



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 Local Deluxe/Super Deluxe & Premium IMFL, Imported RTD (Ready to Drink) and Imported Premium Wine 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/2744-49 Dated: 18-12-2023.

O R D E R NO.: 395- EC OF 2023 D A T E D: 19 - 12-2023

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 Local Deluxe/Super Deluxe & Premium IMFL, Imported RTD (Ready to Drink) and Imported Premium Wine Brands for sale in Civil Market as per Annexure-"A-43", Annexure-"A-44" & Annexure-"A-45" respectively to this order is hereby approved for the year 2023-24. The brands shall not be sold above the fixed rate.

Encl: "A-43", "A-44" & "A-45"

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

Dated: 19-12-2023

No.: EC/Exc./MRP/2023-24/6306-6325

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.

2 for M/s Mohan Meakin L		M/s Oakland Bottlers Pvt Phase 1, SIDCO, Samba, Distillerss Pvt. Limited, New Del	Sr. Distillery/B		MRP OF LOCA		
Solan Brewery, Himachal Pradesh	M/s Tawi Bottlers, Sujwan, District Samba, J&K, for M/s Mohan Meakin Limited, Regd. Office M/s	M/s Oakland Bottlers Pvt. Limited , Plot No.19, IGC, Phase 1, SIDCO, Samba, J&K. For M/s Those Good Distillerss Pvt. Limited, N-126, Panchsheel Park, New Delhi-110017	Distillery/Bottling Plant	TOTAL NUMBER	YLLY MANUFACTUR		
Old Monk White Rum	Old Monk Coffee Extra Ordinary XO Coffee Flavoured Premium Rum	Himalayan Sipping Rum Idaaya (750X6)	Brand Name	TOTAL NUMBER OF BRANDS 03	MRP OF LOCALLY MANUFACTURED DELUXE/SUPER DELUXE & PREMIUM IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24	A	ORDER NO. 395 OF
Premium	Deluxe/ Super Deluxe	Deluxe/ Super Deluxe	Segment or Category		: & PREMI	ANNEXURE -	10.395°C
75	70	75	Degree Proof		N IN		۱
1835	3265	27798	750ml	Ex-Mar	NFL BR	"A-43"	023 D
1825	3265	0	375ml	nufacture Per Case	ANDS		ATED
1880	3237.12	0	180ml	r Price	OR SA		2023 DATED : 19-12-2023
4304	5808	30447	750ml	Ex-Wholesale (JKEL 1) Price Per Case	LEIN		2-200
4293	5808	0	375ml	:x-Wholesale (JKE 1) Price Per Case	CIVIL		3
4256	5685	0	180ml		MARKE		
690	900	8615	750ml	MRP/Unit (2023- 24) Inclusive of all Taxes	T FO		
345	450	0	375ml	P/Unit (20) Inclusive all Taxes	RTH		
170	220	0	180ml	023- 'e of	E YE		
0.64	0.08	3.04	750ml	Differen account / Fixal Recc rou	AR 202		
1.09	0.04	0	375ml	Differential Amount, on account of rounding-off / Fixation of MRP, Recoverable as rounding fee	23-24		
0.19		0	180ml	unt, on ing-off RP, as			



ORDER NO. 395 EC OF 2023 DATED: 19-12-2023 ANNEXURE -"A-44"

MRP OF IMPORTED RTD (READY TO DRINK) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2023-24

_						Sr.				
	M/s Blended and bottled by M/s Coral Distillery, H. No. 287 & 288, Assolda, Quepem, Goa-403714, For M/s RM Beverages Pvt. Ltd., Survey No.35, Plot No.22, Raghvendra Nagar,Kharadi, Pune-411014, MH					Distillery/Bottling Plant/Importer	TOTAL NUMBER OF BRANDS 05			
	INACAN Vodka Mule	INACAN Gin & Tonic	INACAN Whiskey Collins	INACAN LIIT	INACAN Rum Latte	Brand Name	OS 05			
	8.0	8.0	8.0	8.0	8.0	Degree % v/v				
	1765	1765	1765	1765	1765		Ex- manufacturer Price per case+ duties/expenses of Exporting States/Uts			
	2143	2143	2143	2143	2143	250ml	Ex-JKEL-1A Price Per Case In Rupees			
	2328	Rupees 2328 2328 2328 2328		Ex-JKEL-1 Price Per Case In Rupees						
	135	(Inclusive of all Taxes) ## 135 135 135 135								
	0.08	0.08	0.08	0.08	0.08	250m)	Differential Amount, on account of rounding- off/Fixation of MRP, Recoverable as rounding Fee			



ORDER NO. 395 EC OF 2023 DATED : 19-12-2023 ANNEXURE -"A-45" THE VEAR 2023-24

	9.		4		
Manufactured & Maketed by M/s Indospirit Beverages Pvt. Limited, L-22, Cuncolim IDC, Goa-			TOTAL NUMBER OF BRANDS 0	MRP OF IMPORTED PREMIUM WINE BRANDS FOR SALE I	
BRO CODE EL CLASSICO			3		
15%	Alcohol Content			ĭ ×	
0	750ml		Ex-ma F dutie Expor	INE BI	
2223	330ml		nufactrer er Case + s/expenso ting State		
0	187ml		Price es of es/Uts	FOR	
0	750ml		Ex-JKEI Case	SALEI	
3118	330ml		L-1W Pric	N CIV	
0	187ml		es Per		
0	750ml		Ex-JKE Case	N CIVIL MARKET FOR THE YEAR 2023-24	
3377	3377	330ml		L-1 Price In Rupe	OR 11
0	187ml			15 15	
0	750ml		Maximum Unit for 20 of i		
195	330ml		Retail Pri)23-24 (Ino all Taxes)		
0	187ml		ice Per Iclusive		
0	750m		Differe accou off/Fi; Recover		
0.19	330m	I	ential Amount of rour ixation of lerable as refee		
0	187m	I	ding- MRP, unding		
	BRO CODE EL 15% 0 2223 0 0 3118 0 0 3377 0 0 195 0 0 CLASSICO	BRO CODE EL 15% Alcohol Content 750ml 330ml 330ml 0 750ml 3318 0 750ml 3377 0 187ml 0 750ml 187ml 0 750ml 187ml 0 750ml	BRO CODE EL 15% Alcohol Content 750ml 330ml 750ml 187ml 0 750ml 331ml 0 750ml 187ml 0 750ml 187ml 0 750ml 187ml 0 750ml	Ex-manufactrer Price Ex-JKEL-1W Price Per Case In Rupees Case In Rup	

Νo.

