

OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT,

Excise and Taxation Complex, Rail Head Jammu.

Tele: - 0191-2477977, Fax 0191-2477761

SUB: FIXATION OF MAXIMUM SALE PRICE OF IMPORTED PREMIUM/DELUXE/LOCAL PREMIUM/LOCAL MEDIUM/LOCAL CHEAP/IMPORTED RTD/IMPORTED BEER BRANDS OF IMFL FOR SALE IN CIVIL MARKET OF J&K STATE FOR THE YEAR 2012-13.

Ref: Deputy Excise Commissioner (Executive) Jammu's letter No. 1647/MRP /Exc/1263 dated 14-05-2012.

**EXCISE ORDER NO: ----- 150 OF 2012
D A T E D: 23 -05- 2012**

In exercise of the powers conferred under Sub-rule 31 (a) (iv) of Rule 38 of the Jammu & Kashmir Liquor License and Sales Rules, 1984 Governing the sale of spirit (IMFL), as recommended by the Committee constituted vide Excise order No. 141 of 2009 dated 30.06.2009 and minutes of meeting conveyed by Deputy Excise Commissioner Executive, Jammu vide her above referred letter no and dates and in continuation to Excise Order No. 529 of 2012 dated: 31-03-2012, the ex-manufacturer price, the ex-wholesale price and maximum sale rates of Imported Premium /Deluxe/ Local Premium/ Local Medium/ Local Cheap/ Imported RTD/Imported Beer Brands of IMFL as indicated in Annexure A, B,C,D,E,F, and G are approved for sale in civil market of J&K State for the year 2012-13.

Any default on this account shall attract the provisions of the Jammu & Kashmir Excise Act Samvat, 1958 and Rules framed there under.

Sd/-

**(Vineeta Gupta) IAS
Excise Commissioner**

J&K Government, Jammu.

Dated: 23 -05-2012

NO : EC/SYS/2012-13/244-60

Copy to the:

1. Principal Secretary to Government, Finance Department, J&K Civil Sectt, Srinagar.
2. Commissioner, Commercial Taxes, J&K Government, Jammu.
3. Additional Commissioner Commercial Taxes, Jammu/Kashmir.
4. Deputy Excise Commissioner, (Executive), Jammu/Kashmir, Distilleries/Accounts, Jammu for information and necessary action.
5. Excise & 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.
6. Excise & Taxation Officer, Eradication Wing, Jammu for information.
7. Assessing Authority, Commercial Taxes, Circle 'H', Jammu.
8. Technical P. A. to the Excise Commissioner, Srinagar for information.
9. President Wine Association, Jammu/
10. All retailers namely JKEL 2, JKEL-3, JKEL-4, JKEL-4A, JKEL-4B, JKEL 4C, JKEL 4E and JKEL-7, V/s
11. All wholesalers namely JKEL-1 M/s
12. All Manufacturers namely JKEL 6 and D 2 M/s
13. Order files (w.z.s.c)

**Technical P.A. to the
Excise Commissioner, J&K,
Govt. Jammu.**

23/5/12

'Annexure-A'

MRP of Imported Deluxe Brands For Sale In Civil For The Year 2012-13

S. No	DISTILLERY/BOTTLING PLANT	BRAND	DEG	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	M/s John Dewars and Sons Limited, Perthshire- Scotland, Imported & Distributed by M/s Bacardi India Pvt. Ltd., Vertas Logistics Pvt. Ltd., A-136/1 Okhla Industrial Area Phase-I, New Delhi	Dewars 12 Years Scotch Whisky Whisky	70.10	22844	0	0	24221	0	0	3143	0	0
2	M/s John Dewars and Sons Limited, Perthshire- Scotland, Imported & Distributed by M/s Bacardi India Pvt. Ltd., Vertas Logistics Pvt. Ltd., A-136/1 Okhla Industrial Area Phase-I, New Delhi 110029	Dewars White label Scotch Whisky	70.10	12976	0	0	13761	0	0	1813	0	0
3	M/s Grey Goose- B.M.P., 16130 Censuel-A, Talon, France, Importer & Distributed by M/s Bacardi India Pvt. Ltd., Vertas Logistics Pvt. Ltd., A 136/1 Okhla Industrial Area Phase-I, New Delhi 110029	Grey Goose Vodka	70.10	22831	0	0	24207	0	0	3141	0	0
4	M/s S.A. Aronai, Jalisco, EMB, FMP For Tradal S.A. T-30300 Eaucaire- Mexico Imported & Distributed by M/s Bacardi India Pvt. Ltd., Vertas Logistics Pvt. Ltd., A-136/1 Okhla Industrial Area Phase-I, New Delhi 110029	Camino Real Taquila	70.10	9877	0	0	10476	0	0	1396	0	0
5	M/s Beann Global Spirits and Wine India Private Limited	Teacher's Origin Blended Scotch Whisky	75.00	14381	13871	0	15250	14703	0	2002	966	0
6	Produced by DA CVC S.r.l., Gattinara- Italia, Imported & Distributed by M/s RED. Raul Eian Distributors Pvt. Ltd., T-80/33- Okhla Industrial Area Phase-I, New Delhi 110029.	Caldiroia Prosecco	19.28	8984	0	0	9529	0	0	1275	0	0

