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GOVERNMENT OF JAMMU AND KASHMIR
DEPARTMENT OF EXCISE
EXCISE AND TAXATION COMPLEX, RAIL HEAD, JAMMU-180012

SUB : MAXIMUM SALE PRICE OF IMFL IN J&K STATE INCLUDING JK DESI- WHISKY BRAND.

ORDER NO : 44 Of 2014
D A T E D : 19 - 05 -2014

Ref:- i) SRO 136 Dated 19th May,2014

ii) Recommendations of Committee (Constituted vide Excise Order NO. No.141 of 2009 dated 30.6.2009) issued vide letter No. MRP/DECEJ/Exc/1607 Dated: 19-5-2014 by Dy. Excise Commissioner, Executive, Jammu.

Whereas, the Government vide Notification SRO 136 dated 19th May,2014 issued under endorsement No. ET/Estt/38/2014 dated 19-5-2014 by the Finance department has authorized Excise Commissioner, J&K Government to fix **MRP of all brands of liquor for the year 2014-15**. Therefore, in terms of sub-rule 31 (b)-(iv) of Rule 38 of the Jammu and Kashmir Liquor Licence and Sales Rules, 1984 and in supersession of all the previous orders, the Ex-Manufacturers Price, Ex-wholesale Price and MRP of various volumes of JK Desi Whisky, Local cheap Brands of IMFL, Local Medium Brands of IMFL, Local Premium Brands of IMFL, Imported Super Deluxe/Deluxe Brands of IMFL, Imported Premium Brands of IMFL, Imported Medium Brands of IMFL, , Local and Imported Beer and RTD(imported) to be sold by the Off Licenses (JKEL-2) in civil market in the State is notified as per **Annexure 'A' to 'K'** of this order. Any revision in this MRP, if required, will be notified separately.

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ANNEXURE -A

MRP OF JK DESI WHISKY FOR THE YEAR 2014-2015

Ex-Manufacturer price per case:-

Price in Rupees

Page No 2 of 19

S. No	Category	Strength	Packing	750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.
1	JK DESI WHISKY	60	Bottles	300	365	-	417
2	JK DESI WHISKY	60	Pouches	-	240	251	261

Ex-Whole Sale price per case:-

Price in Rupees

S.No	Category	Strength	Packing	750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.
1	JK DESI WHISKY	60	Bottles	1199	1266	-	1319
2	JK DESI WHISKY	60	Pouches	-	1137	1148	1159

MRP (inclusive of all taxes) per unit:-

Price in Rupees

S.No	Category	Strength	Packing	750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.
1	JK DESI WHISKY	60	Bottles	157	82	-	41
2	JK DESI WHISKY	60	Pouches	-	75	50	36





MRP of Local Premium Brands For Sale In Civil For The Year 2014-15

			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	Napoliian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Silky Vodka	75	1574	1578	1601	2962	2967	2939	442	221	109
2	Napoliian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Green Apple Vodka	65	1943	1967	2034	3182	3207	3233	469	236	118
3	Napoliian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Orange Vodka	65	1943	1967	2034	3182	3207	3233	469	236	118
4	Napoliian Blenders & Bottlers Jammu for M/s Sainov Spirits Pvt Ltd. New Delhi	Maya Mango Vodka	65	1943	1967	2034	3182	3207	3233	469	236	118
5	M/s Napoliian Blenders & Bottlers Samba for Saino Spirits Ltd.	President House Special Deluxe Whisky	75	1059	1079	1118	2416	2438	2427	374	188	93
6	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Knight Rider Apple Vodka	65	1515	1494	1536	2728	2706	2705	413	205	102
7	Tawi Bottlers Sunjwan Samba for M/s Mohan Meakin Ltd.	Old Monk Gold Reserve Rum	75	1158	1190	1221	2521	2555	2536	387	196	96
8	Tawi Bottlers Sunjwan Samba for M/s Mohan Meakin Ltd.	Old Monk XXX Legend Rum (1000 ML instead of 750 ml)	75	2499	0	2499	3943	0	3891	564	0	139
9	Tawi Bottlers Jammu for M/s Mohan Meakin Ltd.	Solan No. 1 Whisky	75	1022	1026	1024	2377	2381	2328	369	185	90
10	Tawi Bottlers Sunjwan Samba for M/s Mohan Meakin Ltd.	Old Monk Supreme Rum	75	1627	0	0	3019	0	0	449	0	0
11	Trishul Bottlers Sikanderpur Jmu for M/s USL	Bagpiper Whisky	75	1008	1007	1040	2362	2361	2345	367	183	90
12	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowells Green Label Whisky	75	1124	1126	1126	2485	2487	2436	382	191	93
13	National Industrial Corp. Ltd. Bari Brahmana	Black & Gold Rare Premium whisky	75	1643	1659	1722	2928	2945	2964	438	220	110
14	National Industrial Corp. Ltd. Bari Brahmana	Nico's V Vodka	75	1643	1659	1722	2928	2945	2964	438	220	110
15	National Industrial Corp. Ltd. Bari Brahmana	Black & Gold Brandy	75	1643	1659	1722	2928	2945	2964	438	220	110
16	Khoday Industries Ltd. Bari Brahmana	Red Knight Select Whisky	75	1210	1236	1267	2469	2497	2482	380	192	95
17	M/s Oakland for M/s Jagjit Industries	Aristocrat Old Reserve Whisky	75	1124	1125	1124	2485	2486	2434	382	191	93
18	M/s Oakland Bottlers	Saturday's Aged 1 Whisky	75	1575	1585	1655	2856	2867	2893	429	215	108
19	M/s Oakland Bottlers for M/s Oasis Distilleries	Royal Arms Real Whisky	75	1179	1180	1181	2544	2545	2494	390	195	95
20	M/s Dogra Distilleries	Black Angel Whisky	75	1100	1050	1075	2353	2300	2279	366	180	88

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MRP of Local Medium Brands For Sale In Civil For The Year 2014-15

