



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

Subject: Fixation of Maximum Retail Price (MRP) for the year 2018-19.
Reference: 1. Notification SRO 240 dated 29.05.2018 (Excise Policy 2018-19).
2. Deputy Excise Commissioner, (Executive), Jammu's letter No. MRP/2018-19/DECEJ/Exc/1 dated 29.05.2018.

**ORDER No.: EC/EP/2018-19/MRP/ 3 OF 2018
DATED: 05-06-2018**

In continuation to order no. EC/EP/2018-19/MRP/2 of 2018 dated 30-05-2018, the Committee constituted vide Excise Order No. 475 of 2017 dated 14.11.2017, the revised Ex-manufacturer price i.e (EDP/EBP/EWP), Ex-wholesale price and Maximum Retail Price (MRP) of Local Premium/Medium/Economy, Imported Super Deluxe/ Deluxe/ Premium/Medium, Imported Beer, Local Beer of few brands of liquor for the year 2018-19 are enclosed hereunder are approved and applicable with immediate effect.

Enclosures: Annexure B1,C1 & E1,


(Anoo Malhotra) KAS
Excise Commissioner,
J&K Government, Jammu.

Copy to the –

1. Principal Secretary to Government, Finance Department, Civil Secretariat, Srinagar for kind information.
2. Deputy Excise Commissioner (Executive), Jammu/Srinagar for immediate compliance.
3. Deputy Excise Commissioner (Distilleries), Jammu for immediate compliance.
4. Deputy Excise Commissioner (Accounts), Jammu for information.
5. Deputy Excise Commissioner, Toll Post, Lakhanpur for information.
6. Private Secretary to Hon'ble Minister, Finance Department, Civil Secretariat, Srinagar for information.
7. Excise and Taxation Officers, All Excise Ranges, Jammu/Srinagar, Distilleries and Accounts, Jammu for immediate implementation.

President, Chamber of Commerce and Industries, Jammu/Kashmir for information.

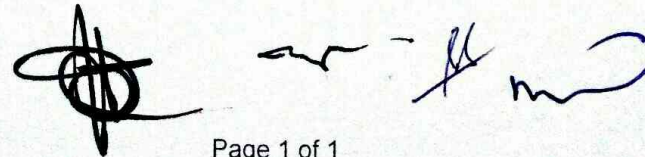
President, Wine Traders Association, Jammu/Kashmir for information and compliance.

. President, Hotel, Bar and Restaurant Association, Jammu/Kashmir for information and compliance.

REVISED MRP of Local Economy Brands For Sale In Civil Market For The Year 2018-19

