

**OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT,
Excise and Taxation Complex, Rail Head Jammu.
Tele: - 0191-2477977, Fax 0191-2477761**

Sub: - Classification of Brands of IMFL.

**Ref: Deputy Excise Commissioner Executive, Jammu's letter No.
MRP/DECEJ/Exc/2245 Dated 12.06.2013.**

**EXCISE ORDER NO. - 168 OF 2013
DATED: - 19-06-2013**

As recommended by the Committee constituted vide Excise Order No. 39-E of 2013 Dated: 17.04.2013 and Minutes of meeting furnished by the Deputy Excise Commissioner (Executive), Jammu vide above referred No & Date & in continuation to Excise order No. 37 of 2013 dated 17.04.2013, 25 brands of IMFL, of which fifteen are imported and ten are local brands of IMFL as mentioned in Annexure 'A' to this Order are hereby classified in Premium/Medium/Deluxe/Cheap Categories for sale in Civil/CSD/PMF market during the year 2013-14 in pursuance of SRO 186 dated 07.07.2005 issued under Finance Department's endorsement No. ET/E/5/2004 dated 07.07.2005.

Sd/-
(Vineeta Gupta) IAS
Excise Commissioner,
J&K Govt., Jammu.
Dated: - 19-06-2013

**NO: - EC/STS/2013-14/ 299-14
Copy to the:-**

1. Principal Secretary to Govt., Finance Department, J&K, Civil Secretariat, Jammu.
2. Commissioner Commercial Taxes, Jammu/Kashmir.
3. Additional Commissioner Commercial Taxes, Jammu/Kashmir.
4. Deputy Excise Commissioner, Executive, Jammu/Kashmir/Distilleries/Accounts, Jammu for information and necessary action.
5. 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.
6. Excise & Taxation Officer, Eradication Wing, Jammu for information.
7. Assessing Authority Commercial Taxes Circle 'H', Jammu.
8. Technical P. A. to the Excise Commissioner, Jammu for information.
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 files (w.2.s.c)

Technical P.A. to the
Excise Commissioner
J&K Govt., Jammu/Srg
19/06/13

Annexure -A

No.	DISTILLERY / BOTTLING PLANT	BRAND	Type of Liquor	Classification	Remarks
1.	Oakland Bottlers Pvt. Ltd for M/s Jagatjit Industries Ltd.	Binnie's Special Reserve Whisky	Whisky	Cheap	For Civil/ CSD/ PMF
2.	Oakland Bottlers Pvt. Ltd for M/s Jagatjit Industries Ltd.	Binnie's Special Reserve XXX Rum	Rum	Cheap	For Civil/ CSD/ PMF
3	M/s Jagatjit Industries Ltd. (PB)	Fire XXX Rum	Rum	Medium	For Civil/ CSD/ PMF
4	United Spirits Limited, Nasik-422202(MS)	Black Dog Deluxe Gold Reserve Scotch Whisky	Whisky	Deluxe	For Civil
5	United Spirits Limited, Nasik-422202(MS)	Black Dog Centenary Black Reserve Aged & Rare Scotch whisky	Rum	Deluxe	For civil
6	M/s Khoday India Ltd. Bangalore	Hercules Old Matured Deluxe 3 'X' Rum	Rum	Premium	For Civil/ CSD/ PMF
7	Trikuta Bottlers for M/s Sikkim Distilleries Ltd Rangpo Sikkim	Sikkim XXX Prize Rum	Rum	Medium	For Civil/ CSD/ PMF
8	M/s Radico Khaitan Ltd Bareilly Road, Rampur	Verve Magic Moments Super Premium Vodka	Vodka	Deluxe	For Civil/ CSD/ PMF
9	M/s Radico Khaitan Ltd Bareilly Road, Rampur	Verve Magic Moments Green Apple Premium Flavoured Vodka	Vodka	Deluxe	For Civil/ CSD/ PMF
10	M/s Radico Khaitan Ltd Bareilly Road, Rampur	Verve Magic Moments Orange Premium Flavoured Vodka	Vodka	Deluxe	For Civil/ CSD/ PMF
11	M/s Radico Khaitan Ltd Bareilly Road, Rampur	Magic Moments Remix Flavoured Vodka Chocolate	Vodka	Premium	For Civil/ CSD/ PMF
12	M/s Radico Khaitan Ltd Bareilly Road, Rampur	Morpheus XO Blended Premium Brandy	Brandy	Deluxe	For Civil/ CSD/ PMF
13	M/s Trikota Bottlers , Industrial Growth Centre, Sidco Samba	Shark Green Apple Premium Grain Vodka	Vodka	Premium	For Civil/ CSD/ PMF
14	M/s Trikota Bottlers , Industrial Growth Centre,	Shark Premium Grain Vodka	Vodka	Medium	For Civil/ CSD/

