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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.: 517 OF 2019

DATED: 09- 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 Brands/Imported Breezer (RTD) Brands and Imported CIDER Brand** 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 and C

No.: EC/Exc/MRP/2019-20/511 - 5150

Dated: 09-03-2019

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	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML
(Fig in Rs)																			
1	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra Premier Quality Beer Super Strong	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00		
2	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra Premier Quality Beer Super Strong	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00		
3	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra Finest Quality Beer Super Strong	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00		
4	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra Finest Quality Beer Super Strong	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00		
5	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra Premier Strong Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00		
6	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra Premier Strong Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00		
7	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra International Quality Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00		
8	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra International Quality Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00		
9	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra International Quality Beer Super Strong	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00		
10	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra International Quality Beer Super Strong	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00		
11	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra Premium Quality Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00		
12	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra Premium Quality Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00		
13	Devans Samba	Modern Breweries Ltd.	GODFATHER Electra Premium Quality Beer Super Strong	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00		

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

S. No	BREWERY				Category	DEG. BELOW % V/V	EX MANUFACTURER PRICE CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes) 2019-20			
							650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML
14	Devans Samba	Modern Breweries Ltd.,	GODFATHER Electra Premium Quality Beer Super Strong	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
15	Devans Samba	Modern Breweries Ltd.,	GODFATHER Lager International Quality Beer	Glass	5	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
16	Devans Samba	Modern Breweries Ltd.,	GODFATHER Lager International Quality Beer	Tin	5	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
17	Devans Samba	Modern Breweries Ltd.,	GODFATHER Supreme Strong Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
18	Devans Samba	Modern Breweries Ltd.,	GODFATHER Supreme Strong Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
19	Devans Samba	Modern Breweries Ltd.,	GODFATHER Supreme Strong Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
20	Devans Samba	Modern Breweries Ltd.,	GODFATHER Supreme Strong Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
21	Devans Samba	Modern Breweries Ltd.,	GODFATHER Lager Original Quality Beer	Glass	5	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
22	Devans Samba	Modern Breweries Ltd.,	GODFATHER Lager Original Quality Beer	Tin	5	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
23	Devans Samba	Modern Breweries Ltd.,	GODFATHER Super Strong Original Quality Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
24	Devans Samba	Modern Breweries Ltd.,	GODFATHER Super Strong Original Quality Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
25	Devans Samba	Modern Breweries Ltd.,	GODFATHER Super Premium Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
26	Devans Samba	Modern Breweries Ltd.,	GODFATHER Super Premium Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
27	Devans Samba	Modern Breweries Ltd.,	GODFATHER Premier Strong Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
28	Devans Samba	Modern Breweries Ltd.,	GODFATHER Premier Strong Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
29	Devans Samba	Modern Breweries Ltd.,	GODFATHER Platinum Strong Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00

Accepted *[Signature]*

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

S. No.	BREWERY				Category	DEG. BELOW % V/V	EX MANUFACTURER PRICE CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes) 2019-20			
							650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML
30	Devans Samba	Modern Breweries Ltd.,	GODFATHER Platinum Strong Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
31	Devans Samba	Modern Breweries Ltd.,	GODFATHER Premium Original Quality Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
32	Devans Samba	Modern Breweries Ltd.,	GODFATHER Premium Original Quality Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
33	Devans Samba	Modern Breweries Ltd.,	GODFATHER The Legendary Super Strong Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
34	Devans Samba	Modern Breweries Ltd.,	GODFATHER The Legendary Super Strong Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
35	Devans Samba	Modern Breweries Ltd.,	GODFATHER The Legendary Finest Strong Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
36	Devans Samba	Modern Breweries Ltd.,	GODFATHER The Legendary Finest Strong Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
37	Devans Samba	Modern Breweries Ltd.,	GODFATHER The Legendary Premium Strong Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
38	Devans Samba	Modern Breweries Ltd.,	GODFATHER The Legendary Premium Strong Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
39	Devans Samba	Modern Breweries Ltd.,	GODFATHER The Legendary Premier Strong Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00
40	Devans Samba	Modern Breweries Ltd.,	GODFATHER The Legendary Premier Strong Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
41	Devans Samba	Modern Breweries Ltd.,	GODFATHER The Legendary Original Strong Beer	Glass	8	514.00	0.00	630.00	0.00	903.00	0.00	1031.00	0.00	145.00	0.00	80.00	0.00	0.00

