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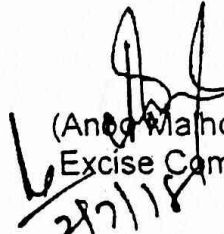
**GOVERNMENT OF JAMMU AND KASHMIR**  
**DEPARTMENT OF EXCISE**  
EXCISE AND TAXATION COMPLEX,  
SOLINA (RAMBAGH), SRINAGAR

**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/2469 dated 28-06-2018.

ORDER No.: 174 OF 2018  
DATED: 06-07-2018

In exercise of the powers conferred under Rule 33, 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, the ex-manufacturer price, ex-wholesale price and Maximum Retail Price of Local Premium, Local Medium, Local Economy, and revised MRP of Imported Deluxe, Imported Premium brands of liquor and Imported Beer brands for the year 2018-19 to be applicable with immediate effect, as contained in Annexure - 1, 2, 3, 4, 5 & 6 to this order is hereby approved. No brand shall be sold either below or above the M.R.P.

  
(Anand Mahotra), KAS,  
Excise Commissioner  
29/7/18

**Encl.:** Annexure - 1, 2, 3, 4, 5 & 6.

**No.:** EC/Exc/MRP/2018-19/630-641

**Dated:** 06-07-2018

**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 Lakhampur.
5. Deputy Excise Commissioner, (Executive), Jammu/ Distilleries/ Kashmir/ Accounts for information and necessary action.

**Annexure 1**

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

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
(Fig. in Rs.)												
1	National Industrial Corp. Ltd., SIDCO Industrial Complex, Bari Brahmana	Black Bull Matured Premium XXX Rum	75	1510	1540	1580	3289	3321	3297	554	279	138
2	National Industrial Corp. Ltd., SIDCO Industrial Complex, Bari Brahmana	Hawaiian Matured Premium White Rum	75	1690	1720	1760	3481	3514	3489	580	292	144
3	Trikuta Bottlers, Samba For J&K Bio Spirits( A Unit of Multipurpose Bharat	J and K Today Gold Bio Whisky	75	1645	1645	1645	3433	3433	3366	574	287	140
4	Trikuta Bottlers, Samba For J&K Bio Spirits( A Unit of Multipurpose Bharat	J and K Today J&K Bio Whisky	75	1660	1680	1740	3449	3471	3468	576	289	144
5	Trikuta Bottlers, Samba For J&K Bio Spirits( A Unit of Multipurpose Bharat	J and K Today Pineapple Bio Vodka	75	1645	1645	1645	3433	3433	3366	574	287	140

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

## Annexure - 2

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

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT 2018-19 (INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
LOCAL MEDIUM BRANDS FOR THE YEAR 2018-19												
(Fig. in Rs.)												
1	Trikuta Bottlers, Samba For J&K Bio Spirits( A Unit of Bharat Multipurpose Development Corp.) Jammu	J and K Today English Bio Gin	65	1120	1075	1075	2872	2823	2756	489	241	117
2	Trikuta Bottlers, Samba For J&K Bio Spirits( A Unit of Bharat Multipurpose Development Corp.) Jammu	J and K Today Deluxe Bio XXX Rum	75	1028	945	985	2773	2684	2660	476	232	114
3	Trikuta Bottlers, Samba For J&K Bio Spirits( A Unit of Bharat Multipurpose Development Corp.) Jammu	J and K Today Mohini Bio Whisky	75	1120	945	985	2872	2684	2660	489	232	114

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 - 13**  
**MRP of Local Economy Brand 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	Trishul Bottlers, Sikanterpur, Jammu for M/s Jagatjit Industries.	Binnie' Fine Whisky	75	589.00	643.00	665.00	1966	2024	1994	353	180	88
2	Trishul Bottlers, Sikanterpur, Jammu for M/s Jagatjit Industries.	Shatranj Blended Whisky	75	568.00	640.00	737.00	1944	2021	2071	350	180	90
3	Khoday Industries Limited, SIDCO Industrial Complex, Bari Brahmara	Metro Fine Whisky	75	630.00	657.00	726.00	2010	2039	2059	358	181	90
4	Khoday Industries Limited, SIDCO Industrial Complex, Bari Brahmara	Khoday XXX Rum	75	630.00	657.00	726.00	2010	2039	2059	358	181	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.

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ANNEXURE - 4

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

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			
1	M/s Octaga Green Power & Sugar Co. Ltd Kohlapur, Maharashtra.	Master's Imperial Premium Whisky	75	5957	6134	6031	6410	6599	6488	992	509	250

(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.

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## ANNEXURE - 5

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

S. N o.	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	Octaga Green Power and Sugar Co. Kohlapur Maharashtra	Captain's Select Finest Grain Whisky	75	3522	3563	3623	3805	3848	3911	624	315	158
(Fig. in Rs.)												

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




ANNEXURE 6

REVISED MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2018-19

S. No.	BREWERY	BRAND	CATEG ORY	DEG. BELO W %	EN-JKEL-1A PRICE PER CASE IN RUPEES					EN-JKEL-1 PRICE PER CASE IN RUPEES					Maximum Retail Price per Unit ( Inclusive of all Taxes in rupees)				
					650 ML.	500 ML.	330 ML.	325M L.	650 ML.	500 ML.	330 ML.	325 ML.	650 ML.	500 ML.	330 ML.	325 ML.			
1	Carlsberg India Pvt. Ltd Himachal Pradesh	Tuborg Centium Chudra Strong Beer	GLASS	8	934	0	1005	0	1036	0	1112	0	162	0	86	0			
2	Carlsberg India Pvt. Ltd Himachal Pradesh	Carlsberg Elephant Strong Beer	1LN	8	0	1859	0	0	2035	0	0	0	0	150	0	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