

**OFFICE OF THE EXCISE COMMISSIONER**

**JAMMU AND KASHMIR**

EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU

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**Subject:** Fixation of Maximum Retail Price of Local Medium/ Premium IMFL Brands and Local Low Cost IMFL Brands for Sale in Civil Market in J&K only 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/381-83 dated 16-09-2021.

**ORDER No.: 210 - EC OF 2021**

**DATED: 27 - 10 - 2021**

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 recommendation of the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020, the ex-manufacturer price, ex-wholesale price and Maximum Retail Price of Local Medium/ Premium IMFL Brands and Local Low Cost IMFL Brands as per Annexure-"A-25" and Annexure-"A-26", respectively to this order is hereby approved for the year 2021-22. The brands shall not be sold above the fixed rate.

  
(Kishore Singh Chib), JKAS,  
Excise Commissioner,  
Jammu & Kashmir

**Encl.:** Annexure-"A-25" & "A-26".

**No.:** EC/Exc/MRP/2021-22/ 6603-6623

**Dated:** 27-10-2021

**Copy to the:**

1. Financial Commissioner (Additional Chief Secretary), Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Accounts), Jammu.
3. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
4. Principal Training Institute Nagrota.
5. Deputy Excise Commissioner, (Distilleries), Jammu.
6. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Eradication, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam.
7. Programmer, Excise Department, I/c website [www.jkexcise.nic.in](http://www.jkexcise.nic.in).
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B.
9. All wholesalers namely JKEL-1.
10. All manufacturers namely JKEL-6, D-2.
11. Order file/concerned file.

ORDER NO. 216 OF 2021 DATED: 27-10-2021

ANNEXURE - "A-25"

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

TOTAL NUMBER OF BRANDS 02

Ex-Manufacturer Price  
Per CaseEx-Wholesale (JKEL-1)  
Price Per CaseMRP/Unit (2021-22)  
Inclusive of all TaxesDifferential Amount, on  
account of rounding-  
off/Fixation of MRP,  
Recoverable as rounding fee

Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Dogra Distilleries, Village Gangyal, Tehsil & Distt. Jammu, J&K.	Oak Craft Reserve Malted Whisky	75	1680	1725	1810	3877	3924	3927	575	290	145	0.45	0.00	0.53
2	Kashmir Bottlers, SIDCO, Industrial Growth Centre, Samba, J&K.	NOK Platinum XXX Rum	75	829	835	900	2992	2998	2981	465	235	115	4.02	4.13	0.89

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ORDER NO. 210 OF 2021 DATED: 27-10-2021  
ANNEXURE - "A-26 "

MRP OF LOCAL IMFL LOW COST BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2021-22

TOTAL NUMBER OF BRANDS 01				Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL-1) Price/Case In Rupees			MRP/Unit (2021-22) Inclusive of all Taxes			Differential Amount, on account of rounding-off/fixation of MRP , Recoverable as rounding Fee		
Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Tawi Bottlers, Sujwan, Nai Basti, Samba, J&K.	Gold Band Special Rum	75	600	0	0	2403	0	0	385	0	0	0	0	0

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