S. No			DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX MANUFACTURER PRICE / CASE						EX-JKEI-1 PRICE / CASE						MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL TAXES)		
						EX MANUFACTURER PRICE / CASE						EX-JKEI-1 PRICE / CASE						MAXIMUM RETAIL PRICE PER 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	Trishul Bottlers Sikanderpur Jmu	Luknavi Paan Elaichi Liquer	75	862	1003	1070	1957	2107	2136	305	162	81								
2	Trishul Bottlers Sikanderpur Jmu	Lemon Punch Duet Gin N Lime	65	678	783	927	1624	1735	1852	265	139	72								
3	Trishul Bottlers Sikanderpur Jmu for M/s USL	Carew Dry Gin	65	757	766	825	1801	1810	1833	286	144	72								
4	Trishul Bottlers Sikanderpur Jmu for M/s USL	Mc Dowell's No.1 Celebration Matured XXX Rum	75	911	939	998	2116	2146	2163	324	164	82								
5	Trishul Bottlers Sikanderpur Jmu for M/s USL	Director Special Superior Whisky	75	904	900	1020	2109	2105	2186	324	162	83								
6	Trishul Bottlers Sikanderpur Jmu	Majestic Vodka	75	769	886	949	1859	1983	2008	293	154	77								
7	Dogra Distilleries Gangyal Jmu	ILA Pan Paan Elaichi Liquour	75	840	914	1003	1934	2012	2065	302	156	79								
8	Dogra Distilleries Gangyal Jmu	DD GREEN APPLE VODKA	65	946	1003	1040	1908	1968	1971	299	153	76								
9	Dogra Distilleries Gangyal Jmu	DD VODKA	75	793	914	998	1884	2012	2060	296	156	79								
10	Dogra Distilleries Gangyal Jmu	DD Duet	65	893	914	945	1852	1874	1871	293	148	73								
11	Oakland Bottlers Samba for M/s Jagatjit Ind. Ltd.	Aristocrat Extra Dry Gin	65	683	694	723	1722	1734	1725	277	139	69								
12	Oakland Bottlers Samba for M/s Jagatjit Ind. Ltd.	Aristocrat Deluxe XXX Rum	75	821	840	859	2021	2041	2015	313	158	77								
13	Oakland Bottlers Samba for M/s India Glycos Ltd.	Beach House XXX Premium Rum	75	911	919	963	2116	2125	2126	324	163	81								
14	Oakland Bottlers Samba for M/s Oasis Distilleries Ltd	Limanol Distilled Vodka	75	927	947	982	2133	2155	2146	326	165	81								
15	Oakland Bottlers Samba for M/s Oasis Distilleries Ltd	Superior Old Fox XXX Rum	75	963	983	1017	2172	2193	2183	331	167	82								
16	Devans Modern Breweries Ltd. Bohri T.T. Jmu	God Father Premium Rum	75	914	928	959	2012	2027	2018	312	157	77								
17	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Paradise Duet -Gin with Lime	65	803	877	947	1756	1835	1873	281	145	73								
18	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Pan Elaichi Paradise Liqueur	65	838	911	982	1793	1871	1910	285	147	74								
19	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Kashmir No. 1 Brandy	75	803	877	947	1895	1973	2006	298	154	77								
20	Napoliian Blenders & Bottlers Samba	Napoliian's Party Lemon Duet	65	806	838	890	1760	1793	1812	281	143	71								
21	Napoliian Blenders & Bottlers Samba	Napoliian's W Bravo XXX Rum	75	775	791	822	1865	1882	1873	294	148	73								
22	Napoliian Blenders & Bottlers Samba	Napoliian's Caribbeans XXX Dark Rum	75	817	833	864	1909	1926	1918	299	151	74								
23	Napoliian Blenders & Bottlers Samba	Napoliian's INOV Russian Vodka	75	801	822	843	1893	1915	1895	297	150	74								
24	M/s Napoliian Blenders & Bottlers Samba for Sainov Spirits Ltd.	Ninja Duet Gin-Lime	65	873	880	912	1924	1931	1925	301	151	75								
25	M/s Napoliian Blenders & Bottlers Samba for Sainov Spirits Ltd.	Ninja Mineral Vodka	75	847	869	847	2049	2072	2003	316	160	77								
26	M/s Napoliian Blenders & Bottlers Samba for Sainov Spirits Ltd.	Ninja Extra Dry Gin	65	675	695	717	1714	1735	1718	276	139	68								

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S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
27	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	Ninja XXX Rum	75	858	882	927	2060	2086	2087	318	160	80
28	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	First Spiced Gln	65	681	696	740	1720	1736	1743	277	139	69
29	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	First Vodka	75	856	883	912	2058	2087	2071	317	160	79
30	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	First Coffee Rum	75	864	896	927	2067	2101	2087	318	161	80
31	M/s Napolian Blenders & Bottlers Samba for Sainov Spirits Ltd.	Ninja Duet	75	877	887	927	2080	2091	2087	320	161	80
32	Basantar Bottlers Samba	Black Berry Prestige Whisky	75	894	822	856	1991	1915	1909	309	150	74
33	Tawi Bottlers Sunjwan Samba for M/s Mohan Meakin Ltd.	Old Monk XXX Rum	75	957	964	1011	2165	2173	2176	330	166	82
34	Tawi Bottlers Sunjwan Samba for M/s Mohan Meakin Ltd.	Black Knight Whisky	75	840	840	893	2041	2041	2051	315	158	78
35	Tawi Bottlers Sunjwan Samba for M/s Mohan Meakin Ltd.	Knight Rider Vodka	75	923	959	1003	2129	2167	2168	326	165	82
36	Trikuta Bottlers Samba	Magic King Duet Lime	65	890	910	925	1849	1870	1849	292	147	72
37	Trikuta Bottlers Samba	Banarsi Pan Eliachi	75	805	895	975	1897	1992	2035	298	155	78
38	Trikuta Bottlers Samba	Double Monk Matured XXX Dark Rum	75	911	919	963	2009	2018	2023	311	156	78
39	National Industrial Corp. Ltd. Bari Brahmana Jammu	Black Bull Matured XXX Rum	75	957	964	1011	2058	2065	2073	317	159	79
40	Khoday Industries Ltd. Bari Brahmana	Hercules XXX Rum	75	962	971	999	2063	2073	2061	318	160	79
41	Khoday Industries Ltd. Bari Brahmana	Sea Pirate XXX Rum	75	1001	1019	1032	2105	2124	2096	323	163	80
42	Kashmir Distilleries (P) Limited for M/s Tlaknagar Industries Ltd	Matured Bonking Rum	75	715	0	0	1909	0	0	299	0	0
43	Kashmir Distilleries (P) Limited for M/s Tlaknagar Industries Ltd	TI Nigro He-Mans XXX Matured Rum	75	840	0	0	2041	0	0	315	0	0
44	Kashmir Distilleries (P) Limited for M/s Tlaknagar Industries Ltd	TI Clack Coit Matured XXX Rum	75	780	0	0	1978	0	0	308	0	0
45	Kashmir Distilleries (P) Limited for M/s Tlaknagar Industries Ltd	Madira XXX Rum	75	675	0	0	1866	0	0	294	0	0
46	Kashmir Distilleries (P) Limited for M/s Tlaknagar Industries Ltd	Courier Napoleon Finest Pure Grape French Brar	75	898	0	0	2103	0	0	323	0	0
47	Kashmir Distilleries (P) Limited for M/s Tlaknagar Industries Ltd	TI White House VSOP Brandy	75	870	0	0	2073	0	0	319	0	0
48	Kashmir Distilleries (P) Limited for M/s Tlaknagar Industries Ltd	TI Bachelor Deluxe Whisky	75	870	0	0	2073	0	0	319	0	0
49	Kashmir Distilleries (P) Limited for M/s Tlaknagar Industries Ltd	Classic Whisky	75	750	0	0	1946	0	0	304	0	0
50	Kashmir Distilleries (P) Limited for M/s Tlaknagar Industries Ltd	Blackpower Grain Whisky	75	900	918	930	2105	2124	2091	323	163	80
51	Kashmir Distilleries (P) Limited for M/s Tlaknagar Industries Ltd	TI White House XXX Matured Rum	75	700	712	725	1893	1906	1873	297	150	73

