

OFFICE OF THE EXCISE COMMISSIONER,
JAMMU AND KASHMIR
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

Subject: Classification of Local & Imported IMFL brands for sale in Civil Market/ Sale in CSD/ Sale to Paramilitary Forces and fixation of MRP of Imported & Local IMFL brands and Imported BIO brands for Sale in Civil Market in UT of Jammu & Kashmir for the year 2021-22.

Reference: 1. Notification S.O. 114 dated 31-03-2021.
2. Minutes of Meeting of Committee constituted vide Order No. 37-EC of 2020 dated 06-06-2020 issued vide No. DECAJ/Exc/Accts/800-07 dated 12-02-2022.

ORDER No.: 310 - EC OF 2022

DATED: 02 - 03 - 2022

Whereas, the committee constituted vide Order No. 37 EC of 2020 dated 06-06-2020 forwarded the Minutes of Meeting bearing No. DECAJ/Exc/Accts/800-07 dated 12-02-2022 held on held on 31st January & 3rd February, 2022; and

Whereas, in light of S.O. 114 dated 31-03-2021 (Excise Policy 2021-22) and report of Departmental Chemist the Committee has recommended the classification of brands as under:

S. No.	Distillery/ Bottling Plant	Brand	Strength of Liquor	Type of Liquor	Classification	Remarks
1	M/s Kashmir Bottlers, Phase-I, SIDCO, IGC, Distt. Samba, J&K for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901	Contessa XXX Rum Blended With Matured Cane Juice Spirits	75° Proof/ 42.8% Abv.	Rum	Medium	For Civil Market
2	M/s Oakland Bottlers Pvt. Limited, Plot No. 19, SIDCO Industrial Growth Centre, Samba, J&K	Fantasy Gin	65° Proof/ 37.1% Abv.	Gin	Premium	For Civil Market
3	M/s High Field Distillers and Bottlers Pvt. Limited, 211, Industrial Business Park Phase-1,	Charlie XXX Deluxe Rum	75° Proof/ 42.8% Abv.	Rum	Medium	For Paramilitary Forces

	Chandigarh-160002					
4	M/s High Field Distillers and Bottlers Pvt. Limited, 211, Industrial Business Park Phase-1, Chandigarh-160002	Charlie White Rum	65° Proof/ 37.14% Abv.	Rum	Premium	For Paramilitary Forces
5	M/s Hermes Distillery Pvt. Ltd. at M/s Unique Liquors, Village Behra, Derabassi, Distt. S.A.S. Nagar (Mohali) Punjab-140507	6 Bullet Whisky	75° Proof/ 42.8% Abv.	Whisky	Premium	For Civil Market
6	M/s Hermes Distillery Pvt. Ltd. at M/s Unique Liquors, Village Behra, Derabassi, Distt. S.A.S. Nagar (Mohali) Punjab-140507	Red Bliss Virgin Vodka	75° Proof/ 42.8% Abv.	Vodka	Premium	For Civil Market
7	M/s Tawi Bottlers, Sujwan, District Samba, J&K for M/s Mohan Meakin Limited	Old Monk Very Old Vatted XXX Rum	75° Proof/ 42.8% Abv.	Rum	Medium	For CSD & Civil Market
8	M/s Tawi Bottlers, Sujwan, District Samba, J&K for M/s Mohan Meakin Limited	Solan Number One Black Rare & Premium Whisky	75° Proof/ 42.8% Abv.	Whisky	Premium	For Paramilitary Forces
9	M/s Allied Blenders and Distillers Pvt. Limited, Village Bhagwanpur, Tehsil Derabassi, District S.A.S. Nagar, Punjab-140507	Sterling Reserve B10 Premium Blended Whisky	75° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Sale in CSD
10	M/s Kashmir Distilleries Pvt. Limited, SIDCO Complex, Bari Brahmana, Samba, J&K for M/s Tilaknagar Industries Limited,	TI Courier Napoleon Crafted French Brandy	75° Proof/ 42.8% Abv.	Brandy	Premium	For Sale in CSD