Accepted

[Signature]

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

S. No	BREWERY				Category	DEG. BELOW % V/V	EX MANUFACTURER PRICE CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes) 2019-20			
							650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML
2	Devans Samba	Modern Breweries Ltd.,	GODFATHER The Legendary Original Strong Beer	Tin	8	0.00	837.00	633.00	0.00	0.00	1438.00	1034.00	0.00	0.00	115.00	80.00	0.00	0.00
3	Devans Samba	Modern Breweries Ltd.,	Perinto Mojito Flavoured Beer Cooler Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
4	Devans Samba	Modern Breweries Ltd.,	Perinto Cola Lime Flavoured Beer Cooler Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
5	Devans Samba	Modern Breweries Ltd.,	Perinto Shandy Flavoured Beer Cooler Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
6	Devans Samba	Modern Breweries Ltd.,	Perinto Passion Fruit Flavoured Beer Cooler Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
7	Devans Samba	Modern Breweries Ltd.,	Perinto Ginger Lime Flavoured Beer Cooler Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
8	Devans Samba	Modern Breweries Ltd.,	Perinto Tequila Flavoured Beer Cooler Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
9	Devans Samba	Modern Breweries Ltd.,	Perinto Mojito Flavoured Beer Cooler Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
10	Devans Samba	Modern Breweries Ltd.,	Perinto Cola Lime Flavoured Beer Cooler Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
11	Devans Samba	Modern Breweries Ltd.,	Perinto Shandy Flavoured Beer Cooler Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
12	Devans Samba	Modern Breweries Ltd.,	Perinto Passion Fruit Flavoured Beer Cooler Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
13	Devans Samba	Modern Breweries Ltd.,	Perinto Ginger Lime Flavoured Beer Cooler Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
14	Devans Samba	Modern Breweries Ltd.,	Perinto Tequila Flavoured Beer Cooler Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
15	Devans Samba	Modern Breweries Ltd.,	Perinto Cherry Cola Flavoured Beer Cooler Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
16	Devans Samba	Modern Breweries Ltd.,	Perinto Cherry Cola Flavoured Beer Cooler Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00
17	Devans Samba	Modern Breweries Ltd.,	Perinto Cola Lime Flavoured Beer Cooler Premium Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	0.00

ANNEXURE -
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	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML
58	Devans Samba	Modern Breweries Ltd.,	Perinto Mojito Flavoured Beer Cooler Premium Strong		Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
59	Devans Samba	Modern Breweries Ltd.,	Perinto Shandy Flavoured Beer Cooler Premium Strong		Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
60	Devans Samba	Modern Breweries Ltd.,	Perinto Tequila Flavoured Beer Cooler Premium Strong		Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
61	Devans Samba	Modern Breweries Ltd.,	Perinto Ginger Lime Flavoured Beer Cooler Premium Strong		Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
62	Devans Samba	Modern Breweries Ltd.,	Perinto Cherry Cola Flavoured Beer Cooler Premium Strong		Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
63	Devans Samba	Modern Breweries Ltd.,	Perinto Passion Fruit Flavoured Beer Cooler Premium Strong		Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
64	Devans Samba	Modern Breweries Ltd.,	Perinto Cola Lime Flavoured Beer Cooler Premium Mild		Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
65	Devans Samba	Modern Breweries Ltd.,	Perinto Mojito Flavoured Beer Cooler Premium Mild		Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
66	Devans Samba	Modern Breweries Ltd.,	Perinto Shandy Flavoured Beer Cooler Premium Mild		Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
67	Devans Samba	Modern Breweries Ltd.,	Perinto Tequila Flavoured Beer Cooler Premium Mild		Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
68	Devans Samba	Modern Breweries Ltd.,	Perinto Ginger Lime Flavoured Beer Cooler Premium Mild		Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
69	Devans Samba	Modern Breweries Ltd.,	Perinto Cherry Cola Flavoured Beer Cooler Premium Mild		Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	
70	Devans Samba	Modern Breweries Ltd.,	Perinto Passion Fruit Flavoured Beer Cooler Premium Mild		Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00	

