

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
JK DESI- WHISKY BRAND.**

EXCISE ORDER NO. 933 OF 2007

D A T E : 28 -03 - 2007

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 : 248 of 2006 dated 25-05-2006 and in supersession to all previous orders issued on the subject, the ex-manufacturer price, ex-wholesale price and maximum sale rates of different volumes of IMFL including JK Desi-Whisky brand for the year 2007-08 shall be as under :-

JK - DESI WHISKY

Ex-Manufacturer price per case:-

Price in Rupees

| S.No | Category | Strength | Packing | 750 ML | 375 ML | 250 ML | 180 ML |
|------|----------------|----------|---------|---------|---------|---------|---------|
| | | | | 12 Pcs. | 24 Pcs. | 36 Pcs. | 50 Pcs. |
| 1. | JK DESI WHISKY | 60 | Bottles | 222.47 | 257.76 | - | 286.76 |
| 2. | JK DESI WHISKY | 60 | Pouches | - | 166.04 | 169.51 | 173.52 |

Ex-Whole Sale price per case:-

Price in Rupees

| S.No | Category | Strength | Packing | 750 ML | 375 ML | 250 ML | 180 ML |
|------|----------------|----------|---------|---------|---------|---------|---------|
| | | | | 12 Pcs. | 24 Pcs. | 36 Pcs. | 50 Pcs. |
| 1. | JK DESI WHISKY | 60 | Bottles | 1025.58 | 1061.58 | - | 1091.16 |
| 2. | JK DESI WHISKY | 60 | Pouches | - | 968.02 | 971.56 | 975.65 |

MRP (inclusive of all taxes) per unit:-

Price in Rupees

| S.No | Category | Strength | Packing | 750 ML | 375 ML | 250 ML | 180 ML |
|------|----------------|----------|---------|---------|---------|---------|---------|
| | | | | 12 Pcs. | 24 Pcs. | 36 Pcs. | 50 Pcs. |
| 1. | JK DESI WHISKY | 60 | Bottles | 116 | 60 | - | 30 |
| 2. | JK DESI WHISKY | 60 | Pouches | - | 55 | 37 | 27 |

