



**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/4 OF 2018

DATED: 05-06-2018

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 (Excise Policy 2018-19) and the recommendations of Committee constituted vide Excise Order No. 475 of 2017 dated 14.11.2017, the **Maximum Retail Price (MRP) of Ready to Drink (RTD) Beverages, Ex- Distillery Price of Local Draught Beer, MRP of Imported Cider along with the Ex-manufacturer price (EDP/EBP/EWP), Ex-wholesale price and Maximum Retail Price (MRP) in the array of Local Deluxe for New Brands** applicable for the year 2018-19, enclosed hereunder are approved and applicable with immediate effect.

Enclosures: Annexure F, G, H & I".


**(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.

ise and Taxation Officers, All Excise Ranges, Jammu/Srinagar, Distilleries and Accounts, Jammu for immediate implementation.

9. President, Chamber of Commerce and Industries, Jammu/Kashmir for information.
10. President, Wine Traders Association, Jammu/Kashmir for information and compliance.
10. President, Hotel, Bar and Restaurant Association, Jammu/Kashmir for information and compliance.

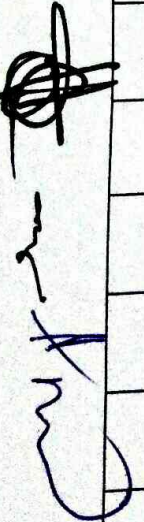
ANNEXURE - F

MRP of Imported RTD Beverages For Sale In Civil For The Year 2018-19

MRP 2018-19

BREWERY	BRAND	CATEGORY	DEG. BELOW % V/V	EX-JKEL-1A PRICE PER CASE IN RUPEES					EX-JKEL-1 PRICE PER CASE IN RUPEES					Maximum Retail Price per Unit (Inclusive of all Taxes in Rupees)				
				650 ML	500 ML	330 ML	275 ML	650 ML	500 ML	330 ML	275 ML	650 ML	500 ML	330 ML	275 ML			
1	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Orange	4.8	0	0	0	1192	0	0	0	1290	0	0	0	90			
2	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Cranberry	4.8	0	0	0	1192	0	0	0	1290	0	0	0	90			
3	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Jamaican Passion	4.8	0	0	0	1192	0	0	0	1290	0	0	0	90			
4	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Lychee	4.8	0	0	0	1192	0	0	0	1290	0	0	0	90			
5	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Breezer Blackberry Crush	4.8	0	0	0	1192	0	0	0	1290	0	0	0	90			
6	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Bacardi Lemonade	8.0	0	0	0	1019	0	0	0	1111	0	0	0	79			
7	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Bacardi Cola	8.0	0	0	0	1019	0	0	0	1111	0	0	0	79			
8	Bacardi India Ltd. Lessee Gemini Distilleries. Goa	Bacardi Plus Cranberry	8.0	0	0	0	1019	0	0	0	1111	0	0	0	79			

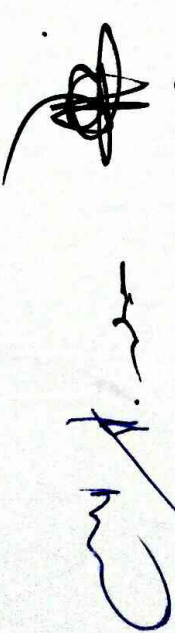
(Fig in Rs)



MRP 2018-19

BREWERY	BRAND	CATEGORY	DEG. BELOW % V/V	EX-JKEL-1A PRICE PER CASE IN RUPEES					EX-JKEL-1 PRICE PER CASE IN RUPEES					Maximum Retail Price per Unit (Inclusive of all Taxes in Rupees)				
				650 ML	500 ML	330 ML	275 ML	1601	650 ML	500 ML	330 ML	275 ML	1716	650 ML	500 ML	330 ML	275 ML	
9	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Cosmopolotan-Cranberry Flavour	8.0	0	0	0	0	1601	0	0	0	0	1716	0	0	0	0	115
10	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Appletrni-Apple Flavour	8.0	0	0	0	0	1601	0	0	0	0	1716	0	0	0	0	115
11	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Agent Orange-Orange Flavour	8.0	0	0	0	0	1601	0	0	0	0	1716	0	0	0	0	115

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.