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MRP of Local Cheap Brands For Sale In Civil For The Year 2014-15

				EX MANUFACTURER PRICE/CASE			EX-JKEI-1 PRICE/CASE			MRP per Unit (Inclusive of all Taxes)		
S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGR EE	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
				(Fig. in Rs)								
1	National Ind. Corp.Bari Brahmana	Standard Whisky	75	446	512	559	1409	1479	1491	228	118	59
2	National Ind. Corp.Bari Brahmana	Standard XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
3	National Ind. Corp.Bari Brahmana	Standard Extra Dry Gin	65	412	483	520	1249	1324	1331	210	109	54
4	National Ind. Corp.Bari Brahmana	Standard Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
5	Rockland Distilleries Pvt. Ltd. B.B	Star One Whisky	75	446	512	559	1409	1479	1491	228	118	59
6	Rockland Distilleries Pvt. Ltd. B.B	Star XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
7	Rockland Distilleries Pvt. Ltd. B.B	Star Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
8	Rockland Distilleries Pvt. Ltd. B.B	Star Dry Gin	65	412	483	520	1249	1324	1331	210	109	54
9	Ranson Industries Gangyal Jmu	Ranson Club Whisky	75	446	512	559	1409	1479	1491	228	118	59
10	Ranson Industries Gangyal Jmu	Ranson Club XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
11	Ranson Industries Gangyal Jmu	Ranson Club Gin	65	412	490	557	1249	1332	1370	210	110	55
12	Trishul Bottlers Sikanderpur Jmu	Tiger XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
13	Trishul Bottlers Sikanderpur Jmu	Mission Kashmir XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
14	Trishul Bottlers Sikanderpur Jmu	Tiger Whisky	75	446	512	559	1409	1479	1491	228	118	59
15	Trishul Bottlers Sikanderpur Jmu	Tiger Dry Gin	65	412	483	520	1249	1324	1331	210	109	54
16	Trishul Bottlers Sikanderpur Jmu	Tiger Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
17	Trishul Bottlers Sikanderpur Jmu for M/s USL	Olde Adventurer Matured Cane Rum	75	581	581	664	1659	1659	1706	257	129	65
18	Trishul Bottlers Sikanderpur Jmu for M/s USL	Kerala Malted Whisky	75	602	616	667	1682	1696	1709	260	131	65
19	Trishul Bottlers Sikanderpur Jmu	Crazy Hunter Whisky	75	607	630	669	1580	1604	1608	248	125	62
20	Trishul Bottlers Sikanderpur Jmu	Black Cat Whisky	75	633	636	678	1607	1610	1617	251	126	62
21	Basantar Bottlers Samba	Chinar Fine Whisky	75	446	512	559	1409	1479	1491	228	118	59
22	Basantar Bottlers Samba	Chinar XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
23	Basantar Bottlers Samba	Chinar Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
24	Basantar Bottlers Samba	Chinar Ice Blue Gin	65	412	483	520	1249	1324	1331	210	109	54
25	Gupta Modern Breweries Muthi Jmu	Old 007 Whisky	75	446	512	559	1409	1479	1491	228	118	59
26	Gupta Modern Breweries Muthi Jmu	Old Charlie XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
27	Gupta Modern Breweries Muthi Jmu	Ranjit Gin	65	412	483	520	1249	1324	1331	210	109	54
28	Gupta Modern Breweries Muthi Jmu	Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
29	Madeira Bottlers Bari Brahmana	Royal Club XXX Rum	75	446	512	559	1409	1479	1491	228	118	59

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S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGR EE	EX MANUFACTURER PRICE/CASE			EX-JREL-1 PRICE/CASE			MRP per 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)								
30	Madeira Bottlers Bari Brahmana	Royal Club Fine Whisky	75	446	512	559	1409	1479	1491	228	118	59
31	Madeira Bottlers Bari Brahmana	Raspberry Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
32	Madeira Bottlers Bari Brahmana	Glory Dry Gin	65	412	483	520	1249	1324	1331	210	109	54
33	Dogra Distilleries Gangyal Jmu	Knight No.1 Special Whisky	75	446	512	559	1409	1479	1491	228	118	59
34	Dogra Distilleries Gangyal Jmu	DoubleCross XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
35	Dogra Distilleries Gangyal Jmu	Shalimar Dry Gin	65	412	483	520	1249	1324	1331	210	109	54
36	Dogra Distilleries Gangyal Jmu	Chinab Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
37	Dogra Distilleries Gangyal Jmu	White Stag Whisky	75	680	681	701	1657	1658	1642	257	128	63
38	New India Distilleries Sunjwan Samba	Gold Band XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
39	New India Distilleries Sunjwan Samba	Gold Band Whisky	75	446	512	559	1409	1479	1491	228	118	59
40	New India Distilleries Sunjwan Samba	Gold Band Gin	65	412	437	520	1249	1275	1331	210	106	54
41	New India Distilleries Sunjwan Samba	Vegas Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
42	Napoliian Bottlers Samba	Napoliian's A Class XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
43	Napoliian Bottlers Samba	Napoliian's A Class Whisky **	75	446	512	559	1409	1479	1491	228	118	59
44	Napoliian Bottlers Samba	Napoliian's A Class Dry Gin **	65	412	483	520	1249	1324	1331	210	109	54
45	Napoliian Bottlers Samba	Napoliian's Orange Gin **	65	437	490	557	1275	1332	1370	213	110	55
46	Napoliian Blenders & Bottlers	Napoliian's Crown Malted Wky	75	530	551	578	1498	1520	1511	239	121	59
47	Napoliian Blenders & Bottlers	Napoliian's Glacier Dry Gin	65	620	641	672	1469	1492	1492	235	119	59
48	Oakland Bottlers Samba	OB Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
49	Oakland Bottlers Samba	OB Dry Gin	65	412	483	520	1249	1324	1331	210	109	54
50	Oakland Bottlers Samba for M/s Jagajit Ind.	Binnies Fine Whisky	75	543	569	600	1619	1647	1638	252	128	63
51	Oakland Bottlers Samba for M/s Jagajit Ind.	Shatranj Blended Whisky	75	488	540	562	1561	1616	1597	246	126	62
52	Oakland Bottlers Samba for M/s Jagajit Ind.	Bonnie Special Whisky	75	602	616	667	1682	1696	1709	260	131	65
53	Oakland Bottlers Samba for M/s Jagajit Ind.	Binnies Special Reserve Whisky	75	632	636	677	1713	1718	1719	263	132	65
54	Oakland Bottlers Samba	OB Whisky	75	633	636	678	1607	1610	1617	251	126	62
55	Oakland Bottlers Samba	OB XXX Rum	75	633	636	678	1607	1610	1617	251	126	62
56	Oakland Bottlers Samba	Oakland Brandy	75	633	636	678	1607	1610	1617	251	126	62
57	Oakland Bottlers Samba	Samba XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
58	Oakland Bottlers Pvt. Ltd Samba	Silky Stude Prestige Whisky	75	446	512	559	1409	1479	1491	228	118	59
59	Tawi Bottlers for M/s Mohan Meakin Sunjwan Samba	Blue Bull Whisky	75	548	563	587	1624	1640	1624	253	127	63
60	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Triple Horse Fine Whisky	75	494	538	579	1460	1506	1512	234	120	59

