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GOVERNMENT OF JAMMU AND KASHMIR DEPARTMENT OF EXCISE

EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU

Subject:

Fixation of Maximum Retail Price.

Reference: Notification SRO 128 dated 25-02-2019.

ORDER No.: 24 OF 2019 DATED: 16 - 04 - 2019

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 SRO 128 dated 25-02-2019, and recommendation of the Committee constituted vide Order No. 475 of 2017 dated 14-11-2017, the ex-manufacturer price, ex-wholesale price and Maximum Retail Price of IMFL-Cheap Brands, Local Economy Brands, Local Premium/Medium Brands, Imported Deluxe Brands and Imported CIDER brand to be applicable with immediate effect, as contained in Annexure A,B,C,D and E to this order is hereby approved.

No brand shall be sold either below or above the M.R.P.

(M.Raju), IAS, Excise Commissioner, J&K Government

Encl.: Annexure-A,B,C,D and E

No.: EC/Exc/MRP/2019-20/ 423-1

Dated:

Copy to the:

- Principal Secretary to Govt., Finance Department, Civil Secretariat, Jammu 1.
- Additional Commissioner, State Taxes Department, Jammu/ Kashmir. 2.
- Deputy Excise Commissioner, (Executive), Jammu/ Kashmir. 3.
- Deputy Excise Commissioner, (Distilleries), Jammu/ Accounts. 4.
- Deputy Excise Commissioner, Toll Post Lakhanpur. 5.
- Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range 6. Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Distilleries, Leh-Kargil, Accounts Kashmir.
- Excise and Taxation Officer, Eradication Wing, Jammu for information. 7.
- President Wine Association, Jammu. 8.
- President Hotel with Bar/ Bar with Restaurant Association. 9.
- All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4A, JKEL-4B, JKEL-4C. JKEL-4E and JKEL-7, JKEL-7B, M/s
- 11. All wholesalers namely JKEL-1A, JKEL-1B, JKEL-1W, JKEL-1, M/s
- 12. All manufacturers namely JKEL-6 and D-2
- Order file/concerned file (w2scs).



Kargil District.	Trishul Bottlers Shatranj Blended Sikanderpur Jmu Whisky 2 for M/s JIL Whisky Note: 1) Freight charges shall be added to the MRP at the rate of Rs.5/bottle for Kashmir Division, Poonch and Kishtwar and Bottle for Ich and Robert for Ich an	Trishul Bottlers Sikanderpur Jmu for M/s USL		S. No BOTTLING PLANT	MRP of Local IMFL-Cheap
	Shatranj Blended Whisky to the MRP at the rate of Rs.5/b	Hayward's Fine Punch Whisky		BRAND	Cheap Brands For
	75	75		DEGRE E	r Sale
	595 Kashmir	595		750 ML	In R
	672	672		375 ML	ANNEXURE In Civil Mark EX MANUFACTURE R PRICE/CASE IN RUPEES
	777	777		180 ML	ANNEXURE - In Civil Market EX MANUFACTURE R PRICE/CASE IN RUPEES
	2064	2064		750 ML	Per
	2145	2145		375 MI	EX-JKEL-1 PRICE/CASE IN RUPEES
	2198	2198		180 MI	For The Year EX-JKEL-1 RICE/CASE IN RUPEES
The second secon	325	325	(F	750 M	
	165	165	(Fig. in	375 M	2019-20 MRP per Unit (2019-20) nclusive of al Taxes in Rupees
	85	85	Rs)	180 M	f all

	1 Trishul Bottlers For M/s United Spirits		S. No BOTTLING PLANT		MRP of Local Economy
	Binnies Fine Whisky		BRAND		ANNEXURE - β onomy Brands For Sale
	75		DEGREE		
	700		750 ML	EX MA	In Civ
	700		375 ML	EX MANUFACTURER PRICE/CASE IN RUPEES	ril Ma
	790		180 ML	FURER	rket I
fre	2339		750 ML	EX PRIC R	PAGE OF Civil Market For The Year 2019-20
	2339		375 ML	EX-JKEL-1 PRICE/CASE IN RUPEES	e Yea
	2371		180 ML	IN	OF 1 201
10	360		750 ML	MRP (20 Inclus Taxes	19-20
The state of the s	180	(Fig. in Rs)	375 ML	MRP per Unit (2019-20) Inclusive of all Taxes in Rupees	
	90	3	180 ML	es es	

