

I/29555/2022

GOVERNMENT OF JAMMU & KASHMIR
OFFICE OF THE EXCISE COMMISSIONER
EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU
Tel. 0191-2477977 & E-mail: excise.commr@jk.gov.in

Subject: Fixation of Maximum Retail Price of Local IMFL and Imported BIO Beer Brands for 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/1717-19 dated 17-09-2022.

ORDER No.: 191 - EC OF 2022

DATED: 20 - 09 - 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 Local IMFL and Imported BIO Beer Brands** for Sale in Civil Market as per Annexure- "A-51", "A-52" & "A-53" 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-51", "A-52" & "A-50"

No.: EC/Exc/MRP/2022-23/II/ 4409-28

Dated: 20 -09-2022

Copy to the:

1. Financial Commissioner (Additional Chief Secretary), Finance Department, J&K Civil Secretariat, Jammu.
2. Deputy Excise Commissioner (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner (Distilleries), Jammu.
4. Deputy Excise Commissioner (Accounts), 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.
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. 191 OF 2022 DATED : 20-09-2022

ANNEXURE - "A-51"

MRP OF LOCAL PREMIUM IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 02				Ex-Manufacturer Price Per Case			Ex-Wholesale (JKEL- 1) Price Per Case			MRP/Unit (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 New India Distilleries, P.O. Sujwan, Nai Basti, District Samba, J&K for M/s Manas Agro Industries & Infrastructure Limited, Village Kinhal/Wadgaon, Taluka Umred, District Nagpur, MH-441108	Kaptaan XXX Rum	75	1350	1375	1500	3489	3515	3561	545	275	140	0.00	0.70	2.07
		The Wolf Stone Premium Whisky	75	1800	1850	1900	3957	4009	3977	610	310	155	2.11	2.56	3.13

ORDER NO. 191 OF 2022 DATED: 20-09-2022
ANNEXURE - "A-52"

MRP OF IMFL ECONOMY BRAND FOR SALE IN CIVIL MARKET FOR THE YEAY 2022-23

TOTAL NUMBER OF BRANDS 01				Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL- 1) Price/Case In Rupees			MRP/Unit (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 Rockland Distilleries Pvt. Limited, Bari Brahmana, District Samba, J&K.	Royal Choice Whisky	75	625	705	800	2710	2793	2809	445	230	115	4.41	4.14	2.30

[Handwritten signatures and initials in blue ink]

ORDER NO. 191 EC OF 2022 DATED : 20-09-2022
ANNEXURE-"A-53"

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

TOTAL NUMBER OF BRANDS 02					Ex-JKEL-1A Price Per Case				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2021-22) Inclusive of all Taxes				Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee			
Sr.N o.	Name of Breweries	Brand Name	Category of Packing	Degree Below %/V	355ml	500ml	330ml	325ml	355ml	500ml	330ml	325ml	355ml	500ml	330ml	325ml	355ml	500ml	330ml	325ml
1	Manufactured/Bottled By M/s Amstel Brouwerij B.V, Heineken Brewery, Rietveldenweg 25, 5222 AP's - Hertogenbosch, Netherlands and Exported by Heineken Brouwerijen B.V, Burgemeester Smeetsweg 1, 2382 PH Zoeterwoude, Netherlands. GI: Amsterdam, Netherlands imported by M/s Dhall Food & Beverages Pvt. Limited F-90/32, Okhla Industrial Area, Phase-1, New Delhi-110020, India.	Amstel Light Beer	Glass/Tin	3.5	3813	0	0	0	4074	0	0	0	245	0	0	0	0.09	0	0	0
2	Manufactured/Bottled by M/s Heineken Italia S.p.A, Viale Edison, 110 Sesto S. Giovanni Italy. Imported by M/s Dhall Food & Beverages Pvt. Limited F-90/32, Okhla Industrial Area, Phase-1, New Delhi-110020, India.	Birra Moretti Beer	Glass/Tin	4.6	0	0	3755	0	0	0	4006	0	0	0	240	0	0	0	0	0