26	DEVANS MODERN BREWERIES SAMBA	GODFATHER Super Strong	Electra International Quality Beer	Keg	0	0	0	2300.00	0
27	DEVANS MODERN BREWERIES SAMBA	GODFATHER Super Strong	Electra International Quality Beer	Draught	8	0	0		

x-Distillery Price of Local Draught Beer Brands For Sale In Civil For The Year 2018-19

							EX MANUFACTURER PRICE CASE	
S. No	BREWERY	BRAND	Category	DEG. BELOW % V/V			30 LTR	5 LTR
(Fig in Rs)								
1	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Premium Wheat Beer	Tin	8	0	0	0.00	1398
2	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Premium Wheat Beer	Draught Keg	8	0	0	5850.00	1398
3	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Finest Wheat Beer	Tin	8	0	0	0.00	1398
4	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Finest Wheat Beer	Draught Keg	8	0	0	5850.00	1398
5	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Original Wheat Beer	Tin	8	0	0	0.00	1398
6	DEVANS MODERN BREWERIES SAMBA	Six Fields Dunkel Original Wheat Beer	Draught Keg	8	0	0	5850.00	1398
7	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong International Quality Beer	Tin	8	0	0	0.00	1250
8	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong International Quality Beer	Draught Keg	8	0	0	3400.00	1250
9	DEVANS MODERN BREWERIES SAMBA	Kotsberg Classic Pils Beer	Tin	5	0	0	0.00	1250
10	DEVANS MODERN BREWERIES SAMBA	Kotsberg Classic Pils Beer	Draught Keg	5	0	0	3400.00	1250
11	DEVANS MODERN BREWERIES SAMBA	Kotsberg Premier Pils Beer	Tin	5	0	0	0.00	1250
12	DEVANS MODERN BREWERIES SAMBA	Kotsberg Premier Pils Beer	Draught Keg	5	0	0	3400.00	1250
13	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Premier Beer	Tin	8	0	0	0.00	1250
14	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Premier Beer	Draught Keg	8	0	0	3400.00	1250
15	DEVANS MODERN BREWERIES SAMBA	Godfather Super Strong High Power Beer	Draught Keg	8	0	0	2300.00	0
16	DEVANS MODERN BREWERIES SAMBA	GODFATHER Super Strong International Quality Beer	Draught Keg	8	0	0	2300.00	0
17	DEVANS MODERN BREWERIES SAMBA	GODFATHER Lager International Quality Beer	Draught Keg	5	0	0	2300.00	0
18	DEVANS MODERN BREWERIES SAMBA	Godfather Supreme Strong Beer	Draught Keg	8	0	0	2300.00	0
19	DEVANS MODERN BREWERIES SAMBA	Godfather Supreme Super Strong Beer	Draught Keg	8	0	0	2300.00	0
20	DEVANS MODERN BREWERIES SAMBA	GODFATHER Lager Original Quality Beer	Draught Keg	5	0	0	2300.00	0
21	DEVANS MODERN BREWERIES SAMBA	INFERNO Super Strong Beer	Draught Keg	8	0	0	2300.00	0
22	DEVANS MODERN BREWERIES SAMBA	GODFATHER Super Strong Original Quality Beer	Draught Keg	8	0	0	2300.00	0
23	DEVANS MODERN BREWERIES SAMBA	GODFATHER Electra Premier Quality Beer Super Strong	Draught Keg	8	0	0	3300.00	0
24	DEVANS MODERN BREWERIES SAMBA	GODFATHER Electra Finest Quality Beer Super Strong	Draught Keg	8	0	0	3300.00	0
25	DEVANS MODERN BREWERIES SAMBA	GODFATHER Electra Premium Strong Beer	Draught Keg	8	0	0	3300.00	0
26	DEVANS MODERN BREWERIES SAMBA	GODFATHER Electra International Quality Beer	Draught Keg	8	0	0	2300.00	0
27	DEVANS MODERN BREWERIES SAMBA	GODFATHER Electra International Quality Beer Super Strong	Draught Keg	8	0	0	2300.00	0
28	DEVANS MODERN BREWERIES SAMBA	GODFATHER Electra Premium Quality Beer	Draught Keg	8	0	0	2300.00	0
29	DEVANS MODERN BREWERIES SAMBA	GODFATHER Electra Premium Quality Beer Super Strong	Draught Keg	8	0	0	2300.00	0
30	DEVANS MODERN BREWERIES SAMBA	BULLDOZER Strong Beer	Draught Keg	8	0	0	2300.00	0
31	DEVANS MODERN BREWERIES SAMBA	ROCKY Super Strong Beer	Draught Keg	8	0	0	2300.00	0
32	DEVANS MODERN BREWERIES SAMBA	GODFATHER Super Strong Premium Beer	Draught Keg	8	0	0	2300.00	0
33	DEVANS MODERN BREWERIES SAMBA	BULLDOZER Super Strong Beer	Draught Keg	8	0	0	2300.00	0
34	DEVANS MODERN BREWERIES SAMBA	GODFATHER Strong Beer	Draught Keg	8	0	0	3300.00	0
35	DEVANS MODERN BREWERIES SAMBA	GODFATHER Premium Strong Beer	Draught Keg	8	0	0	3300.00	0