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			EX MANUFACTURER PRICE/CASE			EX-JREL-1 PRICE/CASE			MRP per Unit (Inclusive of all Taxes)			
S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGR EE	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
				(Fig. in Rs)								
61	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Kashmir XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
62	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Kashmir Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
63	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Kashmir Dry Gin	65	412	483	520	1249	1324	1331	210	109	54
64	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Double Horse Malted Whisky	75	446	512	559	1409	1479	1491	228	118	59
65	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Sultan Malted Whisky	75	733	735	772	1713	1715	1717	263	132	65
66	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Godfather XXX Rum	75	635	674	709	1609	1651	1650	251	128	63
67	Devans Modern Breweries Ltd. Bohri T.T. Jmu	Sultan XXX Rum	75	733	735	772	1713	1715	1717	263	132	65
68	Trikuta Bottlers Samba	Himalaya No. 1 Whisky	75	446	512	559	1409	1479	1491	228	118	59
69	Trikuta Bottlers Samba	Himalaya XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
70	Trikuta Bottlers Samba	Sky Blue Extra Dry Gin	65	412	483	520	1249	1324	1331	210	109	54
71	Trikuta Bottlers Samba	Sky Blue Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
72	Trikuta Bottlers Samba	Magic King Malted Whisky	75	656	683	701	1632	1660	1642	254	129	63
73	Trikuta Bottlers Samba	Magic Malted Whisky	75	593	641	672	1565	1616	1611	246	126	62
74	Kashmir Distilleries (P) Ltd. Bari Brahmana	Flying Bird Whisky	75	446	512	559	1409	1479	1491	228	118	59
75	Kashmir Distilleries (P) Ltd. Bari Brahmana	Flying Bird XXX Rum	75	446	512	559	1409	1479	1491	228	118	59
76	Kashmir Distilleries (P) Ltd. Bari Brahmana	Flying Bird DRY Gin	65	412	483	520	1249	1324	1331	210	109	54
77	Kashmir Distilleries (P) Ltd. Bari Brahmana	Flying Bird Orange Gin	65	437	490	557	1275	1332	1370	213	110	55
78	Khoday Industries Ltd. Bari Brahmana	Metro Fine Whisky	75	608	623	647	1581	1597	1585	248	125	61
79	Khoday Industries Ltd. Bari Brahmana	Khoday XXX Rum	75	608	623	647	1581	1597	1585	248	125	61

26-11-2024

MRP of Imported Super Deluxe Brands For Sale in Civil For The Year 2014-15

			EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all			
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	at Banfshiri Glenlivet Distillery product of Scotland	The GLENLIVET Single Malt Scotch Whisky	75	31070	0	0	32940	0	0	4334	0	0
2	Beam Global Spirits & Wine	Teacher's Origin Blended Scotch Whisky	75	14551	14041	0	15430	14889	0	2070	1000	0
3	Diageo India Pvt. Ltd.	Johnny Walker (Black Label) Blended Scotch Whisky	75	22930	0	0	24312	0	0	3218	0	0
4	LA, Palue, France, Imported & Distributed by M/s Bacardi India Pvt.	Grey Goose Vodka	75	25055	0	0	26564	0	0	3509	0	0
5	Keith Scotland , Imported & Distributed by M/s Pernod Ricard	Chivas Regal Aged 12 Years Blended Scotch Whisky	75	24245	0	0	25706	0	0	3398	0	0



