

OFFICE OF THE EXCISE COMMISSIONER J&K GOVERNMENT,
Excise and Taxation Complex, Rail Head Jammu 180012

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

EXCISE ORDER NO. 933 OF 2007

D A T E : 28 -03 - 2007

In terms of sub-rule 31 (b) – (iv) of Rule 38 of the Jammu and Kashmir Liquor Licence and Sales Rules, 1984 governing the sale of spirit (IMFL), as recommended by the committee constituted vide excise order No : 248 of 2006 dated 25-05-2006 and in supersession to all previous orders issued on the subject, the ex-manufacturer price, ex-wholesale price and maximum sale rates of different volumes of IMFL including JK Desi-Whisky brand for the year 2007-08 shall be as under :-

JK - DESI WHISKY

Ex-Manufacturer price per case:-

Price in Rupees

S.No	Category	Strength	Packing	750 ML	375 ML	250 ML	180 ML
				12 Pcs.	24 Pcs.	36 Pcs.	50 Pcs.
1.	JK DESI WHISKY	60	Bottles	222.47	257.76	-	286.76
2.	JK DESI WHISKY	60	Pouches	-	166.04	169.51	173.52

Ex-Whole Sale price per case:-

Price in Rupees

S.No	Category	Strength	Packing	750 ML	375 ML	250 ML	180 ML
				12 Pcs.	24 Pcs.	36 Pcs.	50 Pcs.
1.	JK DESI WHISKY	60	Bottles	1025.58	1061.58	-	1091.16
2.	JK DESI WHISKY	60	Pouches	-	968.02	971.56	975.65

MRP (inclusive of all taxes) per unit:-

Price in Rupees

S.No	Category	Strength	Packing	750 ML	375 ML	250 ML	180 ML
				12 Pcs.	24 Pcs.	36 Pcs.	50 Pcs.
1.	JK DESI WHISKY	60	Bottles	116	60	-	30
2.	JK DESI WHISKY	60	Pouches	-	55	37	27

