

**OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT,  
Excise and Taxation Complex, Rail Head Jammu 180012**

**SUB: - MAXIMUM SALE PRICE OF IMFL IN J&K STATE INCLUDING BEER**

**EXCISE O R D E R N O. 251-ST5 OF 2006**

**D A T E D: - 26-05-2006**

In terms of sub-rule 31 (b) – (iv) of Rule 38 of the Jammu and Kashmir Liquor Licence and Sales Rules, 1984 governing the sale of spirit (IMFL), as recommended by the committee constituted vide excise order No.780-ST5 of 2006 dated 28-02-2006 and in continuation to Excise Order No.34-ST5 of 2006 dated 10-04-2006, No.61-ST5 of 2006 dated 22-04-2006, 179-ST5 of 2006 dated 29-04-2006, 191-ST5 of 2006 dated 09-05-2006, 246-ST5 of 2006 dated 23-05-2006 the ex-manufacturer price, ex-wholesale price and maximum sale rates of different volumes of IMFL for the year 2006-07 shall be as under: -

**Price in Rupees**

**PREMIUM BRANDS**

EX-JKEL-1A PRICE PER CASE	EX-JKEL-1 PRICE PER CASE
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DISTILLERY / BOTTLING PLANT	BOTTLING FOR	BRAND	CATEGORY	DEGREE	SPIRIT	EX-JKEL-1A PRICE PER CASE			EX-JKEL-1 PRICE PER CASE		
						750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
CHANDIGARH DISTILLERS & BOTTLERS LTD BANUR DISTRICT PATIALA PUNJAB	TRIUMPH DISTILLERS & VINTNERS LTD MUMBAI	GILBEY'S GREEN LABEL WHISKY	WHISKY	75	ENA	1924.16	1944.16	1918.19	2020.37	2041.37	2014.10
CHANDIGARH DISTILLERS & BOTTLERS LTD BANUR DISTRICT PATIALA PUNJAB	McDOWELL & COMPANY LIMITED BANGALORE	McDOWELL'S No.1 RESERVE WHISKY	WHISKY	75	ENA	2159.66	2189.66	2185.91	2267.64	2299.14	2295.21
HERBERTSONS LTD, UNIT SONA DISTILLERIES ALWAR RAJASTHAN		BAGPIPER DELUXE WHISKY	WHISKY	75	ENA	1851.41	1871.41	1850.51	1943.98	1964.98	1943.04
HERBERTSONS LTD, UNIT SONA DISTILLERIES ALWAR RAJASTHAN		HONEY BEE PREMIUM BRANDY	BRANDY	75	ENA	1747.41	1768.41	1745.91	1834.78	1856.83	1833.21

**Maximum Retail Price in Rupees**

DISTILLERY/ BOTTLING PLANT	BOTTLING FOR	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML
CHANDIGARH DISTILLERS & BOTTLERS LTD BANUR DISTRICT PATIALA PUNJAB	TRIUMPH DISTILLERS & VINTNERS LTD MUMBAI	GILBEY'S GREEN LABEL WHISKY	WHISKY	75	ENA	269	136	67
CHANDIGARH DISTILLERS & BOTTLERS LTD BANUR DISTRICT PATIALA PUNJAB	McDOWELL & COMPANY LIMITED BANGALORE	McDOWELL'S No.1 RESERVE WHISKY	WHISKY	75	ENA	294	149	74
HERBERTSONS LTD, UNIT SONA DISTILLERIES ALWAR RAJASTHAN		BAGPIPER DELUXE WHISKY	WHISKY	75	ENA	261	132	65
HERBERTSONS LTD, UNIT SONA DISTILLERIES ALWAR RAJASTHAN		HONEY BEE PREMIUM BRANDY	BRANDY	75	ENA	250	126	62

MEDIUM BRANDS

EX-JKEL-1A PRICE PER CASE	EX-JKEL-1 PRICE PER CASE
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DISTILLERY/ BOTTLING PLANT	BOTTLING FOR	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
CHANDIGARH DISTILLERS & BOTTLERS LTD BANUR DISTRICT PATIALA PUNJAB	McDOWELL & COMPANY LIMITED BANGALORE	McDOWELL'S No.1 CELEBRATION MATURED XXX RUM	RUM	75	ENA	1590.91	1610.91	1598.51	1670.46	1691.46	1678.44
CHANDIGARH DISTILLERS & BOTTLERS LTD BANUR DISTRICT PATIALA PUNJAB	McDOWELL & COMPANY LIMITED BANGALORE	McDOWELL'S BLUE RIBAND DUET GIN N LIME	GIN	65	ENA	1579.91	1599.91	1591.83	1658.91	1679.91	1671.42
CHANDIGARH DISTILLERS & BOTTLERS LTD BANUR DISTRICT PATIALA PUNJAB	McDOWELL & COMPANY LIMITED BANGALORE	CAREW'S DRY GIN	GIN	65	ENA	1338.91	1358.91	1350.83	1405.86	1426.86	1418.37
HERBERTSONS LTD, UNIT SONA DISTILLERIES ALWAR RAJASTHAN		PREMIUM ROMANOV VODKA	VODKA	75	ENA	1537.91	1557.91	1550.91	1614.81	1635.81	1628.46

