

OFFICE OF THE EXCISE COMMISSIONER
JAMMU AND KASHMIR
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Classification and fixation of MRP of IMFL brands.

Reference: 1. Notification S.O. 275 dated 31-08-2020.
 2. Deputy Excise Commissioner, (Accounts), Jammu's letter No. DECAJ/ACCTJ/1240 dated 19-11-2020.
 3. Deputy Excise Commissioner, (Distilleries), Jammu's letter No. DECDJ/2454 dated 13-02-2021.

ORDER No.: 332 OF 2021

DATED: 09 - 03 - 2021

Whereas, the Deputy Excise Commissioner, (Accounts), Jammu vide letter No. DECAJ/ACCTJ/1240 dated 19-11-2020 furnished the Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 held on 18-11-2020 for classification of different brands of IMFL and imported liquor, and fixation of MRP of local brands of IMFL as per Annexure – "B-7" & Annexure – "B-8"; and

Whereas, the Deputy Excise Commissioner, (Distilleries), Jammu vide this office letter No. EC/Exc/MRP/2020-21/5464-65 dated 06-01-2021 was requested to intimate whether the requisite label fee has been recovered in accordance with clause 11 of the current Excise Policy 2020-21; and

Whereas, the Deputy Excise Commissioner, (Distilleries), Jammu vide letter No. DECDJ/2454 dated 13-02-2021 has submitted that the label fee of brands falling at S. No. 5, 6 and 9 of the minutes of meeting of committee dated 18-11-2020 (i.e. "Nok Blended Whisky", "Royal Choice Whisky" & "Mood Maker XXX Rum"), recommended vide letter No. DECAJ/ACCTJ/1240 dated 19-11-2020 has been received in accordance with clause 11 of the Excise Policy 2020-21. The detail is as under:

Brand Name	Manufacturer	Classification	Label Fee Deposited	
			Collection ID & Date	Amount
Nok Blended Whisky	Kashmir Bottlers, Industrial Growth Centre, SIDCO Samba	For Civil Market	201207110631XFX Dated 07-12-2020	Rs 50,000/-
		For CSD/PMF	210209141539LKV Dated 09-02-2021	Rs 30,000/-
Royal Choice Whisky	Rockland Distilleries Pvt. Ltd., Bari Brahmana, Distt. Samba, J&K	For Civil Market	200923143240ZHY Dated 23-09-2020	Rs 50,000/-
Mood Maker	Devans Modern	For Civil	200914113358WUU	Rs 7,00,000/-

XXX Rum	Breweries Limited, Bohri, Talab Tillo, Jammu	Market	Dated 14-09-2020	(label fee of Rs 50,000/- adjusted for the label in question)
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Whereas, the MRP sheet as recommended by the committee i.e. Annexure – "B7" (Low Cost IMFL brands) of minutes of meeting contains three brands of M/s Rockland Distilleries Pvt. Ltd., Bari Brahmana, Distt. Samba, J&K, and the label fee of only one brand i.e. "Royal Choice Whisky" has been recovered from the licensee. As such, "Annexure – "B7" cannot be considered for approval due to non-remittance of label fee of two brands; and

Whereas, the licensee of M/s Kashmir Bottlers, Industrial Growth Centre, SIDCO Samba has remitted an amount of Rs 80,000/- on account of label fee which can be adjusted against classification of brands for Civil and CSD only. For the classification of brand for PMF, the licensee has to deposit the prescribed label fee of Rs 30,000/-; and

Whereas, the Committee as well as the Deputy Excise Commissioner, (Accounts), Jammu has recommended for classification and approval of fixation of MRP.

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. 275 dated 31-08-2020 and recommendation of Deputy Excise Commissioner, (Accounts), Jammu and the Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020, approval is hereby accorded to the classification of below mentioned brands of IMFL and fixation of Ex-Manufacturer price, Ex-JKEL-1 price and Maximum Retail Price as per Annexure-"B-8" to this order for the year 2020-21. The brands shall not be sold either below or above the fixed rate:

S. No.	Distillery/ Bottling Plant	Brand	Type of Liquor	Classification	Remarks
1.	Kashmir Bottlers, Industrial Growth Centre, SIDCO Samba	Nok Blended Whisky	Whisky	Economy	For Civil & CSD
2.	Rockland Distilleries Pvt. Ltd., Bari Brahmana, Distt. Samba, J&K	Royal Choice Whisky	Whisky	Low Cost	For Civil Market
3.	Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu	Mod Maker XXX Rum	Rum	Economy	For Civil Market

Rahul Sharma
(Rahul Sharma), KAS,
Excise Commissioner,
Jammu & Kashmir

Encl: Annexure-"B-8".

No.: EC/Exc/MRP/2020-21/

7452-80

Dated: 09-03-2021

Copy to the:

1. Financial Commissioner, 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 Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipur, Anantnag-Pulwama-Shopian-Kulgam, Distilleries, Eradication.
6. Programmer, I/c web site www.jkexcise.nic.in.
7. President Wine Association, Jammu
8. All retailers namely J. KEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s
9. All wholesalers namely JKEL-1, M/s
10. All manufacturers namely JKEL-6, D-2
11. M/s Kashmir Bottlers, Industrial Growth Centre, SIDCO Samba.
12. M/s Rockland Distillers, J. KEL, Bari Brahmana, Distt. Samba, J&K.
13. M/s Devans Modern Enterprises Limited, Talab Tillo, Jammu.
14. Order file/concerned file

Order No. EC of 2020, Dated:

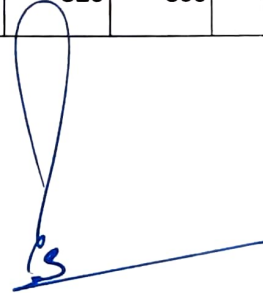
ANNEXURE - "B-8"

MRP OF LOCAL IMFL- ECONOMY BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2020-21

TOTAL NUMBER OF BRANDS 2				EX-MANUFACTURER PRICE/CASE IN RUPEES			EX-JKEL-1 PRICE/CASE IN RUPEES			MRP/UNIT (2020-21) INCLUSIVE OF ALL TAXES IN RUPEES		
Sr. No	DISTILLERY/BOTTLING PLANT	NAME OF BRAND	DEGREE PROOF	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	Devans Modern Breweries Limited, Bohri, Talab Tillo, Jammu	Mood Maker XXX Rum	75	829	835	900	2842	2849	2839	445	225	110
2	Kashmir Bottlers, Industrial Growth Centre, SIDCO, Samba	Nok Blended Whisky	75	829	835	900	2842	2849	2839	445	225	110











ORDER NO. EC OF 2020, DATED:

ANNEXURE - " B-7 "

MRP OF LOW COST IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2020-21

TOTAL NUMBER OF BRANDS 3				EX-MANUFACTURER PRICE/CASE IN RUPEES			EX-JKEL-1 PRICE/CASE IN RUPEES			MRP/UNIT(2020-21) INCLUSIVE OF ALL TAXES IN RUPEES		
Sr. No	Distillery/Bottling Plant	Brand Name	Degree Proof	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	Rockland Distilleries Pvt. Limited, Bari Brahmana, Distt. Samba, J&K.	Royal Choice Whisky	75	625	705	815	2460	2544	2587	395	205	105
		Royal Choice Dry Gin	65	593	677	787	2228	2316	2367	365	190	95
		Royal Choice Orange Flavoured Premix Gin	65	600	682	792	2235	2321	2372	365	190	95

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