 For any info

MRP of Imported Deluxe Brands For Sale In Civil For The Year 2014-15

			EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all)			
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-Martini India Ltd.	Bacardi Superior Rum	75	4638	4669	4718	4922	4955	5007	699	351	177
2	Pernod Ricard India Pvt. Ltd.	Seagram's 100 Pipers Deluxe Blended Scotch Whisky	75	9166	9245	9384	9722	9806	9953	1309	660	334
3	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Rare Premium Whisky	75	4763	4758	4963	5055	5049	5267	716	357	185
4	Pernod Ricard India Pvt. Ltd.	Seagram's Blenders Pride Reserve Collection	75	6360	6358	6497	6748	6745	6893	931	465	237
5	Pernod Ricard India Pvt. Ltd.	Royal Stag Barrel Select	75	3764	3755	3819	3996	3986	4054	581	290	146
6	Khoday India Ltd.	Peter Scot Malt Whisky	75	4554	4599	4602	4833	4881	4884	687	347	173
7	United Spirits Limited	Signature Premier Grain Whisky	75	5147	5142	5170	5462	5457	5486	767	383	192
8	United Spirits Limited	Mc Dowells Signature Rare Whisky	75	4775	4782	4975	5068	5075	5279	717	359	185
9	United Spirits Limited	Antiquity Blue Ultra Premium Whisky	75	6411	6395	6594	6802	6785	6995	938	468	240
10	United Spirits Limited	Antiquity Premium Rare Whisky	75	5272	0	0	5594	0	0	784	0	0
11	United Spirits Limited	Black Dog Deluxe Gold Reserve Aged 12 Years Scotch Whisky	75	13120	13213	13243	13913	14012	14043	1842	927	464
12	United Spirits Limited	Black Dog Centenary Scotch Whisky	75	10011	10093	10210	10618	10705	10828	1423	717	362
13	United Spirits Limited	Black Dog Triple Gold Reserve Scotch Whisky	75	13800	13953	13902	14634	14786	14742	1933	977	486
14	Beam Global Spirits & Wine	Teacher's. 50 (12 Yrs. Old Scotch)	75	12684	12786	13031	13451	13559	13819	1783	898	457
15	Beam Global Spirits & Wine	Teacher's Highland Cream	75	9422	9575	9667	9993	10156	10253	1343	682	343
16	Diageo India Pvt. Ltd.	Johnny Walker (Red label) Blended Scotch Whisky	75	11293	0	0	11977	0	0	1596	0	0
17	Diageo India Pvt. Ltd.	Black & White Blended Scotch Whisky	75	10679	0	0	11326	0	0	1513	0	0
18	Diageo India Pvt. Ltd.	Vat 69 Blended Scotch Whisky	75.0	8823	9025	9106	9358	9573	9658	1263	645	324
19	Diageo India Pvt. Ltd.	Smirnoff Triple Distilled Vodka	75.0	5003	5077	5167	5309	5388	5483	748	379	192
20	Diageo India Pvt. Ltd.	Smirnoff Espresso Triple Distilled Vodka	75	5375	5445	5616	5704	5778	5959	798	404	207
21	Diageo India Pvt. Ltd.	Smirnoff Green Apple Triple Distilled Vodka	75	5375	5445	5616	5704	5778	5959	798	404	207
22	Diageo India Pvt. Ltd.	Smirnoff Orange Triple Distilled Vodka	75	5375	5445	5616	5704	5778	5959	798	404	207
23	Diageo India Pvt. Ltd.	Rowson's Reserve Premium Whisky	75	4675	4870	4939	4962	5168	5241	704	365	184
24	M/s Nashik Vinters Pvt. Ltd	Hardys Shiraz Cabernet Sauvignon	24	7819	0	0	8294	0	0	1127	0	0
25	M/s Nashik Vinters Pvt. Ltd	Hardys Riesling Gewurztraminer	20	7750	0	0	8221	0	0	1118	0	0
26	M/s Nashik Vinters Pvt. Ltd	The African Horizon Pinotage	25	6820	0	0	7235	0	0	993	0	0
27	M/s Nashik Vinters Pvt. Ltd	The African Horizon Sauvignon Blanc	20	6707	0	0	7115	0	0	978	0	0
28	Radico Khaitan Ltd	After Dark Whisky	75	3751	3804	3798	3982	4038	4032	579	293	146
29	M/s John Dewars and Sons Limited, Perthshire- Scotland, Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Dewars White label Scotch Whisky	70.10	13281	0	0	14084	0	0	1863	0	0
30	M/s S.A. Arenal, Jalisco, EMB, BMP For Tradal S.A. F-30300 Beaucalre-Mexico Imported & Distributed by M/s Bacardi India Pvt. Ltd.,	Camino Real Taquila	70.10	10230	0	0	10850	0	0	1452	0	0
31	M/s George Ballantine & Son Ltd. Distillers Dumbarton Scotland Imported & Distributed by M/s Pernod Ricard India Pvt. Ltd.,	Ballantines Finest Scotch Whisky	75.36	10178	0	0	10795	0	0	1445	0	0

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Company AB-117 97 Stockholm, Sweden & Imported & Distributed by M/s		M/s The Absolut																	
32	Pernod Ricard India Pvt. Ltd.,	Absolut Vodka	70.10	10289	0	0	10912	0	0	1460	0	0	0	0	0	0	0	0	0
33	Alcobrew Distilleries India Pvt. Ltd Derabassi, Punjab	Old Smuggler Blended Scotch Whisky	75.00	8962	0	0	9506	0	0	1281	0	0	0	0	0	0	0	0	0
34	Radico Khaitan Ltd	Magic Moments Verve Green Apple Premium Flavoured Vodka	65.00	4931	5033	5086	5233	5341	5397	738	376	189	0	0	0	0	0	0	0
35	Radico Khaitan Ltd	Magic Moments Verve Orange Premium Flavoured Vodka	65.00	4931	5033	5086	5233	5341	5397	738	376	189	0	0	0	0	0	0	0
36	Radico Khaitan Ltd	Magic Moments Verve Vodka	75.00	4816	4860	4951	5111	5158	5254	723	364	185	0	0	0	0	0	0	0
37	Radico Khaitan Ltd	Morpheus XO Blended Premium Brandy	75.00	4812	4812	4905	5107	5107	5205	722	361	183	0	0	0	0	0	0	0
38	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	Jacob's Creek Shiraz Cabernet	23.66	7952	0	0	8435	0	0	1145	0	0	0	0	0	0	0	0	0
39	Okhla Industrial Area, Phase-II, New Delhi-20 produced at ORLANDO	Jacob's Shiraz Chardonnay	22.78	7952	0	0	8435	0	0	1145	0	0	0	0	0	0	0	0	0
40	Wines, Barossa Valley Way, Rowland Flat, South Australia	Jacob's Brut Methode Champenoise	21.91	6921	7773	0	7342	8245	0	1006	561	0	0	0	0	0	0	0	0
41	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon	Sula Vineyards Chenin Blanc	22	5433	6129	0	5765	6503	0	806	450	0	0	0	0	0	0	0	0
42	Road Nashik	Sula Vineyards Sauvignon Blanc	23	6177	6951	0	6554	7374	0	906	505	0	0	0	0	0	0	0	0
43	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon	Sula Vineyards Cabernet Shiraz	24	6029	6789	0	6397	7202	0	886	494	0	0	0	0	0	0	0	0
44	Road Nashik	Sula Vineyards Dindori Reserve Shiraz	24	7328	0	0	7774	0	0	1061	0	0	0	0	0	0	0	0	0
45	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon	Port Wine 1000 Gold	25	2690	0	0	2857	0	0	436	0	0	0	0	0	0	0	0	0

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ANNEXURE 'G'