7	M/s DA DVC S.r.l., Gallinara, Italia, Imported & Distributed by M/s. P&P, Two Egan Distributors Pvt. Ltd., F-90/33, Okhla Industrial Area Phase-I, New Delhi-110029.	La Cacciatore Cuvee Del Centenario Rosso	21.91	6235	0	0	6615	0	0	905	0	0
8	M/s DA DVC S.r.l., Gallinara, Italia Imported & Distributed by M/s. REC Bad Egan Distributors Pvt. Ltd., F-90/33, Okhla Industrial Area Phase-I, New Delhi-110029.	La Cacciatore Cuvee Del Centenario Bianco	20.15	6201	0	0	6579	0	0	900	0	0
9	M/s The Glenfiddich Distillery, Dufftown, Banffshire, Scotland for M/s William Grant & Sons Ltd., Imported & Distributed by M/s Global Tax Free Traders Inc. 87, Central Avenue Sanik farms New Delhi-110062.	Glenfiddich Single Malt Scotch Whisky 12 Years Old	75.36	39465	0	0	41839	0	0	5382	0	0
10	M/s The Glenfiddich Distillery, Dufftown, Banffshire, Scotland for M/s William Grant & Sons Ltd., Imported & Distributed by M/s Global Tax Free Traders Inc. 87, Central Avenue Sanik farms New Delhi-110062.	Grant's Blended Scotch Whisky The Family Reserve	75.36	12891	0	0	13670	0	0	1802	0	0
11	M/s Conchay Toro Virginia Suvercaseaux N 210 PIRQUE Chile, Imported & Distributed by M/s Global Tax Free Traders Inc. 87, Central Avenue Sanik farms New Delhi-110062.	Frontera Chile Merlot	21.03	9306	0	0	9870	0	0	1319	0	0
12	M/s Conchay Toro Virginia Suvercaseaux N 210 PIRQUE Chile, Imported & Distributed by M/s Global Tax Free Traders Inc. 87, Central Avenue Sanik farms New Delhi-110062.	Frontera Chile Chardonnay	22.78	9341	0	0	9906	0	0	1323	0	0
13	M/s Esbordador Freixenesi S. A. (EMP. 424-3) Sant Sadurni D's Arnia Spain Imported & Distributed by M/s Global Tax Free Traders Inc. 87, Central Avenue Sanik farms New Delhi-110062.	Freixenesi Metodo Tradicional Cordon Negro	21.03	12767	0	0	13539	0	0	1785	0	0

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'Annexure- B'

MRP of Imported Premium Brands For Sale In Civil For The Year 2012-13

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	M/s Chandigarh Distillers and Bottlers Ltd, Bannur, Patiala, Punjab. For M/s United Spirits Ltd.	Mc Dowell's Cariba Rum	75	2600	2616	2561	2762	2779	2720	408	205	100
2	M/s Jagajit Industries Ltd., P.O. Jagajit Nagar, Distt. Kapurthala-144802	Ice Triple Distilled Pure Grain Premium Vodka	75	2680	2707	2663	2847	2875	2829	418	211	103
3	M/s Jagajit Industries Ltd., P.O. Jagajit Nagar, Distt. Kapurthala-144802	Ice Flavorz Green Apple Flavored Vodka	65	2927	2959	2949	3109	3143	3132	451	228	113
4	M/s Jagajit Industries Ltd., P.O. Jagajit Nagar, Distt. Kapurthala-144802	Ice Flavorz Orange Flavored Vodka	65	2927	2959	2949	3109	3143	3132	451	228	113

