

OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR

EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Fixation of Maximum Retail Price of Imported Wine Brands / Imported Premium IMFL Brands and revision of MRP of Premium & Deluxe/ Super Deluxe IMFL Brands Sale in Civil Market 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/960-66 dated 28-06-2022.

O R D E R No.: 102 - EC OF 2022

D A T E D: 01 - 07 - 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 22-02-2022 and recommendation of the Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022, the Ex-Manufacturer Price, Ex-Wholesale Price and **Maximum Retail Price of Imported Wine Brands / Imported Premium IMFL Brands and revision of MRP of Premium & Deluxe/ Super Deluxe IMFL Brands** for Sale in Civil Market as per Annexure- "A-41", "A-42" & "A-43" to this order is hereby approved for the year 2022-23. The brands shall not be sold above the fixed rate.


(Pankaj Kumar Sharma), JKAS,
Excise Commissioner,
Jammu & Kashmir

Encl.: Annexure- "A-41", "A-42" & "A-43"

No.: EC/Exc/MRP/2022-23/1/2663-83

Dated: 01 -07-2022

Copy to the:

1. Financial Commissioner (Additional Chief Secretary), Finance Department, J&K 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, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam, Distilleries.
7. Sr. Programmer, Incharge website 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-1A, JKEL-1.
10. All Manufacturers namely JKEL-6, D-2.
11. Order file/concerned file.

ORDER NO.: 102 - EC OF 2022 DATED: 01-07-2022

ANNEXURE -"A-41"

MRP OF IMPORTED WINE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 02				Ex-JKEL-1W Price per case (Landing Cost to JKEL-1)	Ex-Wholesale Price JKEL-1	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/Importer	Brand Name	Degree Proof	750ml	750ml	750ml	750ml
1	M/s Sula Vineyards Pvt. Limited (Unit-II) Gat No.90, Jaulke Wani, Taluka Dindori, District Nashik-422209, Maharashtra, India	Sula Brut Methode Traditionnelle	21.0	9581	10079	1185	3.42
2	M/s Sula Vineyards Pvt. Limited (Unit-II) Gat No.90, Jaulke Wani, Taluka Dindori, District Nashik-422209, Maharashtra, India	Sula Vineyards Cabernet Shiraz Red Wine	23.6	7343	7751	915	1.14

ORDER NO.

102 - EC OF 2022 DATED : 01-07-2022

ANNEXURE - "A-42"

MRP OF IMPORTED PREMIUM 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 Pernod Ricard India Pvt., Ltd., at Rajasthan Liquors Ltd. Village Haripur Hindua, Derabassi, Distt. S.A.S.Nagar (Mohali), Punjab.	Seagram's Royal Stag Superior Whisky	75	4039	4089	4042	4381	4433	4376	665	340	165	0.21	4.13	0.00

ORDER NO. 102 - EC OF 2022 DATED : 01-07-2022

ANNEXURE - "A-43"

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

TOTAL NUMBER OF BRANDS 19				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 Pernod Ricard India Pvt. Limited, at Rajasthan Liquors Limited, Village Hariपुर Hindua, Derabassi, District S.A.S. Nagar (Mohali), Punjab.	Seagram's Imperial Blue Hand Picked Grain Whisky	75	3696	3741	3712	4024	4071	4033	620	315	155	3.12	3.47	1.25
		Seagram's Royal Stag Classic Whisky	75	3975	4018	4060	4314	4359	4395	660	335	170	4.20	4.08	4.10
		Seagram's Royal Stag Barrel Select Whisky	75	4257	4282	4185	4608	4634	4525	695	350	170	0.00	0.63	0.00
		Seagram's 100 Pipers Exceptional Blended Scotch Whisky	75	10766	10765	10836	11377	11376	11442	1605	805	405	1.58	3.36	2.74
		Seagram's Blenders Pride Reserve Collection Whisky	75	6632	6732	6735	7078	7182	7177	1030	520	260	3.37	0.00	0.79
		Seagram's Blenders Pride Ultra Premium Whisky	75	5850	5860	5987	6264	6274	6400	920	460	235	2.58	0.62	1.86
2	M/s United Spirits Limited, at M/s Khasa Distillery Company. (A unit of Digvijay Chemicals Limited), Khasa, District Amritsar, Punjab-143107	Black Dog Triple Gold Reserve Blended Scotch Whisky	75	14333	14532	14535	15087	15294	15289	2105	1065	535	3.82	0.52	3.70
		Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky	75	10461	10446	10452	11060	11044	11043	1565	780	390	4.11	0.63	1.12
		Black & White Blended Scotch Whisky	75	9082	0	0	9626	0	0	1370	0	0	1.51	0.00	0.00
		Vat 69 Blended Scotch Whisky	75	8207	8607	8810	8716	9132	9335	1250	655	335	3.61	3.89	3.41
		Smirnoff Triple Distilled Vodka	75	5202	5377	5280	5590	5772	5664	830	430	210	3.01	4.30	1.54
		Signature Rare Aged Whisky	75	5650	5735	5849	6056	6145	6256	890	455	230	0.48	4.27	1.69
		Signature Premier Grain Whisky	75	5932	5932	5835	6350	6350	6241	930	465	230	1.04	0.52	2.19
		Antiquity Blue Ultra Premium Whisky	75	6868	6960	6996	7323	7418	7449	1060	540	270	0.49	3.87	1.66
		Royal Challenge Gold Whisky	75	4060	4021	4026	4403	4362	4360	670	335	165	2.27	3.89	0.28
3	M/s Alcobrew Distilleries India Pvt. Limited, Village Behra, Derabassi, S.A.S.Nagar (Mohali), Punjab-140507	McDowell's No.1 Reserve Whisky	75	3687	3687	3640	4015	4015	3958	620	310	155	4.32	2.15	3.76
		White & Blue Rare Oak Whisky	75	4008	4009	3926	4348	4349	4256	660	330	165	0.00	0.00	3.76
		One More Pure Craft Vodka Green Apple	65.6	4100	4130	4081	4444	4475	4417	675	340	170	1.77	1.30	3.37
		Golfer's Shot Barrel Aged Whisky	75	5552	5552	5455	5954	5954	5846	880	440	215	4.17	2.08	0.44

[Handwritten signatures and initials]