				EX MANUFACTURER PRICE/CASE IN RUPEES			EX-JKEL-1 PRICE/CASE IN RUPEES			MRP per Unit (2018-19) Inclusive of all Taxes in Rupees		
S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs)												
1	Trishul Bottlers Sikanderpur Jmu for M s USI	Kerala Blended Malt Whisky	75	785	780	840	2176	2171	2181	379	189	94
2	Dogra Distilleries Gangyal Jmu	White Stag Whisky	75	630	640	823	2010	2021	2163	358	180	93
3	Trikuta Bottlers Samba	Magic King Malted Whisky	75	770	820	830	2160	2213	2171	377	192	94
4	Tawi Bottlers, Sujwan, Samba For M s Mohan Meakins Ltd.	Diplomat Deluxe Whisky	75	775	780	850	2165	2171	2192	378	189	94
5	Oakland Bottlers Pvt Ltd Samba	OB Whisky	75	785	780	840	2176	2171	2181	379	189	94
6	Oakland Bottlers Pvt Ltd Samba	OB XXX Rum	75	785	780	840	2176	2171	2181	379	189	94
7	Oakland Bottlers Pvt Ltd Samba	Oakland V S.O.P Brandy	75	785	780	840	2176	2171	2181	379	189	94
8	Oakland Bottlers Pvt Ltd Samba for M s Oasis Distilleries Ltd	Every Day Prestige Whisky	75	568	640	737	1944	2021	2071	350	180	90
9	Oakland Bottlers Pvt Ltd Samba for M s Som Distilleries and Breweries Ltd	Black Fort XXX Rum	75	568	640	737	1944	2021	2071	350	180	90
10	Devans Modern Breweries, Talab Tillo, Jammu	Triple Horse Fine Whisky	75	568	640	737	1944	2021	2071	350	180	90
11	Madeira Bottlers Bari Brahmana, Jammu	Blue Star Special Whisky	75	785	780	840	2176	2171	2181	379	189	94
12	Madeira Bottlers Bari Brahmana, Jammu	Blue Star XXX Rum	75	785	780	840	2176	2171	2181	379	189	94
13	National Ind Corp Bari Brahmana	Standard Whisky	75	568	640	737	1944	2021	2071	350	180	90
14	National Ind Corp Bari Brahmana	Standard Extra Dry Gin	65	547	620	720	1921	1999	2053	347	178	90
15	Rockland Distilleries Pvt Ltd B B	Star One Whisky	75	568	640	737	1944	2021	2071	350	180	90
16	Rockland Distilleries Pvt Ltd B B	Star XXX Rum	75	568	640	737	1944	2021	2071	350	180	90
17	Rockland Distilleries Pvt Ltd B B	Star Orange Flavoured Premix Gin	65	560	633	727	1935	2013	2060	349	179	90
18	Ranson Industries Gangyal Jmu	Ranson Club Whisky	75	568	640	737	1944	2021	2071	350	180	90
19	Ranson Industries Gangyal Jmu	Ranson Club Dry Gin	65	547	620	720	1921	1999	2053	347	178	90
20	Trishul Bottlers Sikanderpur Jmu	Tiger XXX Rum	75	568	640	737	1944	2021	2071	350	180	90
21	Trishul Bottlers Sikanderpur Jmu	Mission Kashmir XXX Rum	75	568	640	737	1944	2021	2071	350	180	90
22	Trishul Bottlers Sikanderpur Jmu	Tiger Dry Gin	65	547	620	720	1921	1999	2053	347	178	90
23	Trishul Bottlers Sikanderpur Jmu	Tiger Orange Flavoured Premix Gin	65	560	633	727	1935	2013	2060	349	179	90
24	Trishul Bottlers Sikanderpur Jmu	Black Cat Whisky	75	733	820	834	2120	2213	2175	372	192	94
25	Basantar Bottlers Samba	Chinar XXX Rum	75	568	640	737	1944	2021	2071	350	180	90
26	Devans Modern Breweries, Talab Tillo, Jammu	Kashmir XXX Rum	75	568	640	737	1944	2021	2071	350	180	90
27	Devans Modern Breweries, Talab Tillo, Jammu	Kashmir Orange Flavoured Premix Gin	65	560	633	727	1935	2013	2060	349	179	90
28	Devans Modern Breweries, Talab Tillo, Jammu	Kashmir Dry Gin	65	547	620	720	1921	1999	2053	347	178	90

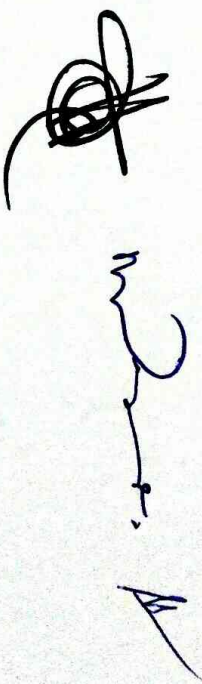
Note: Additional freight charges @ 1% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 3 % for Leh and Kargil Districts are admissible, above the MRP.



MRP of Local Economy Brands For Sale In Civil Market For The Year 2018-19

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX MANUFACTURER PRICE/CASE IN RUPEES			EX-JKEL-1 PRICE/CASE IN RUPEES			MRP per Unit (2018-19) Inclusive of all Taxes in		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs)												
1	Trikuta Bottlers, Samba For M/s Saraya Distillery (A unit of Saraya Industries Ltd.) New Delhi	Sailor Fine Whisky	75	364.00	189.00	93.00	2053	2169	2163	364	189	93

Note: Additional freight charges @ 1% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 3 % for Leh and Kargil Districts are admissible, above the MRP.



Annexure- B-1

REVISSED MRP of Local Medium Brands For Sale In Civil For The Year 2018-19

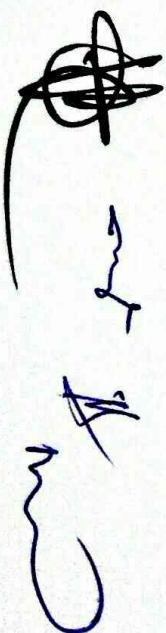
LOCAL MEDIUM BRANDS FOR THE YEAR 2018-19			EX MANUFACTURER PRICE/CASE				EX-JKEL-1 PRICE/CASE				MAXIMUM RETAIL PRICE PER UNIT 2018- 19 (INCLUSIVE OF ALL TAXES)			
S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML		
(Fig. in Rs.)														
1	Trikuta Bottlers Samba	Sariska XXX Dark Rum	75	1080	1100	1140	2829	2850	2826	484	243	120		
2	Trikuta Bottlers Samba	Kraze Vodka	75	1067	1067	1130	2815	2815	2815	482	241	119		
3	Oakland Bottlers Samba	Famous Fantasy Gin	65	980	990	1000	2722	2732	2676	469	235	115		
4	Oakland Bottlers Samba	Shekera Tripple Distilled Vodka	65	1240	1240	1270	3000	3000	2965	506	253	124		
5	Oakland Bottlers Samba	Shekera Tripple Improved Apple Grain Vodka	65	1470	1470	1540	3246	3246	3254	539	269	134		
6	Oakland Bottlers Samba	Shekera Tripple Improved orange Grain Vodka	65	1470	1470	1540	3246	3246	3254	539	269	134		
7	Oakland Bottlers Samba	Shekera Tripple Improved Lime Grain Vodka	65	1470	1470	1540	3246	3246	3254	539	269	134		
8	Oakland Bottlers Samba for M/s India Glycols Limited	Beach House XXX Premium Rum	75	1100	1129	1140	2850	2881	2826	486	245	120		