	P.O. Tilaknagar, Tal. Shrirampur, Distt. Amhednagar, Maharashtra- 413720					
11	M/s Kashmir Distilleries Pvt. Limited, SIDCO Complex, Bari Brahmana, Samba, J&K for M/s Tilaknagar Industries Limited, P.O. Tilaknagar, Tal. Shrirampur, Distt. Amhednagar, Maharashtra- 413720	TI Mansion House Rarest Spirit French Brandy	75° Proof/ 42.8% Abv.	Brandy	Premium	For CSD/ Paramilitary Forces
12	M/s Oakland Bottlers Pvt. Limited, Plot No. 19, Phase-1, IGC, SIDCO, Distt. Samba, J&K for M/s India Glycols Limited, A-1, Industrial Area, Bazpur Road, Kashipur, Distt. Udham Singh Nagar, UK	Beach House XXX Premium Rum	75° Proof/ 42.8% Abv.	Rum	Premium	For Paramilitary Forces

Whereas, the Committee has also recommended fixation of MRP in respect of brands of following licensees:

- (i). M/s Kashmir Bottlers, IGC SIDCO Samba, J&K – (Annexure-“A-39”).
- (ii). M/s Hermes Distillery Pvt. Limited, Punjab – (Annexure-“A-45”).
- (iii). M/s Devans Modern Breweries Ltd. Samba, J&K – (Annexure-“A-40”, “A-41”, & “A-42”).
- (iv). M/s Kashmir Distilleries Pvt. Ltd., Bari Brahmana, Samba – (Annexure-“A-48”).
- (v). M/s Pernod Ricard India Pvt. Ltd. – (Annexure-“A-43”).
- (vi). M/s Ikon Wine Traders, Jammu – (Annexure-“A-44”).
- (vii). M/s Pernod Ricard India Pvt. Ltd. – (Annexure-“A-46” & “A-47”).
- (viii). M/s Tawi Bottlers, Sujwan, Samba – (Annexure-“A-49”).
- (ix). M/s Sula Vineyards Pvt. Limited – (Annexure-“A-50”).

Whereas, as per the minutes of meeting of committee and the report of Departmental Chemist the brands indicated at S. No. 5 & 6 above does not quality the guidelines issued vide Order No. 10 EC of 2021 dated 05-04-2021 which is reproduced hereunder:

"To ensure quality liquor is imported in UT of Jammu & Kashmir, it is hereby ordered that MRP committee shall consider only those franchise brands and the brands manufactured outside the UT of Jammu & Kashmir for fixation of MRP, which are being sold outside J&K in at least two States/ UTs from last one year with following minimum sales in each State/UT:

1. Whisky 10000 cases.
2. Rum 5000 cases.
3. Brandy 500 cases
4. Gin 500 cases
5. Vodka 5000 cases
6. Beer 5000 cases

In case they are not sold in minimum two States then, the quantity shall be 2.5 times of the above mentioned quantity. The manufacturer shall also declare the EDP offered in these states/UT as per approved format."

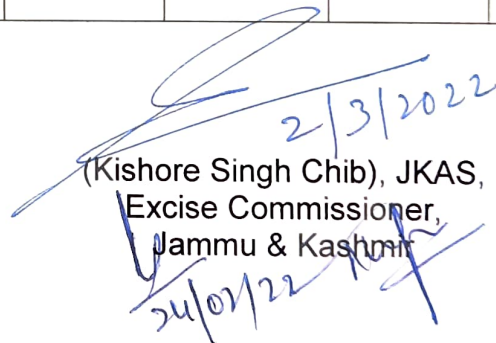
Whereas, the strength of brand indicated at S. No. 4 above i.e. "Charlie White Rum" has been shown "65° Proof/ 37.14% Abv." which is not as per rules; and

Whereas, there is no mention in Annexure-R-9 of the Minutes of Meeting regarding remittance of prescribed label fee deposited by M/s Devans Modern Breweries Ltd. Samba, J&K for fixation of MRP as per Annexure-"A-40", "A-41", & "A-42" and classification of brand indicated at S. No. 2 i.e. "Fantasy Gin" of M/s Oakland Bottlers Pvt. Limited, Plot No. 19, SIDCO Industrial Growth Centre, Samba, J&K.