**Maximum Retail Price in Rupees**

DISTILLERY / BOTTLING PLANT	BOTTLING FOR	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML
CHANDIGARH DISTILLERS & BOTTLERS LTD BANUR DISTRICT PATIALA PUNJAB	McDOWELL & COMPANY LIMITED BANGALORE	McDOWELL'S No.1 CELEBRATION MATURED XXX RUM	RUM	75	ENA	224	113	56
CHANDIGARH DISTILLERS & BOTTLERS LTD BANUR DISTRICT PATIALA PUNJAB	McDOWELL & COMPANY LIMITED BANGALORE	McDOWELL'S BLUE RIBAND DUET GIN N LIME	GIN	65	ENA	223	112	56
CHANDIGARH DISTILLERS & BOTTLERS LTD BANUR DISTRICT PATIALA PUNJAB	McDOWELL & COMPANY LIMITED BANGALORE	CAREW'S DRY GIN	GIN	65	ENA	197	100	50
HERBERTSONS LTD, UNIT SONA DISTILLERIES ALWAR RAJASTHAN		PREMIUM ROMANOV VODKA	VODKA	75	ENA	218	110	55

MEDIUM BRANDS

EX-MANUFACTURER PRICE PER CASE	EX-JKEL-1 PRICE PER CASE
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DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
TRISHUL BOTTLERS	LUCKNAVI PAAN ELAICHI LIQUEUR	LIQUEUR	75	ENA	1345.49	1473.17	1503.04	1412.77	1546.83	1578.19
TRISHUL BOTTLERS	LEMON PUNCH DUET GIN N LIME	LEMON GIN	65	ENA	1094.73	1235.85	1321.90	1149.46	1297.64	1387.99

Maximum Retail Price in Rupees

DISTILLERY BOTTLING PLANT	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML
TRISHUL BOTTLERS	LUCKNAVI PAAN ELAICHI LIQUEUR	LIQUEUR	75	ENA	198	106	54
TRISHUL BOTTLERS	LEMON PUNCH DUET GIN N LIME	LEMON GIN	65	ENA	171	93	49

**Economy/Cheap Brands**

EX-MANUFACTURER PRICE PER CASE	EX-JKEL-1 PRICE PER CASE
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DISTILLERY/ BOTTLING PLANT	BOTTLING FOR	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
TRISHUL BOTTLERS	McDOWELL & COMPANY LIMITED BANGALORE	KERALA MALTED WHISKY	WHISKY	75	ENA	1300.25	1320.25	1321.90	1339.26	1359.86	1361.56
OAKLAND BOTTLERS	JAGATJIT INDUSTRIES LTD. KAPURTHALA PUNJAB	BINNIE'S FINE WHISKY	WHISKY	75	ENA	1273.75	1283.75	1265.00	1311.96	1322.26	1302.95
OAKLAND BOTTLERS	JAGATJIT INDUSTRIES LTD. KAPURTHALA PUNJAB	SHATRANJ BLENDED WHISKY	WHISKY	75	ENA	1188.75	1218.75	1220.00	1224.41	1255.31	1256.60

**Maximum Retail Price in Rupees**

DISTILLERY/ BOTTLING PLANT	BOTTLING FOR	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML
TRISHUL BOTTLERS	McDOWELL & COMPANY LIMITED BANGALORE	KERALA MALTED WHISKY	WHISKY	75	ENA	180	91	46
OAKLAND BOTTLERS	JAGATJIT INDUSTRIES LTD. KAPURTHALA PUNJAB	BINNIE'S FINE WHISKY	WHISKY	75	ENA	177	89	44
OAKLAND BOTTLERS	JAGATJIT INDUSTRIES LTD. KAPURTHALA PUNJAB	SHATRANJ BLENDED WHISKY	WHISKY	75	ENA	169	86	43

Vide Excise Order No.179-STC of 2006 dated 29-04-2006 it was ordered that since the term "**whisky with less than 4% Malt Spirit**" is a misnomer is to be replaced by "**Whisky with atleast 4% Matured Malt Spirit**" (MMS). But the rates were fixed vide Order No.34-STC OF 2006 dated 10-04-2006 on the basis of 2% MMS. As such, it is, ordered that Manufacturer of following brand of liquor shall use two percent of one year Matured Malt Sprit as against atleast 4% as was taken into consideration for fixation of MRP declared vide Excise Order No.191-STC OF 2006 dated 19-05-2006: -

DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEGREE	SPIRIT	750 ML	375 ML	180 ML
ROCKLAND DISTILLERIES	STAR MALTED WHISKY	WHISKY WITH 2% MATURED MALT SPIRIT	75	ENA	149.00	76.00	38.00

The IMFL shall be supplied to JKEL-3, JKEL-4 JKEL-4A JKEL-4B, JKEL-4C JKEL-4E and JKEL-7 licensees in bottles of 750 ML only.

This order shall be operative w.e.f 27-05-2006.

Any default on this account shall attract the provisions of the Jammu and Kashmir Excise Act Samvat, 1958.

Sd/-  
(Abdul Hamid) IAS  
Excise Commissioner,

**NO: -EC/STS/230/235/2006-07/1943-2200**

**Dated: - 26-05-2006**

Copy to the:-

1. Commissioner Commercial Taxes, J&K Government, Srinagar.
2. Dy. Excise Commissioner, Executive, Jammu / Kashmir, Distilleries / Accounts, Jammu for information and necessary action.
3. Additional Commissioner Commercial Taxes Jammu / Kashmir.
4. Excise and Taxation Officer, Excise Range Jammu City North / South / Jammu-Kathua / Doda-Udhampur / Rajouri-Poonch / Leh for further circulation amongst the IMFL licensees of their respective Excise Ranges and to ensure strict compliance.
5. Excise and Taxation Officer Eradication.
6. Assessing Authority, Commercial Taxes Circle-'H' Jammu.
7. Technical P.A to Excise Commissioner.
8. President Wine Association, Jammu /.....
9. All retailers namely JKEL-2, JKEL-3, JKEL-4 JKEL-4A JKEL-4B, JKEL-4C JKEL-4E and JKEL-7 M/S.....
10. All wholesalers namely JKEL-1 M/S.....
11. All manufacturers namely JKEL-6 and D-2 M/S.....
12. Order File (w 2 s c).