LOCALLY PRODUCED IMFL - CHEAP/ECONOMY, MEDIUM BRANDS

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	CATEGORY	DEGREE	EX MANUFACTURER PRICE				EX-JKEL-1 PRICE				MRP / UNIT (INCL. OF ALL TAXES)			
					750 ML	375 ML	180 ML	60 ML	750 ML	375 ML	180 ML	60 ML	750 ML	375 ML	180 ML	60 ML
1	National Ind. Corp.	Standard Whisky	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
2	National Ind. Corp.	Standard XXX Rum	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
3	National Ind. Corp.	Standard Dry Gin	Cheap	65	244.05	280.19	299.10		993.35	1031.30	1021.67		146.00	75.00	37.00	
4	National Ind. Corp.	Standard Orange Gin	Cheap	65	269.81	317.43	359.93		1020.40	1070.40	1085.54		149.00	77.00	38.00	
5	Rockland Distillery	Star Whisky	Cheap	75	283.82	319.96	337.20		1148.51	1186.46	1170.54		162.00	83.00	41.00	
6	Rockland Distillery	Star XXX Rum	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
7	Rockland Distillery	Star Orange Gin	Cheap	65	269.81	317.43	359.93		1020.40	1070.40	1085.54		149.00	77.00	38.00	
8	Rockland Distillery	Star Dry Gin	Cheap	65	244.05	280.19	299.10		993.35	1031.30	1021.67		146.00	75.00	37.00	
9	Trishul Bottlers	Tiger Rum	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
10	Trishul Bottlers	Mission Kashmir XXX Rum	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
11	Trishul Bottlers	Commender XXX Rum	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
12	Trishul Bottlers	Tiger Whisky	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
13	Trishul Bottlers	Top Crazy Hunter Whisky	Cheap	75	283.82	319.96	337.20		1148.51	1186.46	1170.54		162.00	83.00	41.00	
14	Trishul Bottlers	Commender Whisky	Cheap	75	283.82	319.96	337.20		1148.51	1186.46	1170.54		162.00	83.00	41.00	
15	Trishul Bottlers	Tiger Dry Gin	Cheap	65	244.05	280.19	299.10		993.35	1031.30	1021.67		146.00	75.00	37.00	
16	Trishul Bottlers	Tiger Orange Gin	Cheap	65	269.81	317.43	359.93		1020.40	1070.40	1085.54		149.00	77.00	38.00	
17	Basantar Bottlers	Chinar Fine Whisky	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
18	Basantar Bottlers	Chinar XXX Rum	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
19	Basantar Bottlers	Chinar Orange Gin	Cheap	65	269.81	317.43	359.93		1020.40	1070.40	1085.54		149.00	77.00	38.00	
20	Basantar Bottlers	Chinar Blue Gin	Cheap	65	244.05	280.19	299.10		993.35	1031.30	1021.67		146.00	75.00	37.00	
21	Kashmir Distilleries Pvt. Ltd.	Monty Orange Gin	Cheap	65	269.81	317.43	359.93		1020.40	1070.40	1085.54		149.00	77.00	38.00	
22	Kashmir Distilleries Pvt. Ltd.	Monty Dry Gin	Cheap	65	244.05	280.19	299.10		993.35	1031.30	1021.67		146.00	75.00	37.00	
23	Kashmir Distilleries Pvt. Ltd.	Golden Jubilee Whisky	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
24	Trikuta Bottlers	Royal Rose Whisky	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
25	Trikuta Bottlers	Black Rose Rum	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
26	GMB	007 Whisky	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
27	GMB	Old Charlie Rum	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
28	GMB	Ranjit Dry Gin	Cheap	65	244.05	280.19	299.10		993.35	1031.30	1021.67		146.00	75.00	37.00	
29	GMB	Orange Gin	Cheap	65	269.81	317.43	359.93		1020.40	1070.40	1085.54		149.00	77.00	38.00	
30	Madeira Bottlers	Royal Club XXX Rum	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
31	Madeira Bottlers	Royal Club Fine Whisky	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
32	Madeira Bottlers	Raspberry Orange Gin	Cheap	65	269.81	317.43	359.93		1020.40	1070.40	1085.54		149.00	77.00	38.00	
33	Madeira Bottlers	Glory Dry Gin	Cheap	65	244.05	280.19	299.10		993.35	1031.30	1021.67		146.00	75.00	37.00	
34	Dogra Distilleries	Knight Spl Whisky	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
35	Dogra Distilleries	Double Cross Rum	Cheap	75	265.99	302.13	320.17		1129.79	1167.74	1152.66		160.00	82.00	40.00	
36	Dogra Distilleries	White Stag Whisky	Cheap	75	406.83	371.42	386.68		1277.68	1240.49	1222.50		175.00	85.00	42.00	
37	Dogra Distilleries	Shalimar Dry Gin	Cheap	65	244.05	280.19	299.10		993.35	1031.30	1021.67		146.00	75.00	37.00	
38	Dogra	Chinab	Cheap	65	269.81	317.43	359.93		1020.40	1070.40	1085.54		149.00	77.00	38.00	