Now, therefore, 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. 114 dated 31-03-2021 and recommendation of the Committee constituted vide Order No. 37 EC of 2020 dated 06-06-2020 sanction is hereby accorded to the classification of below mentioned IMFL brands in "Medium", "Premium" & "Deluxe/Super Deluxe" segment/category meant for Sale in Civil Market/ Sale in CSD/ Sale to Paramilitary Forces in UT of J&K and fixation of ex-manufacturer price, ex-wholesale (JKEL-1) price and Maximum Retail Price of Local "Medium" & "Premium" brands as per Annexure-"A-39", Annexure-"A-48" & Annexure- "A-49", fixation of ex-JKEL-1A price, ex-JKEL-1 price and Maximum Retail Price of Imported "Deluxe/Super Deluxe" & "Premium" brands as per Annexure-"A-43", Annexure-"A-45", Annexure-"A-46" & Annexure-"A-47", fixation of ex-JKEL-1B price, ex-JKEL-1 price and Maximum Retail Price of Imported "Deluxe/Super Deluxe" BIO brands as per Annexure-"A-44" and fixation of ex-JKEL-1W price, ex-JKEL-1 price and Maximum Retail Price of Imported Wine brands as per Annexure-"A-50" to this order for the year 2021-22. The brands shall not be sold above the fixed rate:

S. No.	Distillery/ Bottling Plant	Brand	Strength of Liquor	Type of Liquor	Classification	Remarks
1	M/s Kashmir Bottlers, Phase-I, SIDCO, IGC, Distt. Samba, J&K for M/s Radico Khaitan Limited, Bareilly Road, Rampur, U.P.-244901	Contessa XXX Rum Blended With Matured Cane Juice Spirits	75° Proof/ 42.8% Abv.	Rum	Medium	For Civil Market
2	M/s High Field Distillers and Bottlers Pvt. Limited, 211, Industrial Business Park Phase-1, Chandigarh-160002	Charlie XXX Deluxe Rum	75° Proof/ 42.8% Abv.	Rum	Medium	For Paramilitary Forces
3	M/s Tawi Bottlers, Sujwan, District Samba, J&K for M/s Mohan Meakin Limited	Old Monk Very Old Vatted XXX Rum	75° Proof/ 42.8% Abv.	Rum	Medium	For CSD & Civil Market
4	M/s Tawi Bottlers, Sujwan, District Samba, J&K for M/s Mohan Meakin Limited	Solan Number One Black Rare & Premium Whisky	75° Proof/ 42.8% Abv.	Whisky	Premium	For Paramilitary Forces
5	M/s Allied Blenders and Distillers Pvt. Limited, Village Bhagwanpur, Tehsil Derabassi, District S.A.S. Nagar, Punjab-140507	Sterling Reserve B10 Premium Blended Whisky	75° Proof/ 42.8% Abv.	Whisky	Deluxe/ Super Deluxe	For Sale in CSD
6	M/s Kashmir Distilleries Pvt. Limited, SIDCO Complex, Bari Brahmana, Samba, J&K for M/s Tilaknagar Industries Limited, P.O. Tilaknagar, Tal. Shrirampur, Distt. Amhednagar, Maharashtra-413720	TI Courier Napoleon Crafted French Brandy	75° Proof/ 42.8% Abv.	Brandy	Premium	For Sale in CSD