Note: Additional freight charges @ 1% for Kashmir division, Poonch and Kishwar districts of Jammu Division & 3% for Leh and Kargil Districts are admissible, above the MRP.

MRP of Local Medium Brands For Sale In Civil For The Year 2018-19

LOCAL MEDIUM BRANDS FOR THE YEAR 2018-19				EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT 2018- 19 (INCLUSIVE OF ALL TAXES)		
S. / No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	Trishul Bottlers, Skinderpur, Jammu	Doctor Brandy	75	1141	1178	1251	2894	2934	2945	492	249	124
	Trikuta Bottlers Samba For M/S Saraya Distillery (Aunit of Saraya Industries Ltd.) New Delhi	Spark Premium Grain Vodka	75	1125	1100	1230	2877	2850	2922	490	243	123
2	Trikuta Bottlers Samba For M/S Saraya Distillery (Aunit of Saraya Industries Ltd.) New Delhi	John Silver XXX Treasured Rum	75	1125	1100	1230	2877	2850	2922	490	243	123
3	Trikuta Bottlers Samba For M/S Saraya Distillery (Aunit of Saraya Industries Ltd.) New Delhi	Paan Banarasi Liquer	75	1125	1100	1230	2877	2850	2922	490	243	123
4	Trikuta Bottlers Samba For M/S Saraya Distillery (Aunit of Saraya Industries Ltd.) New Delhi	Blue Diamond Gin "N"Lime	75	1125	1100	1230	2877	2850	2922	490	243	123
5	Trikuta Bottlers Samba For M/S Saraya Distillery (Aunit of Saraya Industries Ltd.) New Delhi		75	1125	1100	1230	2877	2850	2922	490	243	123

Note: Additional freight charges @ 1% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 3% for Leh and Kargil Districts are admissible, above the MRP.



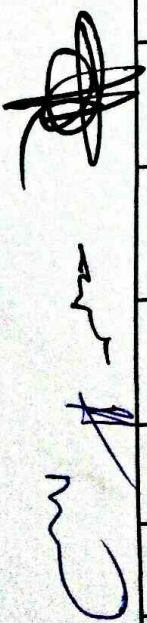
REVISED MRP of Local Premium Brands For Sale In Civil For The Year 2018-19

				EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL TAXES)		
S. No.	DISTILLERY / BOTTLING PLANT	BRAND	Deg.	(Fig. in Rs.)								
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	Trishul Bottlers Sikanderpur Jmu for M/s USL	Bagpiper Deluxe Whisky	75	1135	1190	1320	2888	2946	3019	500	254	128
2	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowells Green Label Whisky	75	1135	1190	1320	2888	2946	3019	500	254	128
3	National Industrial Corp. Ltd. Bari Brahmana	Black & Gold Rare Premium whisky	75	1760	1780	1840	3556	3578	3575	590	297	147
4	National Industrial Corp. Ltd. Bari Brahmana	Nicol's V Vodka	75	1760	1780	1840	3556	3578	3575	590	297	147
5	M/s Oakland Bottlers for M/s India Glycols Limited	Soulmate Premium Whisky	75	1900	1900	2000	3706	3706	3746	611	305	153
6	M/s Oakland Bottlers for M/s India Glycols Limited	V2O Green Apple Vodka	75	2320	2365	2370	4156	4204	4142	671	339	166
7	M/s Oakland Bottlers, Samba	Heniskot Blended Grape Brandy	75	1270	1270	1360	3032	3032	3061	520	260	130
8	M/s Oakland Bottlers, Samba	Heniskot Blended Matured Whisky	75	1900	2080	2170	3706	3899	3928	611	318	159
9	M/s Trikuta Bottlers Samba	Royal Monarch Premium Whisky	75	1220	1197	1180	2979	2954	2869	512	255	123
10	National Industrial Corp. Ltd. Bari Brahmana	Nicol's Black & gold French Brandy V.S.O.P	75	1760	1780	1840	3556	3578	3575	590	297	147
11	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Old Vat Premium Blended Whisky	75	2007	2035	2148	3821	3851	3905	626	315	158
12	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Old Vat Classic Blended Whisky	75	2007	2035	2148	3821	3851	3905	626	315	158
13	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Old Vat Premier Blended Whisky	75	2007	2035	2148	3821	3851	3905	626	315	158

