

OFFICE OF THE EXCISE COMMISSIONER,

JAMMU AND KASHMIR

EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Classification of BIO brands, Local & Imported IMFL brands for sale in Civil Market/ Sale to Paramilitary Forces/ CSD and fixation of MRP of BIO brands & Local IMFL brands for sale in Civil Market in UT of Jammu & Kashmir 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/Acctts/700-06 dated 22-12-2021.

ORDER No.: 267 - EC OF 2022

DATED: 05 - 12 - 2022

Whereas, the committee constituted vide Order No. 37 EC of 2020 dated 06-06-2020 forwarded the Minutes of Meeting bearing No. DECAJ/Exc/Acctts/700-06 dated 22-12-2021 held on 10th and 16th December, 2021; and

Whereas, in light of S.O. 114 dated 31-03-2021 and detailed/justification put forth by Departmental Chemist in his report the Committee has recommended the classification of brands as under:

S. No.	Distillery/ Bottling Plant	Brand	Strength of Liquor	Type of Liquor	Classification	Remarks
1	M/s Kashmir Bottlers, Phase-I, SIDCO, IGC, Distt. Samba, J&K for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901	Brihan's Premium Whisky	75° Proof/ 42.8% Abv.	Whisky	Medium	For Civil Market
2	M/s Badardi India Pvt. Limited at M/s India Glycols Limited, Kashipur, U.S. Nagar, Uttrakhand-244713	Bacardi Carta Oro Superior Gold Rum	75° Proof/ 42.8% Abv.	Rum	Deluxe/ Super Deluxe	For Sale in CSD
3	M/s Beam Global Spirits & Wine India Pvt. Limited, Village Karora, Tehsil Behror, District Alwar, Rajasthan-301020	Teacher's Highland Cream Blended Scotch Whisky	75° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Paramilitary Forces

4	M/s Radico Khaitan Limited, Bareilly Road, Rampur-244901, U.P.	Rampur Double Cask Indian Single Malt Whisky	75° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Sale in CSD
5	M/s Radico Khaitan Limited, Bareilly Road, Rampur-244901, U.P.	Jaisalmer Indian Craft Gin	75° Proof/ 42.8% Abv.	Gin	Deluxe/ Super Deluxe	For Sale in CSD
6	M/s NAO Spirits and Beverages Pvt. Limited (Lessee at) M/s Blue Ocean Beverages Pvt. Ltd. A-1, Phasi-II, Margao Industrial Estate, St. Jose De Areal, Salcete, Goa-403709	Greater Than London Dry Gin	75° Proof/ 42.8% Abv.	Gin	Deluxe/ Super Deluxe	For Sale in CSD
7	M/s Jagatjit Industries Limited, P.O. Jagatjit Nagar, District Kapurthala, Punjab-144802	Aristocrat Special Reserve XXX Rum	75° Proof/ 42.8% Abv.	Rum	Medium	For Paramilitary Forces
8	M/s Empire Alcobrev Pvt. Ltd., Plot No. 58 Industrial Area, Phase-2, Chandigarh-160002	Old Habbit Whisky	75° Proof/ 42.8% Abv.	Whisky	Premium	For Paramilitary Forces
9	M/s Empire Alcobrev Pvt. Ltd., Plot No. 58 Industrial Area, Phase-2, Chandigarh-160002	Old Habbit XXX Rum	75° Proof/ 42.8% Abv.	Rum	Premium	For Paramilitary Forces
10	M/s Empire Alcobrev Pvt. Ltd., Plot No. 58 Industrial Area, Phase-2, Chandigarh-160002	999 Power Star Premium Rum	75° Proof/ 42.8% Abv.	Rum	Medium	For Paramilitary Forces
11	M/s High Field Distillers and Bottlers Pvt. Limited, 211, Industrial Business Park Phase-1, Chandigarh-160002	King's Gold Whisky	75° Proof/ 42.8% Abv.	Whisky	Premium	For Paramilitary Forces
12	M/s High Field Distillers and	Charlie Gold Reserve	75° Proof/	Whisky	Deluxe/ Super	For Paramilitary

