

OFFICE OF THE EXCISE COMMISSIONER

JAMMU AND KASHMIR

**EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU**


Subject: Fixation of Maximum Retail Price of Local Beer and Imported Deluxe/Super Deluxe (BIO) 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. 37-EC of 2020 dated 06-06-2020 bearing No. DIST/CHM/MRP22-23/112-117 dated 25-05-2022.

ORDER No.: 58 - EC OF 2022

DATED: 28 - 05 - 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. 37-EC of 2020 dated 06-06-2020, the Ex-Manufacturer (JKEL-1A) Price, Ex-Wholesale (JKEL-1) Price and **Maximum Retail Price of Local Beer and Imported Deluxe/Super Deluxe (BIO)** brands for Sale in Civil Market as per Annexure- "A-33" & "A-34" 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-33" & "A-34"
No.: EC/Exc/MRP/2022-23/II/ 1720-40

Dated: 28 -05-2022

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 Udampur-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. 58 EC OF 2022 DATED : 28-05-2022

ANNEXURE-"A-34"

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

TOTAL NUMBER OF BRAND 01					Ex-Manufacturer Price Per Case (EBP)				Ex-Wholesale (JKEL-1) Price Per Case				MRP Per Unit (2022-23) 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 %VVV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	Basanter Breweries Pvt. Limited Samba for M/s United Breweries Limited	Kingfisher Fine Strong Beer	Glass	8	614	0	0	0	1078	0	0	0	170	0	0	0	2.62	0	0	0

ORDER NO. 58 -EC OF 2022 DATED :28-05-2022
ANNEXURE -"A-33"

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

TOTAL NUMBER OF BRANDS 07				Ex-JKEL-1B 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/Importer	Brand Name	Degree Proof	750ml	375ml	200ml	750ml	375ml	200ml	750ml	375ml	200ml	750ml	375ml	200ml
1	Distilled, Matured & Bottled in Scotland by Glenlivet Distillery, Banffshire AB37 9DB. Imported by M/s Pernod Ricard India Pvt Ltd.	The Glenlivet Single Malt Scotch Whisky	75.31	32924	0	0	34421	0	0	4025	0	0	0.58	0.00	0.00
2	Blended & Bottled in Scotland by M/s Chivas Brothers. Imported by M/s Pernod Ricard India Pvt. Ltd.	Chivas Regal Aged 12 Years Blended Scotch Whisky	75.31	26770	0	16587	28021	0	17346	3290	0	1015	1.58	0.00	0.00
3	Blended & Bottled in Scotland by M/s George Ballantine and Son, Dumbarton, G82 2SS, Scotland Imported by M/s Pernod Ricard India Pvt. Ltd.	Ballantine's Finest Blended Scotch Whisky	75.31	13200	0	8122	13908	0	8543	1665	0	510	0.00	0.00	1.18
4	Manufactured by M/s Irish Distillers Ltd. Simmons Court Road, Dublin 4, Ireland, Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd., C/o Veritas Logistics Pvt. Ltd.	Jameson Irish Whiskey	70	16344	0	12573	17177	0	13196	2045	0	625	3.64	0.00	0.39
5	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd.	Absolut Vodka	70	13152	0	8124	13858	0	8545	1660	0	510	0.33	0.00	1.06
6	Manufactured in Ahus, Sweden by M/s The Absolut Company AB-117 97 Stockholm, Sweden & Imported by M/s Pernod Ricard India Pvt. Ltd.	Absolut Citron Lemon Flavoured Vodka	70	14262	0	8824	15012	0	9273	1795	0	555	2.62	0.00	4.20
7	Distilled & Bottled by M/s Jack Daniel Distillery, Lynchburg, Tennessee 37352 U.S.A. Imported by M/s Brindco Sales Pvt.Ltd. S-53, Okhla Industrial Area, Phase- II, New Delhi-110020.	Jack Daniel's Old No.7 Tennessee Sour Mash Whisky	70	0	0	14687	0	0	15370	0	0	905	0.00	0.00	3.63

[Handwritten signatures and initials]