PAGE 12 OF 19

MRP of Imported Premium Brands For Sale In Civil For The Year 2014-15

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 all Taxes)			
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	
(Fig. in Rs.)													
1	Pernod Ricard India Pvt. Ltd.	Seagram's Royal Stag Deluxe Whisky	75	2675	2695	2683	2842	2863	2850	427	215	106	
2	Pernod Ricard India Pvt. Ltd.	Seagram's Imperial Blue Superior Grain Whisky	75	2405	2447	2382	2555	2600	2531	391	198	96	
3	Pernod Ricard India Pvt. Ltd.	Seagram's Fuel Vodka	75	2785	2754	2781	2958	2925	2954	441	219	109	
4	Khoday India Ltd.	Red Knight Malt Whisky	75	2697	2697	2644	2865	2865	2808	430	215	105	
5	Radico Khaitan Ltd	Magic Moments Grain Vodka	75	2890	2915	2870	3069	3096	3048	455	229	112	
6	Radico Khaitan Ltd	8 PM Rare Blend of Indian Whisky & Scotch Whisky	75	2230	2246	2216	2370	2387	2355	368	185	91	
7	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Green Apple	65	3159	3188	3176	3355	3385	3372	491	247	123	
8	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Lemon Grass & Ginger	65	3159	3188	3176	3355	3385	3372	491	247	123	
9	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Orange	65	3159	3188	3176	3355	3385	3372	491	247	123	
10	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Raspberry	65	3159	3188	3176	3355	3385	3372	491	247	123	
11	Radico Khaitan Ltd	Magic Moments Remix Flavoured Vodka Chocolate	65	3159	3188	3176	3355	3385	3372	491	247	123	
12	Jagajit Industries Ltd.	Aristocrat Premium Blended with Scotch Whisky	75	2303	2340	2323	2447	2486	2468	378	191	94	
13	Jagajit Industries Ltd.	AC Neat Whisky	75	2249	2255	2150	2390	2396	2285	370	186	89	
14	M/s Jagajit Industries Ltd., P.O. Jagajit Nagar, Distt. Kapurthala-144802	Ilce Triple Distilled Pure Grain Premium Vodka	75	2798	2825	2779	2972	3001	2952	443	223	109	
15	M/s Jagajit Industries Ltd., P.O. Jagajit Nagar, Distt. Kapurthala-144802	Ilce Flavorz Green Apple Flavoured Vodka	65	3045	3077	3064	3234	3268	3254	476	240	119	
16	M/s Jagajit Industries Ltd., P.O. Jagajit Nagar, Distt. Kapurthala-144802	Ilce Flavorz Orange Flavoured Vodka	65	3045	3077	3064	3234	3268	3254	476	240	119	
17	United Spirits Limited C/o Pathankot	Golconda Brandy	65	3045	3077	3064	3234	3268	3254	476	240	119	
18	United Spirits Limited C/o Pathankot	DSP Black Whisky	75	2116	2157	2104	2249	2292	2236	353	179	87	
19	United Spirits Limited C/o Pathankot	Royal Challenge Gold Whisky	75	2305	2366	2295	2449	2514	2438	378	193	93	
20	United Spirits Limited C/o CDBL	Mc Dowell's Not Reserve Whisky	75	2868	2872	2867	3046	3050	3045	452	226	112	
21	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Reserve Whisky	75	2408	2440	2385	2558	2592	2534	391	198	96	
22	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Platinum Luxury Whisky	75	2677	2705	2689	2844	2873	2856	427	215	106	
23	United Spirits Limited C/o CDBL	Mc Dowell's No 1 Diet Malt Whisky	75	2608	2641	2680	2770	2805	2847	418	211	106	
24	Bacardi India Pvt. Ltd.	Eristoff Triple Distilled Premium Vodka	75	3108	3113	3154	3300	3306	3349	484	242	122	
25	M/s Khoday India Limited Bangalore	Hercules Deluxe Rum	75	2697	2697	2644	2865	2865	2808	430	215	105	
26	M/s S.D Beverages Pvt. Ltd Dera Bassi	Spark Green Apple Premium Green Vodka	65	2530	2532	2527	2688	2690	2684	408	204	101	
27	M/s S.D Beverages Pvt. Ltd Dera Bassi	Spark Cranberry Premium Grain Vodka	65	2530	2532	2527	2688	2690	2684	408	204	101	
28	M/s S.D Beverages Pvt. Ltd Dera Bassi	Spark Orange Premium Grain Vodka	65	2530	2532	2527	2688	2690	2684	408	204	101	
29	M/s S.D Beverages Pvt. Ltd Dera Bassi	Spark Lime Premium Grain Vodka	65	2530	2532	2527	2688	2690	2684	408	204	101	
29	Alcobrew Distilleries India Pvt Ltd. Dera Bassi	White and Blue Premium Whisky	75	2747	2769	2784	2918	2941	2957	436	220	110	

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MRP OF IMPORTED MEDIUM BRANDS FOR SALE IN CIVIL FOR THE YEAR 2014-15

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 all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	Radico Khaitan Ltd	Contessa XXX Rum	75	1884	1902	1880	2003	2022	1999	311	157	77
2	Jagajit Industries Ltd.	Aristocrat Vodka	75	1931	1954	1934	2053	2077	2056	317	160	79
3	Jagajit Industries Ltd.	Fire XXX Rum	75	1931	1945	1926	2053	2068	2047	317	159	78
4	United Spirits Limited	White Mischief Vodka	75	1976	2003	2014	2101	2129	2141	323	163	81
5	United Spirits Limited	Premium Romanov Vodka	75	1971	2013	2013	2095	2140	2140	322	164	81
6	Chandigarh Distillers & Bott.	Mc Dowell's Blue Riband Duet Gin & Lime	65	1971	2013	2013	2095	2140	2140	322	164	81
7	Alcobrew Distilleries India Pvt. Ltd	Old Smugler Mature XXX Rum	75	1995	2017	2021	2121	2144	2148	325	164	81
8	S.D Beverages (Pvt) Limited	John Silver XXX Treasured Rum	75	1923	1943	1938	2044	2066	2060	316	159	79
9	S.D Beverages (Pvt) Limited	Paan Banarsi	75	1923	1943	1938	2044	2066	2060	316	159	79
10	S.D Beverages (Pvt) Limited	Blue Diamond Gin N Lime	75	1923	1943	1938	2044	2066	2060	316	159	79
11	S.D Beverages (Pvt) Limited	Spark Premium Grain Vodka	75	1923	1943	1938	2044	2066	2060	316	159	79
12	S.D Beverages (Pvt) Limited	Blue Diamond Extra Dry Gin	65	1608	1633	1618	1710	1737	1721	275	139	68