	Bottlers Pvt. Limited, 211, Industrial Business Park Phase-1, Chandigarh-160002	Whisky	42.8% Abv.		Deluxe	Forces
13	M/s Hermes Distillery Pvt. Ltd. at M/s Unique Liquors, Village Behra, Derabassi, Distt. S.A.S. Nagar (Mohali) Punjab-140507	Murano Rum	75° Proof/ 42.8% Abv.	Rum	Premium	For Civil Market
14	Imported & Distributed in India by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No. 41/11(0-10), 41/20(4-16), 45/1/1(3-12), Main Rohtak-Delhi Road, Near Metro Pillar No. 675, Tikri Kalan, New Delhi-110041	Martini Prosecco Sparkling Wine	20.14° Proof/ 11.5% Abv.	Wine	Deluxe/ Super Deluxe	For Civil Market
15	Imported & Distributed in India by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No. 41/11(0-10), 41/20(4-16), 45/1/1(3-12), Main Rohtak-Delhi Road, Near Metro Pillar No. 675, Tikri Kalan, New Delhi-110041	Dewar's White Label Blended Scotch Whisky	70.0° Proof/ 40.0% Abv.	Whisky	Deluxe/ Super Deluxe	For Civil Market
16	Imported & Distributed in India by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No. 41/11(0-10), 41/20(4-16), 45/1/1(3-12), Main	Bombay Sapphire Gin	82.31° Proof/ 47% Abv.	Gin	Deluxe/ Super Deluxe	For Civil Market

	Rohtak-Delhi Road, Near Metro Pillar No. 675, Tikri Kalan, New Delhi- 110041					
17	Imported & Distributed in India by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No. 41/11(0-10), 41/20(4-16), 45/1/1(3-12), Main Rohtak-Delhi Road, Near Metro Pillar No. 675, Tikri Kalan, New Delhi- 110041	Camino Real Blanco Tequila	70.0° Proof/ 40.0% Abv.	Tequila	Deluxe/ Super Deluxe	For Civil Market
18	Imported & Distributed in India by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No. 41/11(0-10), 41/20(4-16), 45/1/1(3-12), Main Rohtak-Delhi Road, Near Metro Pillar No. 675, Tikri Kalan, New Delhi- 110041	Patron XO Café Coffee Liqueur	61.3° Proof/ 35.0% Abv.	Liqueur	Deluxe/ Super Deluxe	For Civil Market
19	Imported & Distributed in India by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No. 41/11(0-10), 41/20(4-16), 45/1/1(3-12), Main Rohtak-Delhi Road, Near Metro Pillar No. 675, Tikri Kalan, New Delhi- 110041	Grey Goose Vodka	70.0° Proof/ 40.0% Abv.	Vodka	Deluxe/ Super Deluxe	For Civil Market
20	M/s Alcobrew Distilleries India Pvt. Ltd., Village	Victorio Reserve Brandy XO	75° Proof/ 42.8%	Brandy	Deluxe/ Super Deluxe	For Sale in CSD

	Behra, Derabassi, Distt. S.A.S Nagar (Mohali) Punjab- 140507	Blended With French Grape Spirit	Abv.			
21	M/s Alcobrew Distilleries India Pvt. Ltd., Village Behra, Derabassi, Distt. S.A.S Nagar (Mohali) Punjab- 140507	Lion Daddy Original Dark Rum	75° Proof/ 42.8% Abv.	Rum	Medium	For Sale in CSD

Whereas, the committee has also furnished MRP of two brands of M/s Dogra Distilleries, Village Gangyal, Tehsil & Distt. Jammu, J&K for M/s Vedant Bottlers Pvt. Ltd., 511, Jodhpur Park, 3rd Floor, Kolkata-700068, as per Annexure-"A-36" for the year 2021-22 which fulfills the condition of Order No. 10-EC of 2021 dated 05-04-2021. The label fee @ Rs 50,000/- per brand stands deposited by the concerned applicant; and

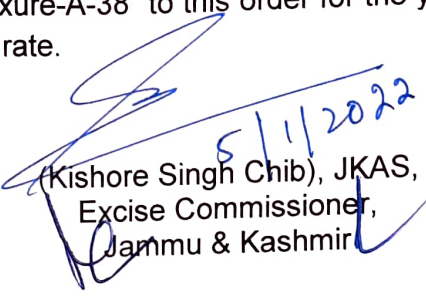
Whereas, as per the Minutes of Meeting regarding classification of brand of M/s Hermes Distillery Pvt. Ltd. at M/s Unique Liquors, Village Behra, Derabassi, Distt. S.A.S. Nagar (Mohali) Punjab-140507 (mentioned at S. No. 13 in the above table), it has been submitted that the brand fulfills the condition of Order No. 10-EC of 2021 dated 05-04-2021. The prescribed labels fee @ Rs 50,000/- has been deposited by the applicant; and.