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S. N o.	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML			
5	M/s United Spirits Ltd. Unit Pathankot, Village Dhaki Saldan, P.O. Mirthal, Pathankot.	Mc Dowell's No.1 Reserve Whisky	75	2351	2386	2369	2498	2535	2517	375	190	94

Annexure - C

MRP of Local Premium Brands For Sale In Civil For The Year 2012-13

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	EX MANUFACTURE R PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	M/s Trikuta Bottlers Samba	Crystal Apple Vodka	65	1154	1174	1194	2190	2212	2194	336	170	84
2	M/s National Industrial Corp. Ltd., Bari Brahmna - Jammu	NICOL's V Vodka	75	1575	1585	1650	2785	2795	2819	411	206	103

(Fig. in Rs.)



Annexure - D

MRP of Local Medium Brands For Sale In Civil For The Year 2012-13

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	EX MANUFACTURE R PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	M/s Trikuta Bottlers Samba	LOC XXX Matured RUM Crystal Premium Vodka	75	875	900	930	1899	1926	1919	290	146	72
2	M/s Trikuta Bottlers Samba		65	875	900	930	1899	1926	1919	290	146	72
3	M/s National Industrial Corp. Ltd., Bari Brahmna - Jammu	Black Bull Matured XXX RUM	75	985	975	1010	2016	2005	2004	304	151	75
4	M/s National Industrial Corp. Ltd., Bari Brahmna - Jammu	Dimpy Deluxe Whisky	75	985	975	1010	2016	2005	2004	304	151	75

(Fig. in Rs.)

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ANNEXURE - 2

MRP of Local Cheap Brands For Sale in Civil For The Year 2012-13

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	EX MANUFACTURER PRICE/CASE				EX-JKEL-1 PRICE/CASE				MRP per Unit (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	60 ML	750 ML	375 ML	180 ML	60 ML			
1	M/s Oakland Botter Pvt Ltd Samba	Silky Studs Prestige Whisky	75	393	448	482	0	1317	1375	1375	0	209	108	53
2	M/s Trikuta Bottlers Samba	Border Special Malted Whisky	75	600	620	640	0	1536	1558	1543	0	235	119	58

(Fig. in Rs)

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ANNEXURE - F

MRP of Imported RTD Beverages For Sale in Civil For The Year 2012-13

S. No.	BREWERY	BRAND	CATEGORY	DEG. BELOW % V/V	EX-JKF1 -/A PRICE PER CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes)			
					650 ML	500 ML	330 ML	275ML	650 ML	500 ML	330 ML	275ML				
1	Bacardi India Ltd. Goa	Breezer Lychee	Glass Bottle	4.8	0	0	0	856	0	0	0	886	0	0	0	55
2	Bacardi India Ltd. Goa	Breezer Blackberry Crush	Glass Bottle	4.8	0	0	0	856	0	0	0	886	0	0	0	55

(Fig in Rs)

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(ANNEXURE-G)

MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2012-13

S. No.	BREWERY	BRAND	CATEGORY	DEG. BELOW % VV	EX-JKEL-1A PRICE PER CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes)			
					6511 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
1	Bombay Breweries, Unit of United Breweries Ltd., Talaja, Dist. Raigad	KINGFISHER PREMIUM LAGER BEER	TIN BEER	5	0	930	613	0	0	962	634	0	0	65	43	0
2	Bombay Breweries, Unit of United Breweries Ltd., Talaja, Dist. Raigad	KINGFISHER STRONG PREMIUM BEER	TIN BEER	8	0	930	633	0	0	962	655	0	0	65	44	0
3	Mount Shivalik Breweries Ltd SAS Nagar, Mohali	GOLDEN PEACOCK PREMIUM LAGER BEER	GLASS	5	453	0	0	0	0	572	0	0	0	79	0	0
4	Mount Shivalik Breweries Ltd SAS Nagar, Mohali	GOLDEN PEACOCK PREMIUM LAGER BEER	TIN BEER	5	0	930	0	0	0	962	0	0	0	65	0	0

(Fig in Rs)

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