for  2/2/15

 Group Manager

MRP of Imported RTD Beverages For Sale In Civil For The Year 2014-15

						EX-JKEL-1A PRICE PER CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes)			
S. No.	BREWERY	BRAND	CATEGORY	DEG. BELOW % V/V	650 ML	500 ML	330 ML	275ML	650 ML	500 ML	330 ML	275ML	650 ML	500 ML	330 ML	275ML	
(Fig in Rs)																	
1	Bacardi India Ltd. Goa	Breezer Tropical Orange	Glass Bottle	4.8	0	0	0	933	0	0	0	966	0	0	0	58	
2	Bacardi India Ltd. Goa	Breezer Tropical Cranberry	Glass Bottle	4.8	0	0	0	933	0	0	0	966	0	0	0	58	
3	Bacardi India Ltd. Goa	Breezer Jamaican Passion	Glass Bottle	4.8	0	0	0	933	0	0	0	966	0	0	0	58	
4	Bacardi India Ltd. Goa	Breezer Lychee	Glass Bottle	4.8	0	0	0	933	0	0	0	966	0	0	0	58	
5	Bacardi India Ltd. Goa	Breezer Blackberry Crush	Glass Bottle	4.8	0	0	0	933	0	0	0	966	0	0	0	58	
6	Bacardi India Ltd. Goa	Bacardi Lemonade	Glass Bottle	8.0	0	0	0	766	0	0	0	793	0	0	0	48	
7	Bacardi India Ltd. Goa	Bacardi Cola	Glass Bottle	8.0	0	0	0	766	0	0	0	793	0	0	0	48	
8	Bacardi India Ltd. Goa	Bacardi Plus Cranberry	Glass Bottle	8.0	0	0	0	766	0	0	0	793	0	0	0	48	

for

 Date

MRP of Local Beer Brands For Sale In Civil For The Year 2014-15

				EX MANUFACTURER PRICE/CASE					EX-JKEL-1 PRICE PER CASE					Maximum Retail Price per Unit (Inclusive of all Taxes)				
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 MODERN BREWERIES	God Father S.Strong Premium	Glass	8	380	0	491	491	493	0	609	608	72	0	42	42		
2	DEVANS MODERN BREWERIES	God Father High Power S.Strong	Glass	8	380	0	491	491	493	0	609	608	72	0	42	42		
3	DEVANS MODERN BREWERIES	God Father 10000+ Premium Strong	Glass	8	380	0	0	0	493	0	0	0	72	0	0	0		
4	DEVANS MODERN BREWERIES	God Father 10000+ Super Strong Premium	Glass	8	380	0	0	0	493	0	0	0	72	0	0	0		
5	DEVANS MODERN BREWERIES	Bulldozer Strong Beer	Glass	8	354	0	0	0	466	0	0	0	69	0	0	0		
6	DEVANS MODERN BREWERIES	Bulldozer Super Strong Beer	Glass	8	354	0	0	0	466	0	0	0	69	0	0	0		
7	DEVANS MODERN BREWERIES	Monalisa Premium Lager	Glass	5	380	0	0	0	493	0	0	0	72	0	0	0		
8	NEW INDIA BREWERIES	Falcon Super Strong	Glass	8	380	0	0	0	493	0	0	0	72	0	0	0		
9	NEW INDIA BREWERIES	Falcon 10000 Beer	Glass	8	380	0	0	0	493	0	0	0	72	0	0	0		
10	NEW INDIA BREWERIES	Golden Eagle Super Strong	Glass	8	383	0	0	0	558	0	0	0	79	0	0	0		
11	NEW INDIA BREWERIES	Meakin 10000 Super Strong	Glass	8	383	0	0	0	558	0	0	0	79	0	0	0		
12	NEW INDIA BREWERIES	Fit n Fine Beer Super Strong	Glass	8	380	0	0	0	493	0	0	0	72	0	0	0		
13	Basantar Breweries	Chinar 10000 Super Strong	Glass	8	380	0	491	0	493	0	609	0	72	0	42	0		
14	Basantar Breweries	Chinar Lite Premium	Glass	5	380	0	491	0	493	0	609	0	72	0	42	0		
15	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Glass	8	0	716	483	0	0	894	601	0	0	62	42	0		
16	Basantar Breweries	Sea Hawk Premium Lager Beer	Tin	5	0	716	483	0	0	894	601	0	0	62	42	0		
17	Devans Modern Breweries Ltd. Jammu	ROCKY Super Strong Beer	Tin	8	394	0	0	0	507	0	0	0	73	0	0	0		
18	Devans Modern Breweries Ltd. Jammu	INFERNO Super Strong Beer	Glass	8	480	0	0	0	596	0	0	0	83	0	0	0		
19	Devans Modern Breweries Ltd. Jammu	Victor Strong Beer	Glass	8	394	0	0	0	507	0	0	0	73	0	0	0		
20	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Lager Beer	Glass	5	417	0	437	0	593	0	617	0	83	0	43	0		



 G. M. S.

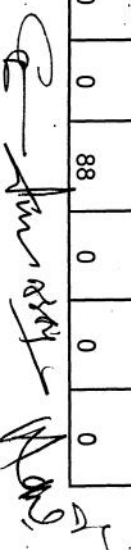
6 of 17

21	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Strong Beer	Glass	8	417	0	437	0	593	0	617	0	83	0	43	0
22	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Lager Beer	Glass	5	0	725	477	0	0	998	658	0	0	68	45	0
23	Basantar Breweries For United Breweries Ltd.	Kingfisher Premium Strong Beer	Tin	8	0	725	498	0	0	998	680	0	0	68	46	0
24	Basantar Breweries For United Breweries Ltd.	Zingaro Premium Super Strong Beer	Tin	8	374	0	0	0	567	0	0	0	80	0	0	0
25	Basantar Breweries	King of Forest Super Strong Beer	Glass	8	354	0	468	0	466	0	585	0	69	0	41	0
26	Basantar Breweries	King of Forest Lite Premium Beer	Glass	5	354	0	468	0	466	0	585	0	69	0	41	0
27	Basantar Breweries	Sea Hawk Ultra Super Strong Beer	Glass	8	394	0	491	0	507	0	609	0	73	0	42	0
28	Basantar Breweries	Sea Hawk Premium Lager Beer	Glass	5	394	0	499	0	507	0	617	0	73	0	43	0
29	Basantar Breweries	Deep's Fire Red Extra Strong Beer	Glass	8	389	0	494	0	501	0	612	0	72	0	42	0
30	Basantar Breweries	Deep's Fire Premium Lager Beer	Glass	5	389	0	494	0	501	0	612	0	72	0	42	0
31	Basantar Breweries	Deep's Fire Red Extra Strong Beer	Glass	8	0	716	483	0	0	894	601	0	0	62	42	0
32	Basantar Breweries	Deep's Fire Premium Lager Beer	Tin	5	0	716	483	0	0	894	601	0	0	62	42	0

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MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2014-15