7	M/s Kashmir Distilleries Pvt. Limited, SIDCO Complex, Bari Brahmana, Samba, J&K for M/s Tilaknagar Industries Limited, P.O. Tilaknagar, Tal. Shrirampur, Distt. Amhednagar, Maharashtra-413720	TI Mansion House Rarest Spirit French Brandy	75° Proof/ 42.8% Abv.	Brandy	Premium	For CSD/ Paramilitary Forces
8	M/s Oakland Bottlers Pvt. Limited, Plot No. 19, Phase-1, IGC, SIDCO, Distt. Samba, J&K for M/s India Glycols Limited, A-1, Industrial Area, Bazpur Road, Kashipur, Distt. Uddham Singh Nagar, UK	Beach House XXX Premium Rum	75° Proof/ 42.8% Abv.	Rum	Premium	For Paramilitary Forces


 2/3/2022
 (Kishore Singh Chib), JKAS,
 Excise Commissioner,
 Jammu & Kashmir
 24/01/22

Encl: Annexure-"A-39", Annexure-"A-43",
 Annexure-"A-44", Annexure-"A-45",
 Annexure-"A-46", Annexure-"A-47",
 Annexure-"A-48", Annexure-"A-49"
 & Annexure-"A-50"

No.: EC/Exc/MRP-IV/2021-22/ 8296-8317

Dated: 02-03-2022

Copy to the:

1. Financial Commissioner (Additional Chief Secretary), Finance Department, Civil Secretariat, Jammu
2. Deputy Excise Commissioner, (Executive), Jammu/Kashmir.
3. Deputy Excise Commissioner, (Accounts), Jammu. The committee may re-examine the issue of classification of brands "Charlie White Rum", "6 Bullet Whisky", "Red Bliss Virgin Vodka", and recover the prescribed labels fee for classification/ fixation of MRP of brands of M/s Devans Modern Breweries Ltd. Samba, J&K and M/s Oakland Bottlers Pvt. Limited, Plot No. 19, SIDCO Industrial Growth Centre, Samba, J&K.

4. Deputy Excise Commissioner, (Distilleries), Jammu.
5. 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, Eradication, Accounts Kashmir.
6. Programmer, I/c web site www.jkexcise.nic.in.
7. All Manufacturers namely JKEL-6, D-2
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s
9. All wholesalers namely JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W M/s
10. Order file/concerned file.

ORDER NO. 316 E OF 2022 DATED : 02-07-2022

ANNEXURE - "A-39"

MRP OF LOCAL IMFL -MEDIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 01

Ex-Manufacturer Price
(EDP) Per Case

Ex-Wholesale(JKEL-1)
Price Per Case

MRP/Unit (2021-22)
Inclusive of all Taxes

Differential Amount, on
account of rounding-off
/fixation of MRP,
Recoverable as rounding.

Sr.
No.

Distillery/Bottling Plant

Brand Name

Degree
Proof

750ml

375ml

180ml

750ml

375ml

180ml

750ml

375ml

180ml

750ml

375ml

180ml

1 Kashmir Bottlers, Phase-I, SIDCO,
IGC, Distt.Samba, J&K for M/s
Radico Khaitan Limited, Bareilly
Road, Rampur, U.P.-244901

Brihan's Premium Whisky

75

945

957

965

3138

3150

3072

480

245

120

0.29

4.38

2.95

Handwritten signatures and initials in blue ink.

ORDER NO. 210

EC OF 2021 DATED : 02-03-2022

ANNEXURE -"A-43"

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

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2021-22 (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	M/s Pernod Ricard India Pvt. Limited, at Rajasthan Liquors Limited, Village Hariipur, Hindua, Derabassi, Distt. S.A.S. Nagar (Mohali), Punjab- 140507	Seagram's 100 Pipers Exceptional Blended Scotch Whisky	75	10850	10849	10916	11464	11463	11525	1550	775	390	1.79	0.95	1.77


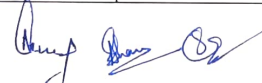



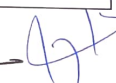
ORDER NO. 310

EC OF 2022 DATED :

