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GOVERNMENT OF JAMMU AND KASHMIR
DEPARTMENT OF EXCISE
EXCISE AND TAXATION COMPLEX,
RAIL HEAD, JAMMU

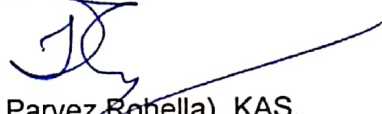
Subject: Fixation of Maximum Retail Price.

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

ORDER No.: 50 OF 2019
DATED: 07 - 03 - 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 Local Beer/ Draught Beer brands to be applicable with immediate effect, as contained in **Annexure-A, B & C** to this order is hereby approved.

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


(Talat Parvez Rohella), KAS,
Excise Commissioner,
J&K Government

Encl.: Annexure-A, B & C

No.: EC/Exc/MRP/2019-20/ 496-72

Dated: 07-03-2019

Copy to the:

1. Principal Secretary to Govt., Finance Department, Civil Secretariat, Jammu
2. Additional Commissioner, State Taxes Department, Jammu/ Kashmir.
3. Deputy Excise Commissioner, (Executive), Jammu/ Kashmir.
4. Deputy Excise Commissioner, (Distilleries), Jammu/ Accounts.
5. Deputy Excise Commissioner, Toll Post Lakhanpur.
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, Distilleries, Leh-Kargil, Accounts Kashmir.
7. Excise and Taxation Officer, Eradication Wing, Jammu for information.
8. President Wine Association, Jammu.
9. President Hotel with Bar/ Bar with Restaurant Association.
10. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, 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
13. Order file/concerned file (w2scs).

ANNEXURE A

MRP of Local Beer Brands For Sale In Civil For The Year 2019-20

MRP of Local Beer Brands For Sale in Civil For The Year 2019-20																
					EX MANUFACTURER PRICE CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes) 2019-20			
S. No	BREWERY	BRAND	Category	DEG. BELOW % V/V	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
(Fig in Rs)																
1	Basantar Breweries	Chinar 10000 Super Strong Beer	Glass	8	460	0	633	0	847	0	1034	0	140	0	80	0
2	Basantar Breweries	Chinar Lite Premium Beer	Glass	5	460	0	633	0	847	0	1034	0	140	0	80	0
3	Basantar Breweries	Chinar Strong Beer	Glass	8	460	0	0	0	847	0	0	0	140	0	0	0
4	Basantar Breweries	Chinar Strong Beer	Tin	8	0	962	600	0	0	1570	999	0	0	120	80	0
5	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Tin	8	0	910	653	0	0	1515	1055	0	0	120	85	0
6	Basantar Breweries	Sea Hawk Premium Lager Beer	Tin	5	0	880	549	0	0	1483	946	0	0	120	75	0
7	Basantar Breweries	Sea Hawk Exotic Super Strong Beer	Glass	8	534	0	499	0	924	0	893	0	150	0	75	0
8	Basantar Breweries	Sea Hawk Exotic Super Strong Beer	Tin	8	0	962	653	0	0	1570	1055	0	0	125	85	0
9	Basantar Breweries	Sea Hawk Exotic Premium Lager Beer	Glass	5	534	0	602	0	924	0	1001	0	150	0	80	0
10	Basantar Breweries	Sea Hawk Exotic Premium Lager Beer	Tin	5	0	962	749	0	0	1570	1156	0	0	125	90	0
11	Basantar Breweries For United Breweries Ltd.	Kingfisher Strong Premium Beer	Glass	8	514	0	0	0	903	0	0	0	145	0	0	0