S. No.	BREWERY	BRAND	CATEGORY	DEG. BELOW % V/V	EX-JKEL-1A PRICE PER CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per 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	325 ML
(Fig in Rs)																
1	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER PREMIUM LAGER	TIN BEER	5	0	984	656	0	0	1019	679	0	0	69	46	0
2	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER **	GLASS	8	637	0	0	0	659	0	0	0	90	0	0	0
3	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER **	TIN BEER	8	0	1034	0	0	0	1071	0	0	0	72	0	0
4	DMB KOTPUTLI JAIPUR	God Father S.Strong High Power Beer	TIN BEER	8	0	984	656	0	0	1019	679	0.	0	69	46.	0
5	DMB KOTPUTLI JAIPUR	God Father Lager Original Quality Beer	TIN BEER	5	0	984	656	0	0	1019	679	0	0	69	46	0
6	DMB KOTPUTLI JAIPUR	God Father Lager Original Quality Beer	GLASS	5	597	0	0	0	618	0	0	0	85	0	0	0
7	DMB KOTPUTLI JAIPUR	God Father Lite Premium Quality Lager Beer	TIN BEER	5	0	0	656	0	0	0	679	0	0	0	46	0
8	DMB KOTPUTLI JAIPUR	God Father Super Strong International Quality Beer	GLASS	8	670	0	0	0	693	0	0	0	94	0	0	0
9	DMB KOTPUTLI JAIPUR	God Father Super Strong International Quality Beer	TIN BEER	5	0	1241	845	0	0	1285	874	0	0	84	57	0
10	DMB KOTPUTLI JAIPUR	Bulldozer Strong Beer	TIN BEER	8	0	984	0	0	0	1019	0	0	0	69	0	0
11	SKOL BREWERIES LTD HARYANA	HAYWARDS 5000 S.STRONG	GLASS	8	562	0	0	0	582	0	0	0	81	0	0	0
12	SKOL BREWERIES LTD HARYANA	HAYWARDS 5000 S.STRONG	TIN BEER	8	0	936	656	0	0	969	679	0	0	67	46	0
13	SKOL BREWERIES LTD HARYANA	FOSTER'S LAGER	TIN BEER	5	0	940	0	0	0	973	0	0	0	67	0	0
14	SKOL BREWERIES LTD HARYANA	FOSTER'S LAGER BEER	GLASS	5	565	0	0	0	585	0	0	0	82	0	0	0
15	MOUNTSHIVALIK BREWERIES	PREMIUM THUNDERBOLT SUPERSTRONG BEER	GLASS	8	568	0	0	0	591	0	0	0	82	0	0	0
16	MOUNTSHIVALIK BREWERIES	PREMIUM THUNDERBOLT SUPERSTRONG BEER	TIN BEER	8	0	949	0	0	0	983	0	0	0	67	0	0
17	UNITED BREWERIES LTD LUDHIANA	KINGFISHER PREMIUM LAGER BEER **	GLASS	5	596	0	618	0	617	0	640	0	85	0	44	0
18	UNITED BREWERIES LTD LUDHIANA	KINGFISHER STRONG PREMIUM BEER **	GLASS	8	596	0	618	0	617	0	640	0	85	0	44	0
19	UNITED BREWERIES LTD LUDHIANA	KINGFISHER RED PREMIUM GRAVITY BEER **	GLASS	8	625	0	0	0	647	0	0	0	88	0	0	0



 17/05/2015

	UNITARY UNITS	NUNGFISHER ULIKA	GLASS	8	816	0	906	0	845	0	938	0	110	0	60	0
20	Bombay Breweries	KINGFISHER ULTRA BEER	TIN BEER	8	0	1358	0	0	0	1406	0	0	0	91	0	0
21	Carlsberg India Pvt. Ltd	Carlsberg All Malt	TIN BEER	5	0	1279	848	0	0	1323	878	0	0	86	57	0
22	Himachal Pradesh	Premium Beer	TIN BEER	8	0	929	0	0	0	961	0	0	0	66	0	0
23	Himachal Pradesh	Tuborg Genium Quality Strong Beer	TIN BEER	8	0	914	628	0	0	946	650	0	0	65	45	0
24	Carlsberg India Pvt. Ltd	Palone 8 X-Tra Strong Premium Beer	TIN BEER	5	0	929	0	0	0	961	0	0	0	66	0	0
25	Carlsberg India Pvt. Ltd	Tuborg Genuine Quality Green	TIN BEER	5	0	929	0	0	0	961	0	0	0	66	0	0
26	Himachal Pradesh	Tuborg Genuine Quality Green	GLASS	5	574	0	663	0	594	0	686	0	83	0	46	0
27	Carlsberg India Pvt. Ltd	Tuborg Genium Quality Strong Beer	GLASS	8	574	0	663	0	594	0	686	0	83	0	46	0
28	Carlsberg India Pvt. Ltd	Carlsberg All Malt Premium Beer	GLASS	5	764	0	843	0	791	0	873	0	104	0	57	0
29	Himachal Pradesh	Palone 8 X-Tra Strong Premium Beer	GLASS	8	529	0	0	0	548	0	0	0	78	0	0	0
30	Carlsberg India Pvt. Ltd	Carlsberg Elephant Strong Beer	TIN BEER	8	0	1279	0	0	0	1323	0	0	0	86	0	0
31	Carlsberg India Pvt. Ltd	Carlsberg Elephant Strong Beer	GLASS	8	764	0	843	0	791	0	873	0	104	0	57	0


 For array
 18.11.19

The IMFL shall be supplied to JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7 licenses in bottles of 750 ML only.

No brands shall be sold either below or above the rate prescribed in this order. This MRP is applicable from 20th May,2014 onwards. The old stocks lying in retail vends JKEL2 shall also be deemed to be having MRP as per this order.

Any default on this account shall attract the provisions of the Jammu and Kashmir Excise Act Samvat, 1958.


 (Vineeta Gupta) IAS
 Excise Commissioner
 J&K Government

No: EC/STS/MRP-14-15/113-133

Dated: 19-5-2014

Copy to the:-

1. Principal Secretary to Government, Finance Department, Civil Secretariat, Jammu for information.
2. Commissioner Commercial Taxes, J&K Government, Srinagar.
3. Additional Commissioner Commercial Taxes (Adm), Jammu/Kashmir.
4. Deputy Excise Commissioner, Executive, Jammu/Kashmir.
5. Deputy Excise Commissioner, Accounts/Distilleries, Jammu.
6. Excise & Taxation Officer, Excise Range Jammu City North/South/Jammu-Kathua/Doda-Udhampur/Rajouri-Poonch / Leh/ Kashmir for further circulation amongst the IMFL licensees of their respective Excise Ranges and to ensure strict compliance.
7. Excise & Taxation Officer, Eradication Wing, Jammu.
8. Assessing Authority, Commercial Taxes Circle "H" Jammu.
9. President Wine Association, Jammu _____
10. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7 M/S _____
11. All Manufacturers namely JKEL-6 and D-2 M/S _____
12. Programmer, Excise Department for updation in the departmental website.
13. Order File (w 2 s c).