Whereas, with regard to classification of brands Imported & Distributed in India by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd. (mentioned at S. No. 14 to 19 of the above table), it has been submitted that these brands have earlier been classified and MRP issued vide Order No. 173-EC of 2021 dated 03-09-2021 and Order No. 186-EC of 2021 dated 16-09-2021 in favour of M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Okhla Indl. Area, Phase-2, New Delhi-110020. Now the company intends to supply from M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No. 41/11(0-10), 41/20(4-16), 45/1/1(3-12), Main Rohtak-Delhi Road, Near Metro Pillar No. 675, Tikri Kalan, New Delhi-110041 who has authorization from the company as per license condition No. 4. All the brands are BIO and falls in Deluxe/ Super Deluxe segment/ category. It has been submitted that the sale shall be conducted by M/s IKON Wine Trader (License No. 03/JKEL-1B). The Committee has also recommended MRP of these brands as per Annexure-"A-37" and "Annexure-A-38". The applicant has remitted the prescribed label fee @ Rs 10,000/- for 6 BIO brands total Rs 60,000/-; and

Whereas, as per the Minutes of Meeting, the brands indicated above at S. No. 2, 4, 5, 6, 20 & 21 meant for Sale in CSD are approved by Government of India Canteen Stores Department, Ministry of Defence and the brands indicated at S. No. 3, 7, 8, 9, 10, 11 & 12 meant for Paramilitary Forces are approved by Border Security Force authorities.

Now, therefore, 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, sanction is hereby accorded to the classification of aforementioned BIO brands, IMFL brands in "Medium", "Premium", "Deluxe/Super Deluxe" segment/category meant for Sale in Civil Market/ Sale to Paramilitary Forces/ Sale in CSD in UT of J&K only indicated against each and fixation of ex-manufacturing price, ex-wholesale price and Maximum Retail Price of the Local Premium IMFL brands as per Annexure-"A-36" and fixation of ex-wholesale price and Maximum Retail Price of BIO brands as per Annexure-"A-37" & "Annexure-A-38" to this order 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-36", "A-37" & "A-38".

No.: EC/Exc/MRP/2021-22/III/ 7520-7540

Dated: 05-12-2022

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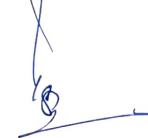
1. Financial Commissioner (Additional Chief Secretary), Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner, (Accounts), Jammu.
4. Deputy Excise Commissioner, (Distilleries), Jammu.
5. Excise and Taxation Officer, City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

ORDER NO 967 OF 2021 DATED : 05-01-2022

ANNEXURE - "A-36"

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

TOTAL NUMBER OF BRANDS 02				Ex-Manufacturer Price Per Case			Ex-Wholesale (JKEL-1) Price Per Case			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/Botling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Dogra Distilleries, Village Gangyal, Tehsil & District Jammu, J&K for M/s Vedant Bottlers Pvt. Ltd., 511, Jodhpur Park, 3rd Floor, Kolkata-700068	Vedant Password Premium Whisky	75	2180	2220	2250	4422	4464	4419	645	325	160	0.51	0.06	0.00
		Vedant Jhony Royal Premium Whisky	75	1845	1920	1960	4074	4152	4107	600	305	150	0.17	0.08	0.00

ORDER NO. 267 EC OF 2021 DATED : 05-01-2022.

ANNEXURE -"A-37"
MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 05				Ex-JKEL-1B Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 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/Importer	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Produce of England, Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)/41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Bombay Sapphire Gin	82.37	13362	0	0	14076	0	0	1615	0	0	0.64	0.00	0.00
2	M/s Grey Goose-BMP, 16130 Gensac-LA, Palue, France, Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)/41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Grey Goose Vodka	70.10	24323	0	0	25476	0	0	2870	0	0	1.64	0.00	0.00
3	M/s S.A. Arenal, Jalisco, EMB, BPM for Tradali S.A, F-30300 Beaucaire-Mexico, Imported & Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)/41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Camino Real Blanco Tequila	70.10	12902	0	0	13598	0	0	1565	0	0	3.22	0.00	0.00
4	Produce of Mexico, Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)/41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Patron XO Café Coffee Liqueur	61.34	27086	0	0	28349	0	0	3185	0	0	0.61	0.00	0.00
5	M/s John Dewars and Sons Limited, Perthshire, Scotland, Imported and Distributed By M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)/41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Dewars White Label Blended Scotch Whisky	75.00	13004	0	0	13704	0	0	1575	0	0	1.56	0.00	0.00

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ORDER NO. 267 EC OF 2021 DATED : 05-01-2022

ANNEXURE - "A-38"

MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) WINE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1 Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 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/Importer	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Produce of Italy, Imported and Distributed By M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Martini Prosecco Sparkling Wine	20.15	11886	0	0	12476	0	0	1395	0	0	0.14	0	0