	Basantar Breweries For United Breweries Ltd.	Kingfisher Strong Premium Beer	Tin	8	0	837	633	0	0	1438	1034	0	0	115	80	0
13	Basantar Breweries For United Breweries Ltd.	Zingaro Super Strong Premium Beer	Glass	8	432	0	0	0	817	0	0	0	135	0	0	0
14	Basantar Breweries	King of Forest Super Strong Beer	Glass	8	472	0	607	0	859	0	1007	0	140	0	80	0
15	Basantar Breweries	King of Forest Lite Premium Beer	Glass	5	472	0	607	0	859	0	1007	0	140	0	80	0
16	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Glass	8	472	0	627	0	859	0	1028	0	140	0	80	0
17	Basantar Breweries .	Sea Hawk Premium Lager Beer	Glass	5	472	0	627	0	859	0	1028	0	140	0	80	0
18	Basantar Breweries	Deep's Fire Red Extra Strong Beer	Glass	8	506	0	633	0	895	0	1034	0	145	0	80	0
19	Basantar Breweries	Deep's Fire Premium Lager Beer	Glass	5	506	0	633	0	895	0	1034	0	145	0	80	0
20	Basantar Breweries	Deep's Fire Red Extra Strong Beer	Tin	8	0	880	653	0	0	1483	1055	0	0	120	85	0
21	Basantar Breweries	Deep's Fire Premium Lager Beer	Tin	5	0	880	653	0	0	1483	1055	0	0	120	85	0
22	Devans Modern Breweries Samba	God Father Super Strong High Power Beer	Glass	8	514	0	630	0	903	0	1031	0	145	0	80	0
23	Devans Modern Breweries Samba	God Father Super Strong High Power Beer	Tin	8	0	837	633	0	0	1438	1034	0	0	115	80	0
24	Devans Modern Breweries Samba	God Father Super Strong International Quality Beer	Glass	8	514	0	630	0	903	0	1031	0	145	0	80	0
25	Devans Modern Breweries Samba	God Father Super Strong International Quality Beer	Tin	8	0	837	633	0	0	1438	1034	0	0	115	80	0
26	Devans Modern Breweries Samba	God Father Strong Beer	Glass	8	514	0	630	0	903	0	1031	0	145	0	80	0
27	Devans Modern Breweries Samba	God Father Strong Beer	Tin	8	0	837	633	0	0	1438	1034	0	0	115	80	0

	Devans Modern Breweries Samba	God Father Premium Strong Beer	Glass	8	514	0	630	0	903	0	1031	0	145	0	80	0
29	Devans Modern Breweries Samba	God Father Premium Strong Beer	Tin	8	0	837	633	0	0	1438	1034	0	0	115	80	0
30	Devans Modern Breweries Samba	Kotsberg Strong Premium Beer	Glass	8	825	0	1038	0	1230	0	1459	0	185	0	105	0
31	Devans Modern Breweries Samba	Kotsberg Strong Premium Beer	Tin	8	0	1260	1038	0	0	1883	1459	0	0	140	105	0
32	Devans Modern Breweries Samba	Kotsberg Strong Super Premium Beer	Glass	8	825	0	1038	0	1230	0	1459	0	185	0	105	0
33	Devans Modern Breweries Samba	Kotsberg Strong Super Premium Beer	Tin	8	0	1260	1038	0	0	1883	1459	0	0	140	105	0
34	Devans Modern Breweries Samba	Kotsberg Premium Pils	Glass	5	825	0	1038	0	1230	0	1459	0	185	0	105	0
35	Devans Modern Breweries Samba	Kotsberg Premium Pils	Tin	5	0	1260	1038	0	0	1883	1459	0	0	140	105	0
36	Devans Modern Breweries Samba	Kotsberg Finest Pils Beer	Glass	5	825	0	1038	0	1230	0	1459	0	185	0	105	0
37	Devans Modern Breweries Samba	Kotsberg Finest Pils Beer	Tin	5	0	1260	1038	0	0	1883	1459	0	0	140	105	0
38	Devans Modern Breweries Samba	Kotsberg Original Pils Beer	Glass	5	825	0	1038	0	1230	0	1459	0	185	0	105	0
39	Devans Modern Breweries Samba	Kotsberg Original Pils Beer	Tin	5	0	1260	1038	0	0	1883	1459	0	0	140	105	0
40	Devans Modern Breweries Samba	Kotsberg Strong Finest Quality Beer	Glass	8	825	0	1038	0	1230	0	1459	0	185	0	105	0
41	Devans Modern Breweries Samba	Kotsberg Strong Finest Quality Beer	Tin	8	0	1260	1038	0	0	1883	1459	0	0	140	105	0
42	Devans Modern Breweries Samba	Six Fields Blanche Premium Wheat Beer	Glass	5	1145	0	1460	0	1566	0	1903	0	220	0	130	0
43	Devans Modern Breweries Samba	Six Fields Blanche Premium Wheat Beer	Tin	5	0	1675	0	0	0	2319	0	0	0	165	0	0
44	Devans Modern Breweries Samba	Six Fields Blanche Finest Wheat Beer	Glass	5	1145	0	1460	0	1566	0	1903	0	220	0	130	0

