

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 Imported Deluxe/Super Deluxe IMFL, Locally Manufactured Beer and Low cost/Medium/Premium IMFL Brands for sale in civil market 2024-25

Reference: 1. Notification S.O. 85 Dated: 01-02-2024.
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/612-18 dated 11.06.2024

ORDER No.: 277- EC of 2024
DATED: 13 - 06-2024

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. 85 Dated: 01-02-2024 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 Deluxe/Super Deluxe IMFL, Locally Manufactured Beer and Low cost/Medium/ Premium IMFL Brands** for sale in civil market as per **Annexure-"A-9", "A-10", "A-11"** respectively to this order is hereby approved for the year 2024-25. The brands shall not be sold above the fixed rate.


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

Encl: Annexure-"A-9", "A-10", "A-11"

No.: EC/Exc/MRP/2024-25/1427-44

Dated: 13 -06-2024

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 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. 277 - EC OF 2024 DATED : 13/06/2024

ANNEXURE - "A-9"

MRP OF IMPORTED DELUXE/SUPER DELUXE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01					Ex-Distillery Price (2024-25) + Duties/Fees of Exporting States/Uts			Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2024-25 (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	Category/Segment	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P. 244901	Rampur Indian Single Malt Whisky Non-Chill Filtered Asava (750mlX6)	Deluxe/Super Deluxe	75	27714.00	0	0	29117	0	0	30692	0	0	8685	0	0	1.64	0	0



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ANNEXURE-"A-10"

MRP OF LOCAL BEER BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price Per Case (EBP)			Ex-Wholesale (JKEL-1) Price Per Case			MRP Per Unit (2024-25) Inclusive of all Taxes			Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee		
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VV	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml	650ml	500ml	330ml
1	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong 8% Finest Beer	Glass	8	575	0	675	1065	0	1177	175	0	95	1.33	0	0.14
			Tin	8	0	945	675	0	1701	1177	0	140	95	0	2.03	0.14

MRP OF LOCAL BEER BRAND(5 Ltr.Can) FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price (EBP) Per Case (5Ltr.X2)	Ex-Wholesale (JKEL-1) Price Per Case (5Ltr.X2)	MRP Per Unit (2024-25) Inclusive of all Taxes	Differential Amount on Account of rounding-off/Fixation of MRP, Recoverable as rounding Fee
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VV	5 Ltr.X2	5 Ltr.X2	5 Ltr.	5 Ltr.
1	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong 8% Finest Beer	TIN	8	2500	3216	2895	4.56

EX-BREWERY PRICE OF LOCAL DRAUGHT BEER & LANDING COST FOR SALE IN CIVIL (BARS/SOCIAL OCCASIONS)FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 01					Ex-Manufacturer Price (EBP) Per KEG (Including Assessment Duty @Rs.10 Per BL)			Bottling Fee@Rs.12/BL			Excise Duty @Rs.30 Per BL			Landing Cost to Bars		
Sr.No.	Name of Breweries	Brand Name	Category of Packing	Degree Below %VV	30 Ltr.	20 Ltr	5 Ltr.X2	30 Ltr.	20 Ltr	5 Ltr.X2	30 Ltr.	20 Ltr	5 Ltr.X2	30 Ltr.	20 Ltr	5 Ltr.X2
1	Devans Modern Breweries Ltd. Samba.	Godfather Super Strong 8% Finest Beer	TIN	8	3677	2450	2592	360	240	120	900	600	300	4937	3290	3012

[Handwritten signatures and initials]

ORDER NO. 277 OF 2024 DATED : 13/06/2024.
ANNEXURE - "A-11"

MRP OF LOCALLY MANUFACTURED LOW COST, MEDIUM AND PREMIUM IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2024-25

TOTAL NUMBER OF BRANDS 03					Ex-Manufacturer Price Per Case			Ex-Wholesale (JKEL-1) Price Per Case			MRP/Unit (2024-25) 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	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Babji Enterprises, Phase-III, IGC, SIDCO, Samba, J&K for M/s Jaswant Industries, Regd. Office at Shaheed Bhagat Singh Chowk, Jalandhar, Punjab.	Principal Premium Whisky	Low Cost	75	676	0	0	2959	0	0	505	0	0	1.14	0	0
2	M/s Babji Enterprises, Phase-III, IGC, SIDCO, Samba, J&K for M/s Empire Alcobrev Pvt. Limited, Village Jaula Khurd, Tehsil Derabassi, District S.A.S Nagar (Mohali), Punjab-140501	Old Habbit Premium Whisky	Premium	75	1872	1872	1872	4440	4440	4341	715	360	175	3.80	4.40	1.55
3		Bottoms UP Premium Whisky	Medium	75	1150	1150	1150	3682	3682	3583	610	305	150	4.92	2.46	3.08