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**GOVERNMENT OF JAMMU AND KASHMIR**  
**DEPARTMENT OF EXCISE**  
EXCISE AND TAXATION COMPLEX,  
SOLINA (RAMBAGH), SRINAGAR

**Subject:** Fixation of Maximum Retail Price for the year 2018-19.

**Reference:** 1. Notification SRO 240 dated 29-05-2018.  
2. Deputy Excise Commissioner, (Executive), Jammu's letter No. 1647/MRP/2018-19/DECEJ/Exc/2211 dated 19-06-2018.

ORDER No.: 133 OF 2018

DATED: 21 - 06 - 2018

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 240 dated 29-05-2018 and in supersession of all the previous orders on the subject, the ex-manufacturer price, ex-wholesale price and maximum retail price of Imported Premium & Local Economy brands of liquor for the year 2018-19 to be applicable with immediate effect, as contained in Annexure - A & B to this order is hereby approved. No brand shall be sold either below or above the M.R.P.

(Anoo Malhotra), KAS,  
Excise Commissioner

Dated: 21-06-2018

Encl: Annexure - A & B.

No.: EC/Exc/MRP/2018-19/ 384-395

Copy to the:

1. Principal Secretary to Govt., Finance Department, J&K Civil Secretariat, Srinagar.
2. Commissioner, Commercial Taxes, J&K, Srinagar.
3. Additional Commissioner, Commercial Taxes, Jammu/ Kashmir.
4. Deputy Excise Commissioner, Toll Post Lakhanpur.
5. Deputy Excise Commissioner, (Executive), Jammu/ Distilleries/ Kashmir/ Accounts for information and necessary action.
6. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-

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

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.)											
Radico Khaitan Ltd., Rampur (U.P.)	Magic Moments Grain Vodka Triple Distilled	75	3566	3595	3533	3852	3885	3815	630	317	155
United Spirits Limited, Pathankot	Mc Dowell's No1 Reserve Whisky	75	3215	3213	3198	3476	3474	3456	580	290	143

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**  
**Revised MRP of Local Economy Brand For Sale In Civil Market For The Year 2018-19**

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			
Trishul Butlers . Sikanderpur. Jammu for M/s Ajayaji Industries.	Bonnie Special Whisky	75	785,000	780,000	840,000	2176	2171	2181	379	189	94

(Fig. in Rs)

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.