				1	or for ro					graduate and the second	J	
ttle for	per bo	, Rs 10	Division	I num	Cts of Ja	ar distri	Kishtwa	nch and	n, Poo	1. Additional freight charges @ Rs 5 per bottle for Kashmir division, Poonch and Kishtwar districts of Janumu Division, Rs 10 per bottle for Leh and Kargil Districts.	 Additional freight charges @ Rs 5 Leh and Kargil Districts. 	. Addi
												Note
175	340	670	4642	4506	4462	2674	2480	2439	75	Devans Old Vat Reserve Premium Blended Whisky	Devans Modern Breweries, Bohri Talab Tillo Jammu	4
165	325	640	4431	4321	4245	2677	2515	2444	65	IICE Undress The Orange Vodka Premium	Trishul Bottlers, Sikanderpur, Bishnah, Jammu for M/s Jagatjit Industries, Kapurthala, Punjab	ω
165	325	640	4431	4321	4245	2677	2515	2444	65	IICE Bite The Apple Vodka Premium	Trishul Bottlers, Sikanderpur, Bishnah, Jammu for M/s Jagatjit Industries, Kapurthala, Punjab	2
155	300	595	4112	3946	3914	2182	1959	1929	75	IICE Bare It All Vodka Premium	Trishul Bottlers, Sikanderpur, Bishnah, Jammu for M/s Jagatjit Industries, Kapurthala, Punjab	1
								Rs)	(Fig. in Rs)	(Fig		
180 M	375 M	750 MI	180 MI	375 ML	750 ML	180 ML	375 ML	750 ML	DEGR EE	BRAND	DISTILLERY / BOTTLING PLANT	No S.
L pees	2019-20) clusive of a ces in Rup	Inclusive of all Taxes in Rupees	EIN	EX-JKEL-1 PRICE/CASE IN RUPEES	EX- PRICE RU	RER	EX MANUFACTURER PRICE/CASE IN RUPEES	MANUF PRICE, RU				
nit	19-20 MRP per Unit	2019-2 MRP	lear 2	The Y	t For	E - C. Iarke	ANNEXURE - () In Civil Mark	AND ale In	or Sa	ANNEXURE - () Premium/Medium Brands For Sale In Civil Market For The Year 2019-20 MRP pe	MRP of Local Prem	1

		10 per bottle for Leh and Kargil Districts.	Note :- Additional freight charges @ Rs 5 per bottle for Kashmir division, Poonch and Kishtwar districts of Jammu Division, Rs	1 Punjab	Distt. SAS Nagar,	Liquor, Derabassi,	Pvt. Ltd., At Unique		S. DISTILLERY / N BOTTLING PLANT			
		d Kargil Districts.	ht charges @ Rs 5	Brandy	Extra Smooth	Zeus XO Blended			BRAND		MRP of Imported Deluxe Brands For Sale In	
			per bo	75					DEG 1000	ш	ted De	
			ttle fo	0					ML	X-JKI	luxe B	
			r Kash	5409					750ML	EL-1A	rands	ANNE
			mir divisi	5443					375ML	EX-JKEL-1A PRICE PER in Rs.	For Sale I	ANNEXURE- D
			on, Po	5412					180 ML	? CASE	Civil	
			onch a	.2 0				(F	1000 ML		For Th	
Jac			nd Kishtv	6014)			(Fig. in Rs.)	750ML	EX-JKEL-1 PRICE CASE in Rs.	Civil For The Year 2019-20	
	F		var di	6051					375ML	PRICE in Rs.	19-20	
	}		stricts of	6011					180 ML	PER		
	4		Jam	0					1000 ML	PRICI		
	12		mu Di	885					750ML	MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
)		vision	445					375ML	(Incl		
			RS	5 220					180 ML	AIL		

MIKP of Imported CIDER Brand For Sale In Civil For The Year 2019-20 EX-JKEL-1A PRICE PER CASE in Rs.		
PER EX-JKEL-1 PRICE PER CASE in Rs.		
PER EX-JKEL-1 PRICE PER CASE in Rs.	550 ML 500 ML 275ml 650 ML 275ml 275ml	DISTILLERY / BOTTLING BRAND CATE
PER EX-JKEL-1 PRICE PER CASE in Rs.	500 ML 330 ML 275ml 650 ML 330 ML 275ml 650 ML 330 ML 275ml 650 ML 330 ML 330 ML	BRAND
BRAND CATEGOR WW 50 00 33 27 56 50 33 27 56 50 33 27 56 50 33 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 30 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27 56 50 27		Hygeia Fruit & Vegetable
WIRP of Imported CIDER Brand For Sale In Civil For The Year 2019-20 EX-JKEL-1A PRICE PER CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs. CASE in Rs.	GLASS 8	
BRAND CATEGOR W/W GLASS BRAND CATEGOR CATEGOR BELO W/W GS GLASS BRAND CATEGOR GLASS BRAND CATEGOR BELO W/W GS GLASS GLASS BRAND CATEGOR BELO W/W GS GLASS BELO W/W GS GLASS BELO W/W GS GLASS GLASS GLASS BELO W/W GS GLASS GLASS GLASS BELO W/W GS GLASS GL	1529 0 1836 1542 1644 0 1964 1649 230 0 135 110	Mandi (H.P.) Jolly Maker Cider
	PER EX-JKEL-1 PRICE PER CASE in Rs.	MIRP of Imported C
	ANNEXURE- C	ANN