

GOVERNMENT OF JAMMU AND KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K, JAMMU

EXCISE & TAXATION COMPLEX, RAIL HEAD COMPLEX, JAMMU
Tel. 0191-2477977 & E-mail: excise.commr@jk.gov.in

Subject: Fixation of Maximum Retail Price of Locally Manufactured Low Cost & Premium IMFL Brands for sale in Civil Market for the year 2023-24.

Reference: 1. Notification S.O. 172 Dated: 28-03-2023.
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/2894-100 Dated: 12-01-2024.

ORDER No.: 14 - EC of 2024
DATED: 18 - 01-2024

In exercise of the powers conferred under sub clause (iv), clause (b), Sub-rule 31 of Rule 38 of the J&K Liquor License and Sale Rules, 1984, read with S.O. 172 Dated: 28-03-2023 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 **Locally Manufactured Low Cost & Premium IMFL Brands** for sale in Civil Market as per Annexure-"A-46" respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.


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

Encl: Annexure- "A-46"

No.: EC/Exc/MRP/2023-24/ 6751-69

Dated: 18-01-2024

Copy to the:

1. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
2. Deputy Excise Commissioner (Distilleries), Jammu.
3. Deputy Excise Commissioner (Accounts), Jammu.
4. Private Secretary to the Principal Secretary, Finance Department, J&K, Civil Secretariat for the kind information of the Principal Secretary.
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-Bandipora, Anantnag-Pulwama-Shopian-Kulgam, Distilleries.
6. Sr. Programmer, I/c website 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, JKEL-1A, JKEL-1B, JKEL-1W, M/s.....
9. All Manufacturers namely JKEL-6, B-1, D-2, M/s.....
10. Order file/concerned file.

ORDER NO. 14 OF 2024 DATED : 18-01-2024

ANNEXURE - "A-46"

MRP OF LOCALLY MANUFACTURED LOW COST & PREMIUM IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

TOTAL NUMBER OF BRANDS 06

Ex-Manufacturer
Price Per Case

Ex-Wholesale (JKEL-1)
Price Per Case

MRP/Unit (2023-24)
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	Segment	Degree Proof	Ex-Manufacturer Price Per Case			Ex-Wholesale (JKEL-1) Price Per Case			MRP/Unit (2023-24) 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	M/s Kashmir Bottlers, IGC, SIDCO, Samba, J&K, for M/s Tilaknagar Industries Limited, Regd. Office P.O. Tilaknagar, Taluka Shrirampur, Distt. Ahmednagar, MH.	Blue Lagoon Gin Lemon	Premium	65.6	1389	0	0	3587	0	0	590	0	0	1.02	0	0
		Blue Lagoon Gin	Premium	75	1389	0	0	3835	0	0	625	0	0	1.30	0	0
		Blue Lagoon Gin Zesty Orange	Premium	65.6	1389	0	0	3587	0	0	590	0	0	1.02	0	0
		Finest Courier Napoleon Brandy	Low Cost	75	748.14	0	0	2937	0	0	500	0	0	2.02	0	0
		Courier Napoleon Gold Brandy	Low Cost	75	656.26	0	0	2841	0	0	485	0	0	0.46	0	0
		Mansion House Flandy Orange French Style Brandy	Premium	65.6	1928	0	0	4153	0	0	670	0	0	1.78	0	0

Handwritten signatures and initials in blue ink.