

# **OFFICE OF THE EXCISE COMMISSIONER**

## **JAMMU AND KASHMIR**

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

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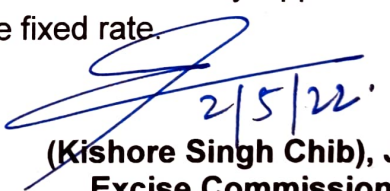
**Subject:** Fixation of Maximum Retail Price of Imported Deluxe/Super Deluxe (BIO) Brands, Imported Deluxe/ Super Deluxe (BIO) Wine Brands, Revised MRP of Imported Premium brands and Local Beer for Sale in Civil Market for the year 2022-23.

**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/MRP22-23/78-84 dated 27-04-2022.

**ORDER No.: 35 - EC OF 2022**

**DATED: 02 - 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 Imported Deluxe/Super Deluxe (BIO) Brands, Imported Deluxe/ Super Deluxe (BIO) Wine Brands, Revised MRP of Imported Premium Brands and Local Beer Brands** for Sale in Civil Market as per Annexure- "A-23", "A-24", "A-25" & "A-26" to this order is hereby approved for the year 2022-23. The brands shall not be sold above the fixed rate.

  
(Kishore Singh Chib), JKAS,  
Excise Commissioner  
Jammu & Kashmir

**Encl.:** Annexure-"A-23", "A-24", "A-25" & "A-26".

**No.:** EC/Exc/MRP/2022-23/II 1076-96.

**Dated:** 02-05-2022

**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 Udhampur-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](http://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. 35 EC OF 2022 DATED :

ANNEXURE -"A-23"

## MRP OF IMPORTED DELUXE/SUPER DELUXE (BIO) BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22






TOTAL NUMBER OF BRANDS 04				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	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Produce of England, Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Bombay Sapphire Gin	82.31	13287	0	0	13998	0	0	1680	0	0	4.22	0.00	0.00
2	M/s Grey Goose-BMP, 16130 Gensac-LA, Palue, France, Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Grey Goose Vodka	70.00	24258	0	0	25408	0	0	2990	0	0	2.08	0.00	0.00
3	M/s S.A. Arenal, Jalisco, EMB, BPM for Tradall S.A, F-30300 Beaucaire-Mexico, Imported & Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Camino Real Blanco Tequila	70.00	12837	0	0	13530	0	0	1625	0	0	3.04	0.00	0.00
4	M/s John Dewars and Sons Limited, Perthshire, Scotland, Imported and Distributed by M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/11(0-10)41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Dewars White Label Blended Scotch Whisky	70.00	12824	0	0	13517	0	0	1620	0	0	0.00	0.00	0.00

ORDER NO. 35 EC OF 2022 DATED :

ANNEXURE -"A-24"

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

TOTAL NUMBER OF BRANDS 01				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	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Produce of Italy, Imported and Distributed By M/s Bacardi India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd., Khasra No.41/1/1(0-10)41/20 (4-16). 45/1/1 (3-12), Main Rohtak-Delhi Road, Near Metro pillar No.675, Tikri Kalan, New Delhi-110041	Martini Prosecco Sparkling Wine	20.14	11616	0	0	12195	0	0	1425	0	0	0.07	0	0

ORDER NO. 35 EC OF 2022 DATED :  
ANNEXURE -"A-25"

REVISED MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2022-23

TOTAL NUMBER OF BRANDS 02				Ex-JKEL-1A 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	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s United Spirits Limited, at M/s Khasa Distillery Company.(A unit of Digvijay Chemicals Limited), Khasa, Distt. Amritsar, Punjab-143107	Royal Challenge Gold Whisky	75	0	0	4039	0	0	4373	0	0	165	0.00	0.00	0.00
		McDowell's No.1 Reserve Whisky	75	0	0	3653	0	0	3972	0	0	155	0.00	0.00	3.30

*[Handwritten signatures and initials]*

ORDER NO. 35 EC OF 2022 DATED :  
ANNEXURE-"A-26

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

MRP OF LOCAL BEER BRANDS FOR SALE IN STATE																				
TOTAL NUMBER OF BRANDS 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 %VV	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml	650ml	500ml	330ml	325ml
1	M/s Basanter Breweries Pvt. Limited, Village Ramnagar, Samba, J&K.	Sea Hawk Ultra Super Strong Beer	Glass	5	504	0	630	0	948	0	1085	0	150	0	85	0	0.06	0.00	0.66	0
			Tin	5	0	837	633	0	0	1522	1088	0	0	120	85	0	0.00	0.40	0.47	0

*[Handwritten signatures and initials in blue ink]*