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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	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML
71	Devans Samba	Modern	Breweries	Ltd.,	Perinto Cola Lime Flavoured Beer Cooler Finest Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
72	Devans Samba	Modern	Breweries	Ltd.,	Perinto Mojito Flavoured Beer Cooler Finest Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
73	Devans Samba	Modern	Breweries	Ltd.,	Perinto Shandy Flavoured Beer Cooler Finest Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
74	Devans Samba	Modern	Breweries	Ltd.,	Perinto Tequila Flavoured Beer Cooler Finest Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
75	Devans Samba	Modern	Breweries	Ltd.,	Perinto Ginger Lime Flavoured Beer Cooler Finest Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
76	Devans Samba	Modern	Breweries	Ltd.,	Perinto Cherry Cola Flavoured Beer Cooler Finest Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
77	Devans Samba	Modern	Breweries	Ltd.,	Perinto Passion Fruit Flavoured Beer Cooler Finest Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
78	Devans Samba	Modern	Breweries	Ltd.,	Perinto Cola Lime Flavoured Beer Cooler Finest Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
79	Devans Samba	Modern	Breweries	Ltd.,	Perinto Mojito Flavoured Beer Cooler Finest Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
80	Devans Samba	Modern	Breweries	Ltd.,	Perinto Shandy Flavoured Beer Cooler Finest Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
81	Devans Samba	Modern	Breweries	Ltd.,	Perinto Tequila Flavoured Beer Cooler Finest Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
82	Devans Samba	Modern	Breweries	Ltd.,	Perinto Ginger Lime Flavoured Beer Cooler Finest Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00
83	Devans Samba	Modern	Breweries	Ltd.,	Perinto Cherry Cola Flavoured Beer Cooler Finest Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00

ANNEXURE -
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	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML
94	Devans Samba	Modern Breweries Ltd.,	Perinto Passion Fruit Flavoured Beer Cooler Finest Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
95	Devans Samba	Modern Breweries Ltd.,	Perinto Lychee Flavoured Beer Cooler Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
96	Devans Samba	Modern Breweries Ltd.,	Perinto Lychee Flavoured Beer Cooler Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
97	Devans Samba	Modern Breweries Ltd.,	Perinto Lychee Flavoured Beer Cooler Premium Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
98	Devans Samba	Modern Breweries Ltd.,	Perinto Lychee Beer Cooler Premium Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
99	Devans Samba	Modern Breweries Ltd.,	Perinto Lychee Flavoured Beer Cooler Finest Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
90	Devans Samba	Modern Breweries Ltd.,	Perinto Lychee Flavoured Beer Cooler Finest Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
91	Devans Samba	Modern Breweries Ltd.,	Perinto Cranberry Flavoured Beer Cooler Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
92	Devans Samba	Modern Breweries Ltd.,	Perinto Cranberry Flavoured Beer Cooler Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
93	Devans Samba	Modern Breweries Ltd.,	Perinto Cranberry Flavoured Beer Cooler Premium Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
94	Devans Samba	Modern Breweries Ltd.,	Perinto Cranberry Beer Cooler Premium Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
95	Devans Samba	Modern Breweries Ltd.,	Perinto Cranberry Flavoured Beer Cooler Finest Strong	Glass	8	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
96	Devans Samba	Modern Breweries Ltd.,	Perinto Cranberry Flavoured Beer Cooler Finest Mild	Glass	5	716.00	0.00	738.00	0.00	1116.00	0.00	1144.00	0.00	170.00	0.00	90.00	0.00		
97	New India Breweries, Sujwan,Samba			Glass	8	514.00	0.00	0.00	690.00	903.00	0.00	0.00	1088.00	145.00	0.00	0.00	85.00		
98	New India Breweries, Sujwan,Samba			Tin	8	0.00	962.00	0.00	0.00	0.00	1570.00	0.00	0.00	0.00	125.00	0.00	0.00		
99	New India Breweries, Sujwan,Samba			Glass	5	460.00	0.00	0.00	690.00	847.00	0.00	0.00	1088.00	140.00	0.00	0.00	85.00		