ANNEXURE - "A-44"

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

TOTAL NUMBER OF BRANDS 06				Ex-JKEL-1B Price Per Case In Rupees	Ex-JKEL-1 Price Per Case In Rupees	Maximum Retail Price Per Unit for 2021-22 (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	750ml	750ml	750ml
1	Manufactured & Bottled by M/s Diageo Scotland Limited, 5 Lochside Way, Edinburgh, EH12 9DT, Scotland, Imported & Distributed by M/s United Spirits Limited, C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Panvel, Distt. Raigad, Maharashtra.	J & B Rare Blended Scotch Whisky	70.0	13838	14572	1670	1.08
2	Manufactured & Bottled by M/s Diageo Scotland Limited, 5 Lochside Way, Edinburgh, EH12 9DT, Scotland, Imported & Distributed by M/s United Spirits Limited, C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Panvel, Distt. Raigad, Maharashtra.	Johnnie Walker Gold Label Reserve Blended Scotch Whisky	70.0	38778	40509	4525	3.00
3	Manufactured & Bottled by M/s Diageo Scotland Limited, 5 Lochside Way, Edinburgh, EH12 9DT, Scotland, Imported & Distributed by M/s United Spirits Limited, C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Panvel, Distt. Raigad, Maharashtra.	Baileys The Original Irish Cream Liqueur	29.75	14496	15256	1745	0.84
4	Manufactured & Bottled by M/s Diageo Scotland Limited, 5 Lochside Way, Edinburgh, EH12 9DT, Scotland, Imported & Distributed by M/s United Spirits Limited, C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Panvel, Distt. Raigad, Maharashtra.	Gordon's London Dry Gin	65.63	11456	12094	1400	3.66
5	Manufactured & Bottled by M/s Diageo Scotland Limited, 5 Lochside Way, Edinburgh, EH12 9DT, Scotland, Imported & Distributed by M/s United Spirits Limited, C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Panvel, Distt. Raigad, Maharashtra.	Ciroc Snap Frost Vodka	70.0	26038	27260	3065	0.40
6	Manufactured & Bottled by M/s Diageo Scotland Limited, 5 Lochside Way, Edinburgh, EH12 9DT, Scotland, Imported & Distributed by M/s United Spirits Limited, C/o Tuls Global Logistics Pvt. Limited, Mumbai-Goa Highway, Panvel, Distt. Raigad, Maharashtra.	The Singleton Single Malt Scotch Whisky 12 Years Old	70.0	33178	34685	3885	3.65

ORDER NO. 810

EC OF 2022 DATED : 02-03-2022

ANNEXURE - "A-45"

MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2021-22 (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 Hermes Distillery Pvt. Limited, at M/s Unique Liquors, Village Behra, Derabassi, Distt. S.A.S. Nagar (Mohali), Punjab.	Murano Rum	75	3943	3978	4013	4281	4317	4346	630	320	160	3.60	4.50	2.08

Handwritten signatures and initials in blue ink at the bottom of the page, including a large signature on the left, a signature in the center, and a signature on the right with the number '47' written below it.








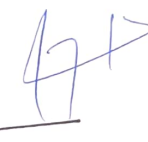
ORDER NO. 310

EC OF 2022 DATED : 2-03-2022

ANNEXURE - "A-46"

MRP OF IMPORTED PREMIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2021-22 (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 Pernod Ricard India Pvt. Limited, at M/s Rajasthan Liquors Limited, Village Haripur, Hindua, Derabassi, Distt.S.A S Nagar (Mohali), Punjab-140507	Seagram's Royal Stag Barrel Select Whisky	75	4338	4363	4263	4692	4718	4606	680	345	170	0.86	3.76	3.75

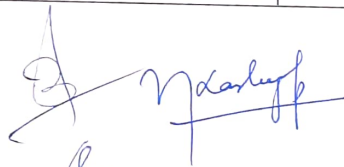







ORDER NO. 310

EC OF 2022 DATED : 02-03-2022

ANNEXURE -"A-47"