Note: Freight charges shall be added to MRP @1% for Kashmir division, Poonch and Kishtwar districts of Jammu Division &3% for Leh and Kargil Districts are admissible, above the

MRP of Local Premium Brands For Sale In Civil For The Year 2018-19

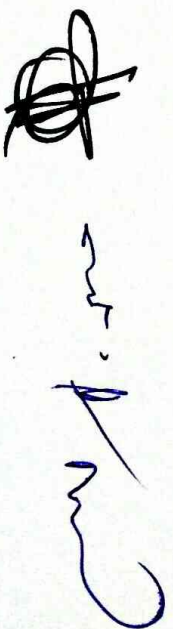
				EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL TAXES)			
S. No.	DISTILLERY / BOTTLING PLANT	BRAND	Deg.	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	
				(Fig. in Rs.)									
1	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Premium Whisky	Old Vat Blended	75	2007	2035	2148	3821	3851	3905	626	315	158
2	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Old Vat Classic Blended Whisky	75	2007	2035	2148	3821	3851	3905	626	315	158	
3	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Old Vat Premier Blended Whisky	75	2007	2035	2148	3821	3851	3905	626	315	158	
4	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Old Vat Ultra Premier Blended Whisky	75	2007	2035	2148	3821	3851	3905	626	315	158	
5	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Old Vat Premier Blended Whisky	75	2007	2035	2148	3821	3851	3905	626	315	158	



MRP of Local Premium Brands For Sale In Civil For The Year 2018-19

				EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL TAXES)		
S. No.	DISTILLERY / BOTTLING PLANT	BRAND	Deg.	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
				(Fig. in Rs.)								
1	Trikuta Bottlers, Samba For M/s Saraya Distillery (A unit of Saraya Industries Ltd.) New Delhi	Spark Green Apple Premium Grain Vodka		1725	1730	1750	3519	3524	3479	585	293	144

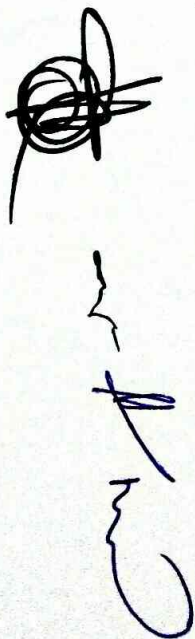
Note: Freight charges shall be added to MRP @1% for Kashmir division, Poonch and Kishtwar districts of Jammu Division &3% for Leh and Kargil Districts are admissible, above the



REVISED MRP of Imported Super Deluxe Brands For Sale In Civil For The Year 2018-19

REVISED MRP of Imported Super Deluxe Brands For Sale in CIVIL FOR THE YEAR 2019-20												
S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX-JKEL-1A PRICE PER CASE in Rs.			EX-JKEL-1 PRICE PER CASE in Rs.			MAXIMUM RETAIL PRICE/UNIT (Inclusive of		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
				(Fig. in Rs.)								
1	M/s Grey Goose- BMP, 16130 Gensac-LA, Palue, France, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Grey Goose Vodka	70.10	28872.00		0	30929	0	0	4433	0	0
2	Mast Jagermeister SE, Jagermeisterstrabe 7-15, 38296 Wolfenbittel, Germany, Imported and distributed by Aspri Spirits Pvt. Ltd, 601, Lavesh Court, Pandit Varde Road, Bandra (W), Mumbai	Jagermeister Herbal Liqueur	61.34	22172.00		0	23760	0	0	3432	0	0
3	Distilled, blended & Bottled in Scotland Imported and Distributed by United Spirits Ltd C/o Tuls Global Logistics Pvt Ltd Panvel Maharashtra.	Johnny Walker Black Label Blended Scotch Whisky	75.36	25562.00		0	27387	0	0	3939	0	0

Note: Additional freight charges @ 1% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 3 % for Leh and Kargil Districts are admissible, above the MRP.

