

**GOVERNMENT OF JAMMU & KASHMIR**  
**OFFICE OF THE EXCISE COMMISSIONER**  
**JAMMU AND KASHMIR**  
EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU  
E-mail: [excise.commr@jk.gov.in](mailto:excise.commr@jk.gov.in)  
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**Subject:** Classification of Imported IMFL brands for sale in Civil Market and fixation of Ex-Brewery Price of Local Draught Beer and fixation of MRP of Imported IMFL brand for Sale in Civil Market in UT of Jammu & Kashmir for the year 2022-23.

**Reference:** 1. Notification S.O. 71 dated 22-02-2022.  
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/1328-33 dated 30-07-2022.

**ORDER No.: 142 - EC OF 2022**

**DATED: 10 - 08 - 2022**

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. 71 dated 02-02-2022 and recommendations of the committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 sanction is hereby accorded to the classification of below mentioned imported IMFL brands in "Deluxe/Super Deluxe" & "Premium" segment/category meant for Sale in Civil Market in UT of J&K and fixation of Ex-Brewery Price of Local Draught Beer per case as per Annexure-"A-47", and fixation of ExJKEL-1A Price, Ex-JKEL-1 Price and Maximum Retail Price of Imported IMFL brand as per Annexure-"A-48" to this order for the year 2022-23. The brands shall not be sold above the fixed rate:

S. No.	Distillery/ Bottling Plant	Brand	Strength of Liquor	Type of Liquor	Classifi-cation	Remarks
1	M/s United Spirits Limited, at Chandigarh Distillers & Bottlers Limited, Banur, District S.A.S. Nagar (Mohali), Punjab-140601	Signature Rare Aged Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For sale in Civil Market
2	M/s United Spirits Limited, at Chandigarh Distillers & Bottlers Limited, Banur, District S.A.S. Nagar (Mohali), Punjab-140601	Mc Dowell's No. 1 Reserve Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Premium	For sale in Civil Market

3	M/s United Spirits Limited, at Chandigarh Distillers & Bottlers Limited, Banur, District S.A.S. Nagar (Mohali), Punjab-140601	Royal Challenge Gold Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Premium	For sale in Civil Market
4	Beam Global Spirits & Wine (India) Pvt. Limited, Village Karora, Tehsil Behror, District Alwar, Rajasthan-301020	Oaksmith Gold International Blended Whisky	75.0° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For sale in Civil Market

  
 (Pankaj Kumar Sharma), JKAS,  
 Excise Commissioner, J&K

Encl: Annexure-"A-47" & Annexure-"A-48".

No.: EC/Exc/MRP/2022-23/II/3513-35

Dated: 10-08-2022

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. Sr. Programmer, I/c web site [www.jkexcise.nic.in](http://www.jkexcise.nic.in).
7. All Manufacturers namely JKEL-6, B-1, D-2, M/s .....
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s .....
9. All wholesalers namely JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W M/s .....
10. Order file/concerned file.

ORDER NO. 142 EC OF 2022, DATED: 10-08-2022

## ANNEXURE- "A-47"

EX-BREWERY PRICE OF LOCAL DRAUGHT BEER PER CASE FOR SALE IN CIVIL (BARS/SOCIAL OCCASIONS) FOR THE YEAR 2022-23

DRAUGHT BEER BRANDS 08					EX-MANUFACTURER PRICE PER KEG IN RUPEES (INCLUDING ASSESSMENT FEE)	EX-MANUFACTURER PRICE PER CASE IN RUPEES (INCLUDING ASSESSMENT FEE)
Sr. No.	NAME OF BREWERY	BRAND NAME	CATEGORY	DEGREE UPTO %V/V	5 LTR	1 Case (2 X 5 LTR)
1	Devans Modern Breweries Limited, District Samba, J&K.	Six Fields Rebel Premium Dark Ale	Draught Keg	8	1750	3500
		Godfather The Legendary Finest Strong Beer	Draught Keg	8	1296	2592
		Godfather The Legendary Premium Strong Beer	Draught Keg	8	1296	2592
		Godfather Super 8 Premium Strong Beer	Draught Keg	8	1296	2592
		Kotsberg Finest Pils Beer	Draught Keg	5	1296	2592
		Six Fields Cult Finest Strong Wheat Beer	Draught Keg	8	1444	2888
		Six Fields Blanche Finest Wheat Beer	Draught Keg	5	1444	2888
		Six Fields Blanche Premier Wheat Beer	Draught Keg	5	1444	2888

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ANNEXURE - "A-48"

MRP OF IMPORTED DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2022-23 (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 Beam Global Spirits & Wine (India) Pvt Limited, Village Karora, Tehsil Behror, District Alwar, Rajasthan-301020	Oaksmith Gold International Blended Whisky	75	5906	5906	5805	6322	6322	6210	925	465	230	0.00	2.40	3.23

*[Handwritten signatures and initials]*