

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

Subject: Classification and fixation of MRP of imported 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/Accts/357-63 dated 03-09-2021.

ORDER No.: 176 - EC OF 2021
DATED: 10 - 09 - 2021

Whereas, the committee constituted vide Order No. 37 EC of 2020 dated 06-06-2020 forwarded the Minutes of Meeting bearing No. DECAJ/Exc/Accts/357-63 dated 03-09-2021 held on 02-09-2021; and

Whereas, the committee has deliberated upon the classification and fixation of MRP of IMFL Brands, adopting the following parameters as per clause 4.5 of the current Excise Policy 2021-22 (S.O. 114 dated 31-03-2021) for classification of the brands:

S. No.	EDP/ case (in Rs.)	Segment
1	Upto 600	Low cost
2	601 upto 800	Economy
3	801 upto 1100	Medium
4	1101 upto 2500	Premium
5	>2500	Deluxe/Super Deluxe

Whereas, in light of above parameters, the Committee has recommended classification of below mentioned brands and fixation of MRP of the same brands as per Annexure-"A-27":

S. No.	Distillery/ Bottling Plant	Brand	Strength of Liquor	Type of Liquor	Classification	Remarks
1	M/s United Spirits Limited, at M/s Khasa Distillery Company (A Unit of Digvijay Chemicals Limited), Khasa, Distt, Amritsar, Punjab-143107	Royal Challenge Gold Whisky	75° Proof/ 42.8% Abv.	Whisky	Premium	For Civil Market
2	M/s United Spirits Limited, at M/s Khasa Distillery Company (A Unit of Digvijay Chemicals	Mc Dowell's No. 1 Reserve Whisky	75° Proof/ 42.8% Abv.	Whisky	Premium	For Civil Market

Limited), Khasa, Distt, Amritsar, Punjab-143107						
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Whereas, as per the Minutes of Meeting the MRP of the brands have earlier been approved vide Order No. 48-EC of 2021 dated 31-05-2021 (Annexure-P) in respect of Licensee M/s Chandigarh Distillers & Bottlers Limited and M/s United Spirits Ltd., Pathankot, Punjab. Now the company intends to import/ supply the brands from M/s Khasa Distillery Company, (A Unit of Digvijay Chemicals Limited), Village Khasa, District Amritsar, Punjab having License No. 48/JKEL-1A in the Union Territory of J&K; and

Whereas, the licensee has remitted the prescribes label fee of Rs 1.00 Lac for the above brands vide Collection ID 210825170159NCM & Collection ID 210825161637RUX both dated 25-08-2021 each amounting to Rs 50,000/-.

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 brands of IMFL in 'Premium' segment/category meant of Sale in Civil Market in UT of J&K only and fixation of ex-JKEL-1A price, ex-JKEL-1 price and Maximum Retail Price of the imported Premium brands as per Annexure-"A-27" to this order for the year 2021-22. The brands shall not be sold above the fixed rate.

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

Encl: Annexure-"A-27".

No.: EC/Exc/MRP/2021-22/III 5729-51

Dated: 10-09-2021

Copy to the:

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, M/s
9. M/s United Spirits Limited, at M/s Khasa Distillery Company (A Unit of Digvijay Chemicals Limited), Khasa, Distt, Amritsar, Punjab-143107.
10. Order file/concerned file.

ORDER NO. 176 EC OF 2021 DATED : 10-9-2021
ANNEXURE - "A-27"
MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 02										Ex-JKEL-1A 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	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml						
1	M/s United Spirits Limited., at Khasa Distillery Company (A unit of Digvijay Chemicals Limited), Khasa, Distt. Amritsar, Punjab.	Royal Challenge Gold Whisky	75	4141	4102	4104	4487	4446	4441	655	325	165	2.17	1.21	4.04						
		McDowell's No. 1 Reserve Whisky	75	3768	3768	3718	4099	4099	4040	605	305	150	1.96	3.48	1.91						

Ans
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