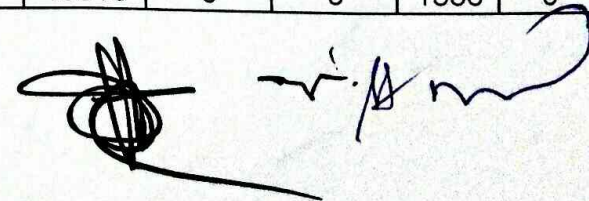


				EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	Bacardi India Pvt. Ltd Karnataka	Bacardi Carta Blanca Superior White Rum	75	5981	5947	6052	6436	6399	6510	996	495	250
2	Pernod Ricard India Pvt. Ltd.	Seagram's 100 Pipers Deluxe Blended Scotch Whisky	75	10700	10859	10910	11485	11655	11708	1689	856	429
3	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Ultra Premium Whisky	75	5985	5942	6097	6440	6394	6558	997	495	252
4	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Reserve Collection Whisky	75	7481	7479	7576	8041	8039	8141	1216	608	306
5	Pernod Ricard India Pvt. Ltd.	Royal Stag Barrel Select Whisky	75	4554	4657	4668	4909	5019	5029	786	401	200
6	Khoday India Ltd.	Peter Scot Malt Whisky	75	6761	6811	6830	7270	7324	7343	1110	559	279
7	United Spirits Limited	Signature Premier Grain Whisky	75	6370	6437	6419	6852	6924	6903	1053	531	264
8	United Spirits Limited	Signature Rare Aged Whisky	75	5927	5905	6094	6378	6354	6555	988	492	252
9	United Spirits Limited, Unit- Pathankot, P.O. Mirthal, Pathankot	Antiquity Blue Ultra Premium Whisky	75	7943	7944	7955	8535	8536	8546	1284	642	320
10	United Spirits Limited, Unit- Il, Parmori, District Nasik, Maharashtra.	Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky	75	11917	11903	12180	12787	12772	13067	1868	933	475
11	United Spirits Limited, Unit- Il, Parmori, District Nasik, Maharashtra.	Black Dog Triple Gold Reserve Blended Scotch Whisky	75	15684	15744	15726	16818	16882	16861	2421	1215	606
12	Beam Spirits & Wine (I) Pvt. Ltd.	Teacher's. 50 (12 Yrs. Old) Blended Scotch Whisky	75	13726	13828	14031	14723	14832	15048	2134	1074	543

No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
13	Beam Spirits & Wine (I) Pvt. Ltd.	Teacher's Highland Cream Blended Scotch Whisky	75	10834	10990	10955	11628	11795	11756	1709	866	430
14	Beam Spirits & Wine (I) Pvt. Ltd.	Jim Beam Kentucky Straight Bourbon Whisky	75	13338	0	13320	14308	0	14287	2077	0	517
15	Distilled, blended & Bottled in Scotland Imported and Distributed by United Spirits Ltd C/o Tuls Global Logistics Pvt Ltd Panvel Maharashtra.	Johnnie Walker Red label Blended Scotch Whisky	75.36	13569	0	0	14555	0	0	2110	0	0
16	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Black & White Blended Scotch Whisky	75	12523	0	0	13436	0	0	1957	0	0
17	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Vat 69 Blended Scotch Whisky	75	10329	10500	10555	11088	11271	11328	1635	830	416
18	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Smirnoff Triple Distilled Vodka	75	6599	6585	6567	7097	7082	7061	1087	542	269
19	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited	Smirnoff Green Apple Triple Distilled Vodka	75	6894	7028	7010	7413	7556	7535	1130	575	286

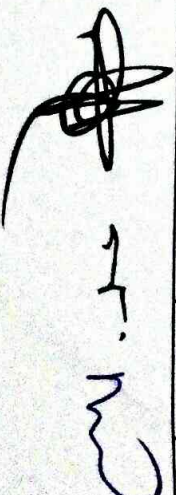
Sl. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
20	Konkan Agro Marine India Pvt. Ltd Babargaon, Aurangabad Maharashtra For United Spirits Limited											
21	M/s John Dewars and Sons Limited, Perthshire- Scotland, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Smirnoff Orange Triple Distilled Vodka	75	6894	7028	7010	7413	7556	7535	1130	575	286
22	M/s S.A. Arenal, Jalisco, EMB, BMP For Tradall S.A, F-30300 Beaucaire- Mexico Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Dewars White label Scotch Whisky	70.10	13122	0	0	14077	0	0	2045	0	0
23	M/s George Ballantine & Son Ltd. Distillers Dumbarton Scotland Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Camino Real Taquila	70.10	13122	0	0	14077	0	0	2045	0	0
24	PRODUCED AND BOTTLED IN AHUS, SWEDEN By M/s The Absolut Company AB- 117 97 Stockholm, Sweden & Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Ballantines Finest Blended Scotch Whisky	75.36	13497	0	0	14478	0	0	2100	0	0
		Absolut Vodka	70.10	13567	0	0	14553	0	0	2110	0	0