ANNEXURE -																
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 CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes) 2019-20			
					650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325 ML
100	New India Breweries, Sujwan, Samba	Goa King's Premium Pilsner Beer Bier	Tin	5	0.00	910.00	0.00	0.00	0.00	1515.00	0.00	0.00	0.00	120.00	0.00	0.00
101	New India Breweries, Sujwan, Samba	Goa King's Maxx Super Strong Premium Lager Beer	Glass	8	514.00	0.00	0.00	690.00	903.00	0.00	0.00	1088.00	145.00	0.00	0.00	85.00
102	New India Breweries, Sujwan, Samba	Goa King's Maxx Super Strong Premium Lager Beer	Tin	8	0.00	910.00	0.00	0.00	0.00	1515.00	0.00	0.00	0.00	120.00	0.00	0.00
103	New India Breweries, Sujwan, Samba	Goa King's Supreme Premium Pilsner Beer Bier	Glass	5	514.00	0.00	0.00	715.00	903.00	0.00	0.00	1114.00	145.00	0.00	0.00	85.00
104	New India Breweries, Sujwan, Samba	Goa King's Supreme Premium Pilsner Beer Bier	Tin	5	0.00	962.00	0.00	0.00	0.00	1570.00	0.00	0.00	0.00	125.00	0.00	0.00
105	New India Breweries, Sujwan, Samba	Goa King's Supreme Premium Pilsner Strong Beer Bier	Glass	8	514.00	0.00	0.00	715.00	903.00	0.00	0.00	1114.00	145.00	0.00	0.00	85.00
106	New India Breweries, Sujwan, Samba	Goa King's Supreme Premium Pilsner Strong Beer Bier	Tin	8	0.00	962.00	0.00	0.00	0.00	1570.00	0.00	0.00	0.00	125.00	0.00	0.00
107	New India Breweries, Sujwan, Samba	Goa Strong Beer	Glass	8	534.00	0.00	0.00	715.00	924.00	0.00	0.00	1114.00	150.00	0.00	0.00	85.00
108	New India Breweries, Sujwan, Samba	Goa Strong Beer	Tin	8	0.00	962.00	0.00	0.00	0.00	1570.00	0.00	0.00	0.00	125.00	0.00	0.00

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.

ANNEXURE- (B)

MRP of Imported Breezer (RTD) Brands (2019-20) For Sale In Civil Market for the year 2019-20

S. No	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEG. BELOW % V/V	EX-JKEL-1A PRICE PER CASE in Rs. 275 ML	EX-JKEL-1 PRICE PER CASE in Rs. 275 ML	MAXIMUM RETAIL PRICE / UNIT (Inclusive of all Taxes) 275 ML
1	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Orange	Glass Bottle	4.8	1213.00	1360.00	95.00
2	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Cranberry	Glass Bottle	4.8	1213.00	1360.00	95.00
3	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Jamaican Passion	Glass Bottle	4.8	1213.00	1360.00	95.00
4	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Blackberry Crush	Glass Bottle	4.8	1213.00	1360.00	95.00
5	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Cosmopolotan-Cranberry	Glass Bottle	8.0	1650.00	1815.00	120.00
6	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Appletni-Apple	Glass Bottle	8.0	1650.00	1815.00	120.00
7	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Agent Orange	Glass Bottle	8.0	1650.00	1815.00	120.00
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.							

ANNEXURE- (C)

PAGE ____ OF ____

MRP of Imported CIDER Brand For Sale In Civil For The Year 2019-20

S. No	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEG. BELOW % V/V	EX-JKEL-1A PRICE PER CASE in Rs.				EX-JKEL-1 PRICE PER CASE in Rs.				MAXIMUM RETAIL PRICE / UNIT (Inclusive of all Taxes)			
					650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325ML
1	Hygeia Fruit & Vegetable Processors Pvt. Ltd., Industrial Area, Nerchowk (Ratti) Distt. Mandi (H.P.)	Jolly Maker Cider	GLASS	8	1529	0	1836	1542	1644	0	1964	1649	230	0	135	110

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.

2. One time automation charges @ 0.5% for wholesaler and @ 1.5% for retailer is included in the MRP.

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Accepted
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