



Tel No: 0191-2477977,
FAX: 0191-2477761
www.jkexcise.nic.in
e-mail: excise.commr@jk.gov.in

GOVERNMENT OF JAMMU AND KASHMIR
DEPARTMENT OF EXCISE
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Fixation of Maximum Retail Price for the year 2019-20.

Reference: Deputy Excise Commissioner, (Executive), Jammu's letter No. 1647/MRP/Exc/654 dated 23-04-2019.

ORDER No.: 46 OF 2019
DATED: 25-04-2019

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 SRO 128 dated 25-02-2019, and recommendation of the Committee constituted vide Order No. 475 of 2017 dated 14-11-2017, the ex-manufacturer price, ex-wholesale price and Maximum Retail Price of Beer brand to be applicable with immediate effect, as contained in Annexure-A to this order is hereby approved.

No brand shall be sold either below or above the M.R.P.

(M. Raju), IAS,
Excise Commissioner,
J&K Government

Encl.: Annexure-A

No.: EC/Exc/MRP/2019-20/4800-16

Dated: 25-04-2019

Copy to the:

1. Principal Secretary to Govt., Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Executive), Jammu/ Kashmir.
3. Deputy Excise Commissioner, (Distilleries), Jammu/ Accounts.
4. Deputy Excise Commissioner, Toll Post Lakhanpur.
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, Distilleries, Leh-Kargil, Accounts Kashmir.
6. Excise and Taxation Officer, Eradication Wing, Jammu for information.
7. President Jammu Wine Traders Association, Jammu.
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-7, JKEL-7B, JKEL-7C M/s

ANNEXURE - 'A'

MRP of Local Beer Brand For Sale In Civil For The Year 2019-20

S. No	BREWERY	BRAND	Category	DEG. BELOW % V/V	EX MANUFACTURER PRICE CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes) 2019-20			
					650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
1	Basantar Breweries, Samba For United	Kingfisher Extra Strong Premium Beer	Tin	8	0	837	0	0	0	1438	0	0	0	115	0	0

(Fig in Rs)

Note: Additional freight charges @ Rs 5 per bottle for Kashmir division, Poonch and Kishtwar districts of Jammu Division, Rs 10 per bottle for Leh and Kargil Districts.