46	Devans Modern Breweries Samba	Six Fields Blanche Finest Wheat Beer	Tin	5	0	1675	0	0	0	2319	0	0	0	165	0	0
47	Devans Modern Breweries Samba	Six Fields Blanche Original Wheat Beer	Glass	5	1145	0	1460	0	1566	0	1903	0	220	0	130	0
48	Devans Modern Breweries Samba	Six Fields Blanche Original Wheat Beer	Tin	5	0	1675	0	0	0	2319	0	0	0	165	0	0
49	Devans Modern Breweries Samba	Six Fields Cult Premium Strong Wheat Beer	Glass	8	1145	0	1460	0	1566	0	1903	0	220	0	130	0
50	Devans Modern Breweries Samba	Six Fields Cult Premium Strong Wheat Beer	Tin	8	0	1675	0	0	0	2319	0	0	0	165	0	0
51	Devans Modern Breweries Samba	Six Fields Cult Finest Strong Wheat Beer	Glass	8	1145	0	1460	0	1566	0	1903	0	220	0	130	0
52	Devans Modern Breweries Samba	Six Fields Cult Finest Strong Wheat Beer	Tin	8	0	1675	0	0	0	2319	0	0	0	165	0	0
53	Devans Modern Breweries Samba	Six Fields Cult Original Strong Wheat Beer	Glass	8	1145	0	1460	0	1566	0	1903	0	220	0	130	0
54	Devans Modern Breweries Samba	Six Fields Cult Original Strong Wheat Beer	Tin	8	0	1675	0	0	0	2319	0	0	0	165	0	0
55	Devans Modern Breweries Samba	Six Fields Dunkel Premium Wheat Beer	Glass	8	1145	0	1460	0	1566	0	1903	0	220	0	130	0
56	Devans Modern Breweries Samba	Six Fields Dunkel Premium Wheat Beer	Tin	8	0	1675	0	0	0	2319	0	0	0	165	0	0
57	Devans Modern Breweries Samba	Six Fields Dunkel Finest Wheat Beer	Glass	8	1145	0	1460	0	1566	0	1903	0	220	0	130	0
58	Devans Modern Breweries Samba	Six Fields Dunkel Finest Wheat Beer	Tin	8	0	1675	0	0	0	2319	0	0	0	165	0	0
59	Devans Modern Breweries Samba	Six Fields Dunkel Original Wheat Beer	Glass	8	1145	0	1460	0	1566	0	1903	0	220	0	130	0
60	Devans Modern Breweries Samba	Six Fields Dunkel Original Wheat Beer	Tin	8	0	1675	0	0	0	2319	0	0	0	165	0	0
61	Devans Modern Breweries Samba	Kotsberg Classic Pils Beer	Glass	5	825	0	1038	0	1230	0	1459	0	185	0	105	0
62	Devans Modern Breweries Samba	Kotsberg Classic Pils Beer	Tin	5	0	1260	1038	0	0	1883	1459	0	0	140	105	0

