022  
DATED: 17 - 03 - 2022

Whereas, the committee constituted vide Order No. 37 EC of 2020 dated 06-06-2020 forwarded the Minutes of Meeting bearing No. DECAJ/Exc/Accts/800-07 dated 12-02-2022 held on held on 31<sup>st</sup> January & 3<sup>rd</sup> February, 2022; and

Whereas, in light of S.O. 114 dated 31-03-2021 (Excise Policy 2021-22) and report of Departmental Chemist the committee recommended the classification and fixation of brands; and

Whereas, the Deputy Excise Commissioner (Accounts), Jammu vide Order No. 310-EC of 2022 dated 02-03-2022 issued under endorsement No. EC/Exc/MRP-IV/2021-22/8296-8317 dated 02-03-2022 was requested to re-examine the issue of classification of brands "Charlie White Rum", "6 Bullet Whisky", "Red Bliss Virgin Vodka" in the committee and recover the prescribed labels fee for classification/fixation of MRP of brands of M/s Oakland Bottlers Pvt. Limited, Plot No. 19, SIDCO Industrial Growth Centre, Samba, J&K and M/s Devans Modern Breweries Ltd. Samba, J&K; and

Whereas, the committee constituted vide Order No. 37 EC of 2020 dated 06-06-2020 forwarded the Minutes of Meeting bearing No. DECAJ/Exc/Accts/885-91 dated 09-03-2022 held on 03-03-2022 wherein the committee has recommended the following cases:

- (i). The strength of brand "Charlie White Rum" has inadvertently written as "65° Proof/37.14% Adv." instead of "75° Proof/42.8% Abv." The committee has requested to read strength of brand "75° Proof/42.8% Abv." instead of "65° Proof/37.14% Adv."
- (ii). The label fee of Rs 50,000/- with respect to the brand "Fantasy Gin" of M/s Oakland Bottlers Pvt. Limited, Plot No. 19, SIDCO Industrial Growth Centre, Samba, J&K has been remitted by the licensee vide Collection ID 211229175624YQS dated 29-12-2021.
- (iii). The label fee of Rs 50,000/- with respect to brand "Six Fields Rebel Premium Dark Ale" of M/s Devans Modern Breweries Ltd. Samba, J&K has

been remitted by the licensee vide Collection ID 220304111710CEN dated 04-03-2022.

Whereas, the committee has also recommended fixation of MRP of Local IMFL "Medium" brands i.e. one brand of M/s Kashmir Bottlers, Phase-I, SIDCO, IGC, Distt. Samba, J&K for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901 and one brand of M/s Tawi Bottlers, Sujwan, District Samba, J&K for M/s Mohan Meakin Limited as per Annexure – "A-52". The brands stands classified vide Order No. 310-EC of 2022 dated 02-03-2022.

Now, therefore, 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. 114 dated 31-03-2021 and recommendations of the committee constituted vide Order No. 37 EC of 2020 dated 06-06-2020 sanction is hereby accorded to the classification of below mentioned IMFL brands in "Premium" segment/category meant for Sale in Civil Market/Sale to Paramilitary Forces in UT of J&K and fixation of ex-manufacturer price, ex-wholesale (JKEL-1) price and Maximum Retail Price of Local Beer brand as per Annexure-"A-40", Annexure-"A-41" & local IMFL brands as per Annexure-"A-52", and fixation of ex-manufacturer price per Keg of Local Draught Beer as per Annexure-"A-42" to this order for the year 2021-22. The brands shall not be sold above the fixed rate:

S. No.	Distillery/ Bottling Plant	Brand	Strength of Liquor	Type of Liquor	Classification	Remarks
1	M/s Oakland Bottlers Pvt. Limited, Plot No. 19, SIDCO Industrial Growth Centre, Samba, J&K	Fantasy Gin	65° Proof/ 37.1% Abv.	Gin	Premium	For Civil Market
2	M/s High Field Distillers and Bottlers Pvt. Limited, 211, Industrial Business Park Phase-1, Chandigarh-160002	Charlie White Rum	75° Proof/ 42.8% Abv.	Rum	Premium	For Paramilitary Forces