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

TOTAL NUMBER OF BRANDS 01				Ex-JKEL-1A Price Per Case In Rupees			Ex-JKEL-1 Price Per Case In Rupees			Maximum Retail Price Per Unit for 2021-22 (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	M/s Pernod Ricard India Pvt. Limited, at Rajasthan Liquors Limited, Village Haripur, Hindua, Derabassi, Distt. S.A.S.Nagar (Mohali), Punjab- 140507	Seagram's Blenders Pride Reserve Collection Whisky	75	6716	6816	6815	7165	7269	7260	1000	505	255	3.49	0.08	3.59


ORDER NO. 3405 OF 2021 DATED: 02-03-2022

ANNEXURE - "A-48"

MRP OF LOCAL PREMIUM IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22


TOTAL NUMBER OF BRANDS 02				Ex-Manufacturer Price Per Case			Ex-Wholesale (JKEL-1) Price Per Case			MRP/Unit (2021-22) 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 Kashmir Distilleries Pvt. Limited, SIDCO Industrial Complex, Bari Brahmana, Samba for M/s Tilaknagar Industries Limited, Tilaknagar, Distt. Ahmednagar, (MH)	Mansion House French Brandy	75	1500	0	0	3715	0	0	555	0	0	1.24	0	0
		TI Mansion House Premium Whisky	75	1800	0	0	4027	0	0	595	0	0	1.20	0	0











ORDER NO. 966 OF 2022 DATED : 02-03-2022

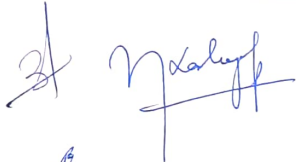







ANNEXURE - "A-49 "

MRP OF LOCAL IMFL -MEDIUM BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 01

Ex-Manufacturer Price
(EDP) Per CaseEx-Wholesale(JKEL-1)
Price Per CaseMRP/Unit (2021-22)
Inclusive of all TaxesDifferential Amount, on
account of rounding-off
/fixation of MRP,
Recoverable as rounding.

Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	M/s Tawi Bottlers, Sujwan, Nai Basti, District Samba, J&K.	Black Crazy Horse XXX Rum	75	829	835	900	2992	2998	2981	465	235	115	4.02	4.13	0.89

ORDER NO.: 310 EC OF 2022 DATED: 02-03-2022

ANNEXURE -"A-50"

MRP OF IMPORTED WINE BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAR 2021-22

TOTAL NUMBER OF BRANDS 04				Ex-JKEL-1W Price per case (Landing Cost to JKEL-1)	Ex-Wholesale Price JKEL-1	Maximum Retail Price Per Unit for 2021-22 (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	750ml	750ml	750ml
1	M/s Sula Vineyards Pvt. Limited (Unit-II) Gat No.90, Jaulke Wani, Taluka Dindori, District Nashik-422209, Maharashtra, India	Sula Brut Methode Traditionnelle	21.0	9851	10359	1165	3.00
2	M/s Sula Vineyards Pvt. Limited (Unit-II) Gat No.90, Jaulke Wani, Taluka Dindori, District Nashik-422209, Maharashtra, India	Sula Vineyards Chenin Blanc White Wine	21.0	5484	5818	665	2.52
3	M/s Sula Vineyards Pvt. Limited (Unit-II) Gat No.90, Jaulke Wani, Taluka Dindori, District Nashik-422209, Maharashtra, India	Sula Vineyards Cabernet Shiraz Red Wine	23.6	7613	8032	910	3.98
4	M/s Sula Vineyards Pvt. Limited (Unit-II) Gat No.90, Jaulke Wani, Taluka Dindori, District Nashik-422209, Maharashtra, India	Sula Vineyards Sauvignon Blanc White Wine	21.9	5604	5942	680	3.88

[Handwritten signatures and marks at the bottom of the page]