Sl. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
25	Alcobrew Distilleries India Pvt. Ltd Derabassi, Punjab	Old Smuggler Blended Scotch Whisky	75	10354	0	10577	11115	0	11352	1638	0	417
26	Alcobrew Distilleries India Pvt. Ltd Derabassi, Punjab	Golfer's Shot Barrel Aged Whisky	75	6008	5965	6118	6465	6419	6581	1000	497	253
27	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Green Apple Premium Flavoured Vodka	65	6228	6335	6350	6700	6814	6829	1032	524	261
28	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Orange Premium Flavoured Vodka	65	6228	6335	6350	6700	6814	6829	1032	524	261
29	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Verve Magic Moments Super Premium Vodka	75	5911	5860	6021	6361	6306	6477	986	489	249
30	Radico Khaitan Ltd, Bareilly Road, Rampur (U.P)	Morpheus XO Blended Premium Brandy	75	5882	5886	5946	6330	6334	6397	981	491	247
31	Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd, A-136/1, Okhla Industrial Area , Phase-II, New Delhi-20 produced at ORLANDO WINES, Barossa Valley Way, Rowland Flat, South Australia	Jacob's Creek Classic Shiraz Cabernet	23.66	9792	0	0	10513	0	0	1556	0	0



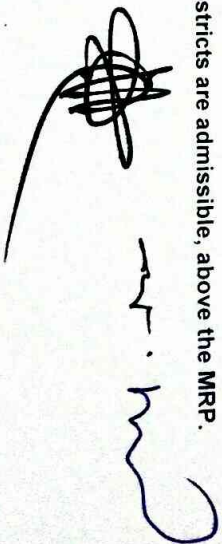
Sl. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
32	Pernod Ricard India Pvt. Ltd. C/o Veritas Logistics Pvt. Ltd. A-136/1, Okhla Industrial Area, Phase-II, New Delhi-20 produced at ORLANDO WINES, Barossa Valley Way, Rowland Flat, South Australia	Jacob's Creek Classic Chardonnay	22.78	9792	0	0	10513	0	0	1556	0	0
33	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik											
34	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Brut Methode Traditionnelle	21.91	9944	10973	0	10676	11777	0	1578	865	0
35	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Vineyards Chenin Blanc	21.91	6931	7703	0	7452	8278	0	1135	624	0
36	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Vineyards Sauvignon Blanc	22.78	7726	8719	0	8303	9365	0	1252	699	0
37	M/s Sula Vineyards Pvt Ltd (Unit II) Gat N. 90, Jaulkewani, Taluka Dindori District Nashik	Sula Vineyards Cabernet Shiraz	23.66	7706	8548	0	8281	9182	0	1249	686	0
		Sula Vineyards Dindori Reserve Shiraz	23.66	9092	0	0	9764	0	0	1453	0	0

Sl. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
44	DCM S.p.A., via F. Sacchetti 20, 20099 Sesto San Giovanni (MI) Italy, Plant in Novi Ligure (AL) Italy, Imported and distributed by Aspri Spirits Pvt. Ltd., Regd. Office: 601, Lavlesh Court, Pandit Varde Road, Bandra (W), Mumbai	Sky Vodka	70	14067	0	0	15088	0	0	2184	0	0
5	Tequilas Del Senor-S.A. de C.V. Guadalajara, Jalisco- Mexico, Imported and distributed by Aspri Spirits Pvt. Ltd., Regd. Office: 601, Lavlesh Court, Pandit Varde Road, Bandra (W), Mumbai	Imported Don Angel Tequila Blanco	66.6	13567	0	0	14553	0	0	2110	0	0
6	Thomas Hardy & Sons, Reynell RD, Reynella SA 5161 Australia, Imported and Distributed by M/s Sula Vineyards Pvt. Ltd., C/o Veritac Logistics Pvt. Ltd., A- 136/1, Okhla Industrial Area, Phase 2, New Delhi.	Hardys Stamp of Australia Riesling Gewurztraminer	20	10038	0	0	10777	0	0	1592	0	0



Sl. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
47	Thomas Hardy & Sons, Reynell RD, Reynella SA 5161 Australia, Imported and Distributed by M/s Sula Vineyards Pvt. Ltd., C/o Veritac Logistics Pvt. Ltd., A- 136/1, Okhala Industrial Area, Phase 2, New Delhi.	Hardys Stamp of Australia Shiraz Cabernet	24	10681	0	0	11465	0	0	1686	0	0
48	Beam Global Spirits & Wine (I) Pvt. Ltd., Karora, Behror, Alwar, Rajasthan	Teacher's 50 Scottish Reserve Blended Scotch Whisky	75	13798	13850	14059	14800	14856	15078	2144	1076	544

Note: Additional freight charges @ 1 % for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 3 % for Leh and Kargil Districts are admissible, above the MRP.