38	DEVANS MODERN BREWERIES SAMBA	GODFATHER Platinum Strong Beer	Draught Keg	8	0	0	2300.00	0
	DEVANS MODERN BREWERIES SAMBA	GODFATHER Premium Original Quality Beer	Draught Keg	8	0	0	2300.00	0
	DEVANS MODERN BREWERIES SAMBA	GODFATHER Premier Strong Beer	Draught Keg	8	0	0	3300.00	0
39	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Premium Wheat Beer	Tin	5	0	0	0.00	1398
40	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Premium Wheat Beer	Draught Keg	5	0	0	5850.00	1398
41	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Finest Wheat Beer	Tin	5	0	0	0.00	1398
42	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Finest Wheat Beer	Draught Keg	5	0	0	5850.00	1398
43	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Original Wheat Beer	Tin	5	0	0	0.00	1398
44	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Original Wheat Beer	Draught Keg	5	0	0	5850.00	1398
45	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Premier Wheat Beer	Tin	8	0	0	0.00	1398
46	DEVANS MODERN BREWERIES SAMBA	Six Fields Blanche Premier Wheat Beer	Draught Keg	8	0	0	5850.00	1398
47	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Finest Strong Wheat Beer	Tin	8	0	0	0.00	1398
48	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Finest Strong Wheat Beer	Draught Keg	8	0	0	5850.00	1398
49	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Original Strong Wheat Beer	Tin	8	0	0	0.00	1398
50	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Original Strong Wheat Beer	Draught Keg	8	0	0	5850.00	1398
51	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Premium Strong Wheat Beer	Tin	8	0	0	0.00	1398
52	DEVANS MODERN BREWERIES SAMBA	Six Fields Cult Premium Strong Wheat Beer	Draught Keg	8	0	0	5850.00	1398
53	DEVANS MODERN BREWERIES SAMBA	Kotsberg Premium Pils Beer	Tin	5	0	0	0.00	1250
54	DEVANS MODERN BREWERIES SAMBA	Kotsberg Premium Pils Beer	Draught Keg	5	0	0	4500.00	1250
55	DEVANS MODERN BREWERIES SAMBA	Kotsberg Original Pils Beer	Tin	5	0	0	0.00	1250
56	DEVANS MODERN BREWERIES SAMBA	Kotsberg Original Pils Beer	Draught Keg	5	0	0	3400.00	1250
57	DEVANS MODERN BREWERIES SAMBA	Kotsberg Finest Pils Beer	Tin	5	0	0	0.00	1250
58	DEVANS MODERN BREWERIES SAMBA	Kotsberg Finest Pils Beer	Draught Keg	5	0	0	3400.00	1250
59	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Super Premium Beer	Tin	8	0	0	0.00	1250
60	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Super Premium Beer	Draught Keg	8	0	0	4500.00	1250
61	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Finest Quality Beer	Tin	8	0	0	0.00	1250
62	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Finest Quality Beer	Draught Keg	8	0	0	3400.00	1250
63	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Premium Beer	Tin	8	0	0	0.00	1250
64	DEVANS MODERN BREWERIES SAMBA	Kotsberg Strong Premium Beer	Draught Keg	8	0	0	3400.00	1250

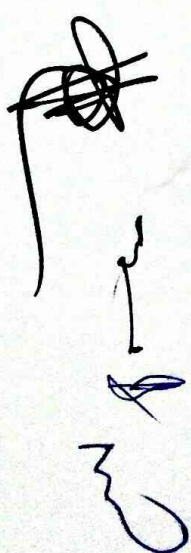
ANNEXURE- H

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

S. No.	BREWERY	BRAND	CATEGOR Y	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	325M L	650 ML	500 ML	330 ML	325M L	650 ML	500 ML	330 ML	325 ML			
1	Hygeia Fruit & Vegetable Processors Pvt. Ltd., Industrial Area, Nerchowk (Rattil) Distt. Mandi (H.P.)	Jolly Maker Cider	Glass	8	1515	0	1824	1536	1583	0	1907	1605	220	0	130	109			

(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.



MRP of Local Deluxe 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	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Grandeur Masters Reserve Premium Whisky	75	3825	3782	4023	6440	6394	6558	997	495	252
2	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Grandeur Masters Reserve Classic Premium Whisky	75	3825	3782	4023	6440	6394	6558	997	495	252
3	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Grandeur Masters Reserve Ultra Premium Whisky	75	3825	3782	4023	6440	6394	6558	997	495	252
4	Devans Modern Breweries, Bohri, Talab Tillo, Jammu	Devans Grandeur Masters Reserve Ultra Premier Whisky	75	3825	3782	4023	6440	6394	6558	997	495	252

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.