63	Devans Modern Breweries Samba	Six Fields Blanche Premier Wheat Beer	Glass	5	1145	0	1460	0	1566	0	1903	0	220	0	130	0
	Devans Modern Breweries Samba	Six Fields Blanche Premier Wheat Beer	Tin	5	0	1675	0	0	0	2319	0	0	0	165	0	0
64	Devans Modern Breweries Samba	Kotsberg Strong Premier Beer	Glass	8	825	0	1038	0	1230	0	1459	0	185	0	105	0
65	Devans Modern Breweries Samba	Kotsberg Strong Premier Beer	Tin	8	0	1260	1038	0	0	1883	1459	0	0	140	105	0
66	Devans Modern Breweries Samba	Kotsberg Premier Pils Beer	Glass	5	825	0	1038	0	1230	0	1459	0	185	0	105	0
67	Devans Modern Breweries Samba	Kotsberg Premier Pils Beer	Tin	5	0	1260	1038	0	0	1883	1459	0	0	140	105	0
68	Devans Modern Breweries Samba	Kotsberg Strong International Quality Beer	Glass	8	825	0	1038	0	1230	0	1459	0	185	0	105	0
69	Devans Modern Breweries Samba	Kotsberg Strong International Quality Beer	Tin	8	0	1260	1038	0	0	1883	1459	0	0	140	105	0

Note: Additional freight charges @ Rs 5 per bottle for Kashmir division, Poonch and Kishtwar districts of Jammu Division, Rs 10 per bottle for Leh and Kargil Districts.

[Handwritten signatures and initials]

ANNEXURE 'B'

MRP of Local Beer Brands For Sale In Civil For The Year 2019-20

					EX MANUFACTURER PRICE PER TIN	EX-JKEL-1 PRICE PER TIN	Maximum Retail Price Per Tin (Inclusive of all Taxes) 2019-20
S. No	BREWERY	BRAND	Category	DEG. BELOW % V/V	5 LTR	5 LTR	5 LTR
(Fig in Rs)							
1	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Premium Wheat Beer	Tin	8	1398	1701	2665
2	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Finest Wheat Beer	Tin	8	1398	1701	2665
3	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Original Wheat Beer	Tin	8	1398	1701	2665
4	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong International Quality Beer	Tin	8	1250	1546	2450
5	DEVANS MODERN BREWERIES SAMBA	Kotsberg Classic Pils Beer	Tin	5	1250	1546	2450
6	DEVANS MODERN BREWERIES SAMBA	Kotsberg Premier Pils Beer	Tin	5	1250	1546	2450
7	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Premier Beer	Tin	8	1250	1546	2450
8	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Premium Wheat Beer	Tin	5	1398	1701	2665
9	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Finest Wheat Beer	Tin	5	1398	1701	2665
10	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Original Wheat Beer	Tin	5	1398	1701	2665
11	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Premier Wheat Beer	Tin	5	1398	1701	2665

ANNEXURE B

MRP of Local Beer Brands For Sale In Civil For The Year 2019-20

S. No	BREWERY	BRAND	Category	DEG. BELOW % V/V	EX MANUFACTURER PRICE PER TIN	EX-JKEL-1 PRICE PER TIN	Maximum Retail Price Per Tin (Inclusive of all Taxes) 2019-20
					5 LTR	5 LTR	5 LTR
12	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Finest Strong Wheat Beer	Tin	8	1398	1701	2665
13	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Original Strong Wheat Beer	Tin	8	1398	1701	2665
14	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Premium Strong Wheat Beer	Tin	8	1398	1701	2665
15	DEVANS MODERN BREWERIES SAMBA	Kotsberg Premium Pils Beer	Tin	5	1250	1546	2450
16	DEVANS MODERN BREWERIES SAMBA	Kotsberg Original Pils Beer	Tin	5	1250	1546	2450
17	DEVANS MODERN BREWERIES SAMBA	Kotsberg Finest Pils Beer	Tin	5	1250	1546	2450
18	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Super Premium Beer	Tin	8	1250	1546	2450
19	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Finest Quality Beer	Tin	8	1250	1546	2450
20	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Premium Beer	Tin	8	1250	1546	2450

Note: 1) Additional freight charges @ Rs 5 per bottle for Kashmir division, Poonch and Kishtwar districts of Jammu Division, Rs 10 per bottle for Leh and Kargil Districts.