	Ltd.															
3	Seagram India Pvt. Ltd.		Royal Stag Delux Whisky	Premium	75	2372.98	2405.98	2396.87	2491.63	2526.28	2516.71	318.00	161.00	80.00		
4	Seagram India Pvt. Ltd.		Imperial Blue Sup. Grain Whisky	Premium	75	1962.98	1985.98	1973.27	2061.13	2085.28	2071.93	274.00	138.00	69.00		
5	Seagram India Pvt. Ltd.		Seagram's Extra Dry Gin	Premium	65	2302.98	0.00	0.00	2418.13	0.00	0.00	310.00	0.00	0.00		
6	Seagram India Pvt. Ltd.		Fuel Vodka	Premium	75	2372.98	2405.98	2396.87	2491.63	2526.28	2516.71	318.00	161.00	80.00		
7	Allied Domecq		Teacher's 50	Deluxe	75	11692.00	0.00	0.00	12276.60	0.00	0.00	1314.00	0.00	0.00		
8	Allied Domecq		Teacher's Highland	Deluxe	75	8792.00	0.00	0.00	9231.60	0.00	0.00	1007.00	0.00	0.00		
9	Mohan Meakin Ltd.		Old Monk XXX Rum	Medium	75	1540.48	1552.49	1524.59	1617.50	1630.11	1600.82	219.00	110.00	54.00		
10	Khoday India Ltd.		Red Knight Malt Whisky	Premium	75	2345.75	2363.75	2333.60	2463.04	2481.94	2450.28	315.00	158.00	78.00		
11	Jagatjit Industries Ltd.		Aristocrat Premium Whisky	Premium	75	2162.19	2167.19	2165.82	2270.30	2275.55	2274.11	295.00	148.00	74.00		
12	Jagatjit Industries Ltd.		AC Neat Whisky	Premium	75	1697.19	1702.19	1700.82	1782.05	1787.30	1785.86	246.00	123.00	62.00		
13	Jagatjit Industries Ltd.		Aristocrat Old Reserve Whisky	Premium	75	1907.19	1917.19	1885.82	2002.55	2013.05	1980.11	268.00	135.00	66.00		
14	Jagatjit Industries Ltd.		AC S-ek-C Whisky	Premium	75	1647.19	1652.19	1650.82	1729.55	1734.80	1733.36	241.00	121.00	60.00		
15	Jagatjit Industries Ltd.		Aristocrat Whisky	Premium	75	1867.19	1877.19	1845.82	1960.55	1971.05	1938.11	264.00	133.00	65.00		
16	Jagatjit Industries Ltd.		Aristocrat Dry Gin	Medium	65	1436.19	1446.19	1424.86	1508.00	1518.50	1496.10	208.00	105.00	52.00		
17	Jagatjit Industries Ltd.		Aristocrat Vodka	Medium	75	1582.19	1592.19	1565.82	1661.30	1671.80	1644.11	224.00	112.00	55.00		
18	Jagatjit Industries Ltd.		Bonnie Special Whisky	Medium	75	1562.19	1572.19	1545.82	1640.30	1650.80	1623.11	222.00	111.00	55.00		
19	Jagatjit Industries Ltd.		AC Black Magic Rum	Premium	75	1324.69	1334.69	1311.42	1390.92	1401.42	1376.99	207.00	104.00	51.00		
20	Oakland Bottlers	Jagatjit Industries Ltd.	Binnies Fine Whisky	Cheap	75	1322.25	1332.50	1312.40	1388.36	1399.13	1378.02	186.00	93.00	46.00		
21	Oakland Bottlers	Jagatjit Industries Ltd.	Shatranj Whisky	Cheap	75	1237.50	1267.50	1266.60	1299.38	1330.88	1329.93	177.00	90.00	45.00		
22	Trishul Bottlers	Mc Dowell & Co.	Kerla Malted Whisky	Cheap	75	1349.00	1369.00	1369.30	1416.45	1437.45	1437.77	189.00	95.00	47.00		
23	Trishul Bottlers	Mc Dowell & Co.	Carew's Dry Gin	Medium	65	1397.00	1417.00	1408.92	1466.85	1487.85	1479.37	204.00	103.00	51.00		
24	Herbertsons Ltd.		Bagpipper Whisky	Premium	75	1905.50	1925.50	1904.60	2000.78	2021.78	1999.83	268.00	135.00	67.00		
25	Chandigarh Distillers & Bott.		McD No1 Whisky	Premium	75	2258.75	2288.75	2285.00	2371.69	2403.19	2399.25	305.00	154.00	77.00		
26	Chandigarh Distillers & Bott.		Green Label Whisky	Premium	75	1963.25	1983.25	1957.28	2061.41	2082.41	2055.14	274.00	138.00	68.00		
27	Chandigarh Distillers & Bott.		McD Celebration Rum	Medium	75	1697.50	1717.50	1702.40	1782.38	1803.38	1787.52	236.00	119.00	59.00		
28	Trishul Bottlers	Mount Shivalik Brew.	Shivalik Whisky	Cheap	75	1355.50	1375.50	1360.20	1423.28	1444.28	1428.21	189.00	96.00	47.00		

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

This order shall be operative with immediate effect.

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

Sd/-

(Abdul Hamid) IAS
Excise Commissioner,

NO: - EC/STS/2006-07/5487-5507

Dated:- 28-3-2007

Copy to the:-

1. Commissioner Commercial Taxes, J&K Government, Jammu.
2. Dy. Excise Commissioner, Executive, Jammu / Kashmir, Distilleries / Accounts, Jammu for information and necessary action.
3. Additional Commissioner Commercial Taxes Jammu / Kashmir.
4. Additional Commissioner Commercial Taxes Jammu / Kashmir.
5. Excise and Taxation Officer, Excise Range Jammu City North / South / Jammu-Kathua / Doda-Udhampur / Rajouri-Poonch / Leh for further circulation amongst the IMFL licensees of their respective Excise Ranges and to ensure strict compliance.
6. Excise and Taxation Officer Eradication.
7. Assessing Authority, Commercial Taxes Circle-'H' Jammu.
8. Technical P.A to Excise Commissioner.
9. President Wine Association, Jammu /
10. All retailers namely JKEL-2,JKEL-3, JKEL-4, JKEL-4A,JKEL-4B,JKEL-4C, JKEL-4E and JKEL-7 M/S
11. All wholesalers namely JKEL-1 M/S
12. All Manufacturers namely JKEL-6 and D-2 M/S
13. Order File(w 2 s c)