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	Sidco Samba				PMF
15	M/s Trikuta Bottlers , Industrial Growth Centre, Sidco Samba	Magic Duet Gin N Lime	Duet	Medium	For Civil/ CSD/ PMF
16	M/s Trikuta Bottlers , Industrial Growth Centre, Sidco Samba	Royal Choice Premium Whisky	Whisky	Premiu m	For Civil/ CSD/ PMF
17	M/s Oakland Bottlers for M/s Oasis Distilleries Ltd. , Regd Office H-102, B-2 Metro Towers, Viajy Nagar, Indore - 10	Old fox Matured XXX Rum	Rum	Cheap	For CSD/ PMF
18	M/s Oakland Bottlers for M/s Oasis Distilleries Ltd. , Regd Office H-102, B-2 Metro Towers, Viajy Nagar, Indore - 10	Royal Arms Real Whisky	Whisky	Cheap	For CSD/ PMF
19	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Brut Methode Champenoise	Wine	Deluxe	For Civil/ CSD/ PMF
20	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Dindori Reserve Shiraz	Wine	Deluxe	For Civil/ CSD/ PMF
21	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Chenin Blanc	Wine	Deluxe	For Civil/ CSD/ PMF
22	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Sauvignon Blanc	Wine	Deluxe	For Civil/ CSD/ PMF
23	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Cabernet Shiraz	Wine	Deluxe	For Civil/ CSD/ PMF
24	M/s Nashik Vintners Pvt Ltd. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Port Wine 1000 Gold	Wine	Deluxe	For Civil/ CSD/ PMF
25	by New India Distilleries, Sujwan, Nai Basti, Samba for M/s United Spirits Ltd Banglore	Mc Dowell's No.1 White Rum	Rum	Medium	For CSD/PMF

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**OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT,
Excise and Taxation Complex, Rail Head Jammu.
Tele:- 0191-2477977, Fax 0191-2477761**

**SUB: FIXATION OF MAXIMUM SALE PRICE OF IMPORTED PREMIUM/ MEDIUM ,
LOCAL PREMIUM/MEDIUM , LOCAL/IMPORTED BEER BRANDS AND REVISED
MRP OF LOCAL CHEAP/MEDIUM/IMPORTED MEDIUM BRANDS OF IMFL FOR
SALE IN CIVIL MARKET OF J&K STATE FOR THE YEAR 2013-14.**

**Ref: Deputy Excise Commissioner (Executive) Jammu's letter No.
MRP/DECEJ/ Exc/2245 Dated: 12-06-2013.**

**EXCISE ORDER NO: 169 OF 2013
D A T E D: 19 -06- 2013**

In exercise of the powers conferred under Sub-rule 31 (b) (iv) of Rule 38 of the Jammu & Kashmir Liquor License and Sales Rules, 1984 Governing the sale of spirit (IMFL), as recommended by the Committee constituted vide Excise order No. 39-E of 2013 dated 17-04-2013 and recommendation conveyed by Deputy Excise Commissioner Executive, Jammu vide her above referred letter no and dates and in continuation to Excise Order No. 01 of 2013 dated:01-04-2013, No:05 of 2013 Dated :09-04-2013, 38 of 2013 dated 17-04-2013 and No. 39 of 2013 dated 17-04-2013 " ex-manufacturer price, the ex-wholesale price and maximum sale rates of Imported Premium/Medium, Local Premium/Medium, Local/Imported Beer Brands and revised MRP of Local Cheap/Medium/Imported Medium Brands of IMFL as per Annexure "A", "B", "C", "D", "E", "F" and "G" to this order are approved for sale in Civil market of J&K State for the year 2013-14.

Any default on this account shall attract the provisions of the Jammu & Kashmir Excise Act Samvat, 1958 and Rules framed there under.