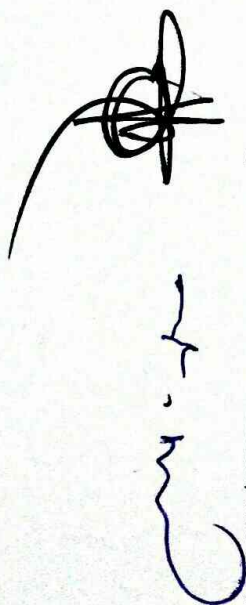


ANNEXURE- "C1"

MRP of Imported Premium Brands For Sale In Civil For The Year 2018-19

S. DISTILLERY / BOTTLING N PLANT			BRAND			DEG.			EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
									750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)																	
1	United Spirits Limited C/o CDBL	Mc Dowell's No1 Reserve Whisky	75	3215	3213	3198	3476	3474	3456	580	290	143					
2	United Spirits Limited, Pathankot	Royal Challenge Gold Whisky	75	3621	3562	3591	3910	3847	3877	638	315	157					
3	United Spirits Limited	Royal Challenge Gold Whisky (1000ml)	75	3391	0	0	3664	0	0	807	0	0					
4	Khoday India Ltd, Bangalore	Red Knight Malt Whisky	75	3629	3803	3655	3919	4105	3945	639	332	160					

Note: Additional freight charges @ 1% for Kashmir division, Poonch and Kishwar districts of Jammu Division & 3% for Leh and Kargil Districts are admissible, above the MRP.



ANNEXURE E - 1

REVISED MRP of Local Beer Brands For Sale In Civil For The Year 2018-19

					EX MANUFACTURER PRICE CASE				EX JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes) 2018-19			
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
1	Devans Modern Breweries Samba	God Father Super Strong Premium Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
2	Devans Modern Breweries Samba	God Father Super Strong High Power Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
3	Devans Modern Breweries Samba	God Father Super Strong High Power Beer	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0
4	Devans Modern Breweries Samba	God Father Lager Original Quality Beer	Glass	5	506	0	600	0	793	0	895	0	127	0	70	0
5	Devans Modern Breweries Samba	God Father Lager Original Quality Beer	Tin	5	0	820	630	0	0	1263	926	0	0	100	72	0
6	Devans Modern Breweries Samba	God Father Super Strong International Quality Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
7	Devans Modern Breweries Samba	God Father Super Strong International Quality Beer	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0
8	Devans Modern Breweries Samba	God Father Super Strong Original Quality Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
9	Devans Modern Breweries Samba	God Father Electra International Quality Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
10	Devans Modern Breweries Samba	God Father Electra International Quality Beer	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0
11	Devans Modern Breweries Samba	God Father Electra Premium Quality Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
12	Devans Modern Breweries Samba	God Father Electra Premium Quality Beer	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0
13	Devans Modern Breweries Samba	God Father Electra Premium Quality Beer Super Strong	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
14	Devans Modern Breweries Samba	God Father Electra Premium Quality Beer Super Strong	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0
15	Devans Modern Breweries Samba	God Father Electra Premium Strong Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
16	Devans Modern Breweries Samba	God Father Electra Premium Strong Beer	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0
17	Devans Modern Breweries Samba	God Father Strong Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
18	Devans Modern Breweries Samba	God Father Strong Beer	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0
19	Devans Modern Breweries Samba	God Father Premium Strong Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
20	Devans Modern Breweries Samba	God Father Premium Strong Beer	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0
21	Devans Modern Breweries Samba	God Father Platinum Strong Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
22	Devans Modern Breweries Samba	God Father Platinum Strong Beer	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0
23	Devans Modern Breweries Samba	God Father Premium Original Quality Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0

(Fig in Rs)

(Fig in Rs)