LOCALLY PRODUCED IMFL - CHEAP/ECONOMY, MEDIUM BRANDS

| S. No. | DISTILLERY / BOTTLING PLANT | BRAND | CATEGORY | DEGREE | EX MANUFACTURER PRICE | | | | EX-JKEL-1 PRICE | | | | MRP / UNIT (INCL. OF ALL TAXES) | | | |
|--------|--------------------------------|-------------------------|----------|--------|-----------------------|--------|--------|-------|-----------------|---------|---------|-------|---------------------------------|--------|--------|-------|
| | | | | | 750 ML | 375 ML | 180 ML | 60 ML | 750 ML | 375 ML | 180 ML | 60 ML | 750 ML | 375 ML | 180 ML | 60 ML |
| 1 | National Ind. Corp. | Standard Whisky | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 2 | National Ind. Corp. | Standard XXX Rum | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 3 | National Ind. Corp. | Standard Dry Gin | Cheap | 65 | 244.05 | 280.19 | 299.10 | | 993.35 | 1031.30 | 1021.67 | | 146.00 | 75.00 | 37.00 | |
| 4 | National Ind. Corp. | Standard Orange Gin | Cheap | 65 | 269.81 | 317.43 | 359.93 | | 1020.40 | 1070.40 | 1085.54 | | 149.00 | 77.00 | 38.00 | |
| 5 | Rockland Distillery | Star Whisky | Cheap | 75 | 283.82 | 319.96 | 337.20 | | 1148.51 | 1186.46 | 1170.54 | | 162.00 | 83.00 | 41.00 | |
| 6 | Rockland Distillery | Star XXX Rum | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 7 | Rockland Distillery | Star Orange Gin | Cheap | 65 | 269.81 | 317.43 | 359.93 | | 1020.40 | 1070.40 | 1085.54 | | 149.00 | 77.00 | 38.00 | |
| 8 | Rockland Distillery | Star Dry Gin | Cheap | 65 | 244.05 | 280.19 | 299.10 | | 993.35 | 1031.30 | 1021.67 | | 146.00 | 75.00 | 37.00 | |
| 9 | Trishul Bottlers | Tiger Rum | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 10 | Trishul Bottlers | Mission Kashmir XXX Rum | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 11 | Trishul Bottlers | Commender XXX Rum | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 12 | Trishul Bottlers | Tiger Whisky | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 13 | Trishul Bottlers | Top Crazy Hunter Whisky | Cheap | 75 | 283.82 | 319.96 | 337.20 | | 1148.51 | 1186.46 | 1170.54 | | 162.00 | 83.00 | 41.00 | |
| 14 | Trishul Bottlers | Commender Whisky | Cheap | 75 | 283.82 | 319.96 | 337.20 | | 1148.51 | 1186.46 | 1170.54 | | 162.00 | 83.00 | 41.00 | |
| 15 | Trishul Bottlers | Tiger Dry Gin | Cheap | 65 | 244.05 | 280.19 | 299.10 | | 993.35 | 1031.30 | 1021.67 | | 146.00 | 75.00 | 37.00 | |
| 16 | Trishul Bottlers | Tiger Orange Gin | Cheap | 65 | 269.81 | 317.43 | 359.93 | | 1020.40 | 1070.40 | 1085.54 | | 149.00 | 77.00 | 38.00 | |
| 17 | Basantar Bottlers | Chinar Fine Whisky | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 18 | Basantar Bottlers | Chinar XXX Rum | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 19 | Basantar Bottlers | Chinar Orange Gin | Cheap | 65 | 269.81 | 317.43 | 359.93 | | 1020.40 | 1070.40 | 1085.54 | | 149.00 | 77.00 | 38.00 | |
| 20 | Basantar Bottlers | Chinar Blue Gin | Cheap | 65 | 244.05 | 280.19 | 299.10 | | 993.35 | 1031.30 | 1021.67 | | 146.00 | 75.00 | 37.00 | |
| 21 | Kashmir Distilleries Pvt. Ltd. | Monty Orange Gin | Cheap | 65 | 269.81 | 317.43 | 359.93 | | 1020.40 | 1070.40 | 1085.54 | | 149.00 | 77.00 | 38.00 | |
| 22 | Kashmir Distilleries Pvt. Ltd. | Monty Dry Gin | Cheap | 65 | 244.05 | 280.19 | 299.10 | | 993.35 | 1031.30 | 1021.67 | | 146.00 | 75.00 | 37.00 | |
| 23 | Kashmir Distilleries Pvt. Ltd. | Golden Jubilee Whisky | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 24 | Trikuta Bottlers | Royal Rose Whisky | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 25 | Trikuta Bottlers | Black Rose Rum | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 26 | GMB | 007 Whisky | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 27 | GMB | Old Charlie Rum | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 28 | GMB | Ranjit Dry Gin | Cheap | 65 | 244.05 | 280.19 | 299.10 | | 993.35 | 1031.30 | 1021.67 | | 146.00 | 75.00 | 37.00 | |
| 29 | GMB | Orange Gin | Cheap | 65 | 269.81 | 317.43 | 359.93 | | 1020.40 | 1070.40 | 1085.54 | | 149.00 | 77.00 | 38.00 | |
| 30 | Madeira Bottlers | Royal Club XXX Rum | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 31 | Madeira Bottlers | Royal Club Fine Whisky | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 32 | Madeira Bottlers | Raspberry Orange Gin | Cheap | 65 | 269.81 | 317.43 | 359.93 | | 1020.40 | 1070.40 | 1085.54 | | 149.00 | 77.00 | 38.00 | |
| 33 | Madeira Bottlers | Glory Dry Gin | Cheap | 65 | 244.05 | 280.19 | 299.10 | | 993.35 | 1031.30 | 1021.67 | | 146.00 | 75.00 | 37.00 | |
| 34 | Dogra Distilleries | Knight Spl Whisky | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 35 | Dogra Distilleries | Double Cross Rum | Cheap | 75 | 265.99 | 302.13 | 320.17 | | 1129.79 | 1167.74 | 1152.66 | | 160.00 | 82.00 | 40.00 | |
| 36 | Dogra Distilleries | White Stag Whisky | Cheap | 75 | 406.83 | 371.42 | 386.68 | | 1277.68 | 1240.49 | 1222.50 | | 175.00 | 85.00 | 42.00 | |
| 37 | Dogra Distilleries | Shalimar Dry Gin | Cheap | 65 | 244.05 | 280.19 | 299.10 | | 993.35 | 1031.30 | 1021.67 | | 146.00 | 75.00 | 37.00 | |
| 38 | Dogra | Chinab | Cheap | 65 | 269.81 | 317.43 | 359.93 | | 1020.40 | 1070.40 | 1085.54 | | 149.00 | 77.00 | 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 with immediate effect.

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/2006-07/5487-5507

Dated:- 28-3-2007

Copy to the:-

1. Commissioner Commercial Taxes, J&K Government, Jammu.
2. Dy. Excise Commissioner, Executive, Jammu / Kashmir, Distilleries / Accounts, Jammu for information and necessary action.
3. Additional Commissioner Commercial Taxes Jammu / Kashmir.
4. Additional Commissioner Commercial Taxes Jammu / Kashmir.
5. 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.
6. Excise and Taxation Officer Eradication.
7. Assessing Authority, Commercial Taxes Circle-'H' Jammu.
8. Technical P.A to Excise Commissioner.
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 M/S
11. All wholesalers namely JKEL-1 M/S
12. All Manufacturers namely JKEL-6 and D-2 M/S
13. Order File(w 2 s c)