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ANNEXURE

Ex-Brewery Price of Local Draught Beer Brands For Sale In Civil For The Year 2019-20

						EX MANUFACTURER PRICE CASE		
S. No	BREWERY	BRAND	Category	DEG. BELOW % V/V			30 LTR	5 LTR
(Fig in Rs)								
1	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Premium Wheat Beer	Draught Keg	8	0	0	6127	1444
2	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Finest Wheat Beer	Draught Keg	8	0	0	6127	1444
3	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Original Wheat Beer	Draught Keg	8	0	0	6127	1444
4	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong International Quality Beer	Draught Keg	8	0	0	3677	1296
5	DEVANS MODERN BREWERIES SAMBA	Kotsberg Classic Pils Beer	Draught Keg	5	0	0	3677	1296
6	DEVANS MODERN BREWERIES SAMBA	Kotsberg Premier Pils Beer	Draught Keg	5	0	0	3677	1296
7	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Premier Beer	Draught Keg	8	0	0	3677	1296
8	DEVANS MODERN BREWERIES SAMBA	Godfather Super Strong High Power Beer	Draught Keg	8	0	0	2577	0
9	DEVANS MODERN BREWERIES SAMBA	GODFATHER Super Strong International Quality Beer	Draught Keg	8	0	0	2577	0
10	DEVANS MODERN BREWERIES SAMBA	GODFATHER Strong Beer	Draught Keg	8	0	0	3577	0
11	DEVANS MODERN BREWERIES SAMBA	GODFATHER Premium Strong Beer	Draught Keg	8	0	0	3577	0
12	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Premium Wheat Beer	Draught Keg	5	0	0	6127	1444
13	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Finest Wheat Beer	Draught Keg	5	0	0	6127	1444

ANNEXURE

Ex-Brewery Price of Local Draught Beer Brands For Sale In Civil For The Year 2019-20

					EX MANUFACTURER PRICE CASE			
S. No	BREWERY	BRAND	Category	DEG. BELOW % V/V			30 LTR	5 LTR
14	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Original Wheat Beer	Draught Keg	5	0	0	6127	1444
15	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Premier Wheat Beer	Draught Keg	8	0	0	6127	1444
16	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Finest Strong Wheat Beer	Draught Keg	8	0	0	6127	1444
17	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Original Strong Wheat Beer	Draught Keg	8	0	0	6127	1444
18	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Premium Strong Wheat Beer	Draught Keg	8	0	0	6127	1444
19	DEVANS MODERN BREWERIES SAMBA	Kotsberg Premium Pils Beer	Draught Keg	5	0	0	4777	1296
20	DEVANS MODERN BREWERIES SAMBA	Kotsberg Original Pils Beer	Draught Keg	5	0	0	3677	1296
21	DEVANS MODERN BREWERIES SAMBA	Kotsberg Finest Pils Beer	Draught Keg	5	0	0	3677	1296
22	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Super Premium Beer	Draught Keg	8	0	0	4777	1296
23	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Finest Quality Beer	Draught Keg	8	0	0	3677	1296
24	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Premium Beer	Draught Keg	8	0	0	3677	1296

Note 1) Additional freight charges @ Rs 5 per bottle for Kashmir division, Poonch and Kishtwar districts of Jammu Division, Rs 10 per bottle for Leh and Kargil Districts.