

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

**Subject:** Fixation of Maximum Retail Price of Local Premium IMFL Brands and Imported Deluxe/Super Deluxe (BIO) 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/547-52 dated 13-11-2021.

**ORDER No.: 252 EC OF 2021**  
**DATED: 09-12-2021**

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 & Maximum Retail Price of Local Premium IMFL Brands and ex-JKEL-1B price, ex-JKEL-1 price & Maximum Retail Price of Imported Deluxe/Super Deluxe (BIO) Brands as per Annexure-"A-34" and Annexure-"A-35", respectively to this order is hereby approved for the year 2021-22. The brands shall not be sold above the fixed rate.

9/12/2021  
(Kishore Singh Chib), JKAS,  
Excise Commissioner,  
Jammu & Kashmir

**Encl.:** Annexure-"A-34" & "A-35".

**No.:** EC/Exc/MRP/2021-22/ 7152-72

**Dated:** 09-12-2021

**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, JKEL-B.
10. All manufacturers namely JKEL-6, D-2.
11. Order file/concerned file.

ORDER NO. 232 OF 2021 DATED : 09-12-2021.

ANNEXURE - "A-34"

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

TOTAL NUMBER OF BRANDS 04				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/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Trikuta Bottlers, IGC, SIDCO, Samba, J&K for M/s Rock & Storm Distilleries Pvt Ltd., Village Chajjali, Tehsil Sunam, Distt. Sangrur, Punjab-148030.	Revolution Luxury Extra Dry Gin	75	1575	1600	1625	3793	3819	3759	565	285	140	1.23	1.44	0.92
		Revolution Premium XXX Rum	75	1135	1150	1166	3335	3351	3271	505	255	125	0.01	1.47	1.58
		Garrison Reserve Ultra Premium Whisky	75	1752	1765	1780	3977	3991	3920	590	295	145	2.62	0.41	0.76
		Garrison Ultra Premium Brandy	75	1850	1850	1900	4079	4079	4045	600	300	150	0.00	0.00	1.74

*[Handwritten signatures and initials]*

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ORDER NO. 252 EC OF 2021 DATED : 09-12-2021  
ANNEXURE -"A-35"

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

Sr. No	Distillery/Bottling Plant/Importer	Brand Name	Degree Proof	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		
				750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Manufactured & Bottled By M/s William Grant & Sons Limited, Dufftown Banffshire, Scotland, Imported by Rad Elan Distributors Pvt. Limited, D-85/3, Okhla Industrial Area, Phase-I, New Delhi-110020	Grant's Triple Wood Blended Scotch Whisky	75.31	17551	0	0	18433	0	0	2095	0	0	1.37	0	0
5	Distilled and Bottled by M/s Jack Daniel Distillery, Lynchburg, Tennessee 37352 U.S.A. Imported by M/s Brindco Sales Pvt. Ltd. S-53, Okhla Industrial Area, Phase-II, New Delhi-110020.	Jack Daniel's Old No.7 Tennessee Sour Mash Whisky	70	23149	25585	0	24255	26788	0	2735	1510	0	0.94	3.66	0.00
6	Distilled and Bottled by M/s Jack Daniel Distillery, Lynchburg, Tennessee 37352 U.S.A. Imported by M/s Brindco Sales Pvt. Ltd. S-53, Okhla Industrial Area, Phase-II, New Delhi-110020.	Jack Daniel's Original Recipe Tennessee Honey Liqueur	61.3	22946	0	0	24044	0	0	2715	0	0	4.16	0	0
7	Manufactured and Bottled by M/s Altia Plc, Helsinki, Finland. Imported by M/s Brindco Sales Pvt. Ltd. S-53, Okhla Industrial Area, Phase-II, New Delhi-20.	Finlandia Vodka of Finland	70	13137	0	0	13842	0	0	1590	0	0	1.38	0	0

As recommended by the Committee constituted vide order no: 31-ec 9 2020 dt 6/6/20 vide letter no: DELAD/Sec/ACcts/547-52 dt 13/11/21  
9/12/2021  
Joint Commissioner  
(J&K)