  
17/3/2022  
(Kishore Singh Chib), JKAS,  
Excise Commissioner,  
Jammu & Kashmir

Encl: Annexure-"A-40", Annexure-"A-41",  
Annexure-"A-42" & Annexure-"A-52",

No.: EC/Exc/MRP-IV/2021-22/ 8793-8814

Dated: 17 -03-2022

Copy to the:

1. Financial Commissioner (Additional Chief Secretary), Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner (Accounts), Jammu.
4. Deputy Excise Commissioner (Distilleries), 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, Eradication, Accounts Kashmir.
6. Sr. Programmer, I/c web site [www.jkexcise.nic.in](http://www.jkexcise.nic.in).
7. All Manufacturers namely JKEL-6, B-1, D-2, M/s .....
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. Order file/concerned file.


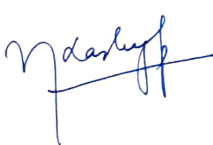









ORDER NO. 336 OF 2022 DATED : 17-03-22.

## ANNEXURE - "A-52"

## MRP OF LOCAL IMFL -MEDIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 02				Ex-Manufacturer Price (EDP) Per Case			Ex-Wholesale(JKEL-1) Price Per Case			MRP/Unit (2021-22) 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	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Kashmir Bottlers, Phase-I, SIDCO, IGC, Distt.Samba, J&K for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901	Contessa XXX Rum Blended With Matured Cane Juice Spirits	75	910	910	903	3101	3101	3008	475	240	115	0.04	2.52	0.02
2	M/s Tawi Bottlers, Sujwan, District Samba, J&K for M/s Mohan Meakin Limited	Old Monk Very Old Vatted XXX Rum	75	985	985	985	3179	3179	3093	485	245	120	0.03	2.52	2.29

ORDER NO. ~~36~~ EC OF 2022 DATED : 17/3/22.  
ANNEXURE-"A-40"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22																				
TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price Per Case (EBP)				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2021-22) 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	Devans Modern Breweries Ltd. Samba.	Six Fields Rebel Premium Dark Ale	Glass	8	1445	0	1810	0	1926.00	0.00	2313	0.00	270	0	160	0	0.08	0.00	0.04	0.00
			Tin	8	0	2030	0	0	0.00	2763.00	0.00	0.00	0	195	0	0	0.00	0.20	0.00	0.00

*[Handwritten signatures and initials in blue ink]*

Order No. 836 EC of 2022, Dated : 17-03-22.

**ANNEXURE - "A-41"**

**MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22**

TOTAL NUMBER OF BRANDS 01					EX- MANUFACTURER PRICE PER TIN	EX-JKEL-1 PRICE PER TIN	MAXIMUM RETAIL PRICE PER TIN (Inclusive of all taxes) 2021-22	DIFFERENTIAL AMOUNT ON ACCOUNT OF ROUNDING-OFF / FIXATION OF MRP, RECOVERABLE AS ROUNDING FEE
Sr. No	NAME OF BREWERY	BRAND NAME	CATEGORY	Degree Below %V/V	5 LTR	5 LTR	5 LTR	5 LTR
1	Devans Modern Breweries Limited, Samba, J&K.	Six Fields Rebel Premium Dark Ale	Tin	8	1700	2039	3315	0.00

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ANNEXURE- "A-42"

EX-BREWERY PRICE OF LOCAL DRAUGHT BEER FOR SALE IN CIVIL (BARS/SOCIAL OCCASIONS) FOR THE YEAR 2021-22

DRAUGHT BEER BRANDS 01

EX-MANUFACTURER  
PRICE PER KEG IN  
RUPEES (INCLUDING  
ASSESSMENT FEE)

Sr. No.	NAME OF BREWERY	BRAND NAME	CATEGORY	DEGREE UPTO %VV	30 LTR	20 LTR	5 LTR
1	Devans Modern Breweries Ltd., Samba	Six Fields Rebel Premium Dark Ale	Draught Keg	8	8300	5530	1750