61	Devans Modern Breweries Samba	Six Fields Cuit Original Strong Wheat Beer	Tin	8	0	1625	0	1410	0	1408	0	2104	0	0	0	150	0	0
62	Devans Modern Breweries Samba	Six Fields Cuit Original Strong Wheat Beer	Tin	8	0	1625	0	0	0	0	2104	0	0	0	0	150	0	0
63	Devans Modern Breweries Samba	Black Extra Strong	Glass	8	506	0	0	0	0	793	0	0	0	0	127	0	0	0
64	Devans Modern Breweries Samba	Black Extra Strong	Tin	8	0	820	630	0	0	0	1263	926	0	0	100	72	0	0
65	Devans Modern Breweries Samba	Six Fields Dunkel Premium Wheat Beer	Glass	8	1095	0	1410	0	1408	0	1741	0	200	0	120	0	0	0
66	Devans Modern Breweries Samba	Six Fields Dunkel Premium Wheat Beer	Tin	8	0	1625	0	0	0	0	2104	0	0	0	150	0	0	0
67	Devans Modern Breweries Samba	Six Fields Dunkel Finest Wheat Beer	Glass	8	1095	0	1410	0	1408	0	1741	0	200	0	120	0	0	0
68	Devans Modern Breweries Samba	Six Fields Dunkel Finest Wheat Beer	Tin	8	0	1625	0	0	0	0	2104	0	0	0	150	0	0	0
69	Devans Modern Breweries Samba	Six Fields Dunkel Original Wheat Beer	Glass	8	1095	0	1410	0	1408	0	1741	0	200	0	120	0	0	0
70	Devans Modern Breweries Samba	Six Fields Dunkel Original Wheat Beer	Tin	8	0	1625	0	0	0	0	2104	0	0	0	150	0	0	0
71	Devans Modern Breweries Samba	Kotsberg Classic Pils Beer	Glass	5	775	0	988	0	1074	0	1300	0	160	0	94	0	0	0
72	Devans Modern Breweries Samba	Kotsberg Classic Pils Beer	Tin	5	0	1220	988	0	0	1681	1300	0	0	125	94	0	0	0
73	Devans Modern Breweries Samba	Godfather Electra International Quality Beer Super	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0	0	0
74	Devans Modern Breweries Samba	Godfather Electra International Quality Beer Super	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0	0	0
75	Devans Modern Breweries Samba	Godfather Super Strong Premium Beer	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0	0	0
76	Devans Modern Breweries Samba	Fit & Fine Super Strong Beer	Glass	8	506	0	0	0	793	0	0	0	127	0	0	0	0	0
77	Devans Modern Breweries Samba	Six Fields Blanche Premier Wheat Beer	Glass	5	1095	0	1410	0	1408	0	1741	0	200	0	120	0	0	0
78	Devans Modern Breweries Samba	Six Fields Blanche Premier Wheat Beer	Tin	5	0	1625	0	0	0	2104	0	0	0	150	0	0	0	0
79	Devans Modern Breweries Samba	Godfather Premium Strong Beer	Glass	8	0	0	600	0	0	0	895	0	0	0	70	0	0	0
80	Devans Modern Breweries Samba	Godfather Super Strong Original Quality Beer	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0	0	0
81	Devans Modern Breweries Samba	Kotsberg Strong Premier Beer	Glass	8	775	0	988	0	1074	0	1300	0	160	0	94	0	0	0
82	Devans Modern Breweries Samba	Kotsberg Strong Premier Beer	Tin	8	0	1220	988	0	0	1681	1300	0	0	125	94	0	0	0
83	Devans Modern Breweries Samba	Kotsberg Premier Pils Beer	Glass	5	775	0	988	0	1074	0	1300	0	160	0	94	0	0	0
84	Devans Modern Breweries Samba	Kotsberg Premier Pils Beer	Tin	5	0	1220	988	0	0	1681	1300	0	0	125	94	0	0	0
85	New India Breweries, Sujwan,	Falcon Super Strong Beer	Glass	8	435	0	0	0	718	0	0	0	118	0	0	0	0	0
86	New India Breweries, Sujwan,	Falcon 10000 Super Strong Beer	Glass	8	506	0	0	0	793	0	0	0	127	0	0	0	0	0
87	New India Breweries, Sujwan,	Meakin's 10000 Super Strong Beer	Glass	8	506	0	0	0	793	0	0	0	127	0	0	0	0	0

Note: Additional freight charges @1 % for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 3 % for Leh and Karail Districts are admissible.

ANNEXURE E1

MRP of Local Beer Brands For Sale In Civil In For The Year 2018-19

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) 2018-19			
					650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
1	New India Breweries, Sujwan, Samba	Falcon 10000 Super Strong Beer	Tin	8	0	805	0	0	0	1247	0	0	0	99	0	0
2	Devans Modern Breweries, Samba	Godfather Electra Premier Quality Beer Super Strong	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
3	Devans Modern Breweries, Samba	Godfather Electra Premier Quality Beer Super Strong	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0
4	Devans Modern Breweries, Samba	Godfather Electra Finest Quality Beer Super Strong	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
5	Devans Modern Breweries, Samba	Godfather Electra Finest Quality Beer Super Strong	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0
6	Devans Modern Breweries, Samba	Kolsberg Strong International Quality Beer	Glass	8	775	0	988	0	1074	0	1300	0	160	0	94	0
7	Devans Modern Breweries, Samba	Kolsberg Strong International Quality Beer	Tin	8	0	1220	988	0	0	1681	1300	0	0	125	94	0
8	Devans Modern Breweries, Samba	Godfather Premier Strong Beer	Glass	8	506	0	600	0	793	0	895	0	127	0	70	0
9	Devans Modern Breweries, Samba	Godfather Premier Strong Beer	Tin	8	0	820	630	0	0	1263	926	0	0	100	72	0

(Fig in Rs)

Note: Additional freight charges @1 % for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 3 % for Leh and Kargil Districts are admissible, above the MRP.