Sd/
(Vineeta Gupta) IAS
Excise Commissioner
J&K Government, Jammu.
Dated: 19-06-2013

NO: EC/ST5/2013-14/ 215-29
Copy to the:

1. Principal Secretary to Govt., Finance Department, J&K Civil Sectt. Jammu.
2. Commissioner, Commercial Taxes, J&K Government, Jammu.
3. Additional Commissioner Commercial Taxes, Jammu/Kashmir.
4. Deputy Excise Commissioner, (Executive), Jammu/Kashmir, Distilleries/Accounts, Jammu for information and necessary action.
5. Excise & 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 & Taxation Officer, Eradication Wing, Jammu for information.
7. Assessing Authority, Commercial Taxes, Circle 'H', Jammu.
8. Technical P. A. to the Excise Commissioner, Srinagar for information.
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 files (w.2.s.c)

Technical PA to the
Excise Commissioner
J&K Govt. Jammu/Srg
18/6/13

Annexure - A

MRP of Imported Deluxe Brands For Sale In Civil For The Year 2013-14

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX-JKEL-1A PRICE/ CASE	EX-JKEL-1 PRICE / CASE	EX-JKEL-1 PRICE / CASE	MRP PER UNIT(INCLUSIVE OF ALL TAXES)	MRP PER UNIT(INCLUSIVE OF ALL TAXES)	MRP PER UNIT(INCLUSIVE OF ALL TAXES)			
1	United Spirits Limited, Nasik-422202(MS)	Black Dog Deluxe Gold Reserve Scotch Whisky Black Dog Centenary Black Reserve Aged & Rare Scotch Whisky	75	13080.00	13171.00	13197.00	13871.00	13967.00	13996.00	1829	920	460
2	United Spirits Limited, Nasik-422202(MS)	Verve Magic Moments Super Premium Vodka	75	9971.00	10051.00	10103.00	10575.00	10860.00	10715.00	1410	710	356
3	M/S Radico Khaitan Ltd Bareilly Road, Rampur	Verve Magic Moments Green Apple Premium Flavoured Vodka	75	4707.00	4751.00	4844.00	4995.00	5042.00	5140.00	700	353	179
4	M/S Radico Khaitan Ltd Bareilly Road, Rampur	Verve Magic Moments Orange Premium Flavoured Vodka	65	4827.00	4929.00	4983.00	5123.00	5231.00	5288.00	717	365	184
5	M/s Radico Khaitan Ltd Bareilly Road, Rampur	Morphneus XO Blended Premium Brandy	65	4827.00	4929.00	4983.00	5123.00	5231.00	5288.00	717	365	184
6	M/S Radico Khaitan Ltd Bareilly Road, Rampur	Sula Brut Methode Champenoise	75	4703.00	4703.00	4798.00	4991.00	4991.00	5092.00	700	350	178
7	M/S NASNIK WINNERS PVT LTD. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Dindori Reserve Shiraz	21.91	6902.00	0.00	0.00	7322.00	0.00	0.00	995	0	0
8	M/S NASNIK WINNERS PVT LTD. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Chenin Blanc	23.66	7308.00	0.00	0.00	7752.00	0.00	0.00	1051	0	0
9	M/S NASNIK WINNERS PVT LTD. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Sauvignon Blanc	21.91	5414.00	0.00	0.00	5745.00	0.00	0.00	796	0	0
10	M/S NASNIK WINNERS PVT LTD. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Sula Vineyards Cabernet Shiraz	22.78	6157.00	0.00	0.00	6532.00	0.00	0.00	896	0	0
11	M/S NASNIK WINNERS PVT LTD. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik	Port Wine 1000 Gold	23.66	6009.00	0.00	0.00	6376.00	0.00	0.00	876	0	0
12	M/S NASNIK WINNERS PVT LTD. Gat 36/2, Govardhan, Gangapur -Savargaon Road Nashik		24.53	2670.00	0.00	0.00	2836.00	0.00	0.00	426	0	0

Annexure-B

MRP of Imported Premium Brands For Sale In Civil For The Year 2013-14

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX-JKEL-1A PRICE/ CASE		EX-JKEL-1 PRICE / CASE		MRP PER UNIT(INCLUSIVE OF ALL TAXES)				
1	M/s Radico Khaitan Ltd Bareilly Road, Raampur	Magic Moments Remix Flavoured Vodka Chocolate	65	3055.00	3084.00	3073.00	3244.00	3275.00	3263.00	470	237	117
2	M/s Khoday India Ltd. Bangalore	Hercules Old Matured Deluxe 3 'X' Rum	75	2634.00	2643.00	2651.00	2798.00	2808.00	2816.00	414	208	103

MRP of Imported Medium Brand For Sale In Civil For The Year 2013-14

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX-JKEL-1A PRICE/ CASE		EX-JKEL-1 PRICE / CASE		MRP PER UNIT(INCLUSIVE OF ALL TAXES)				
1	M/s Jagadit Industries Ltd	Fire XXX Rum	75	1842.00	1865.00	1847.00	1959.00	1983.00	1964.00	298	151	74

[Handwritten Signature]

Annexure- C

MRP of Local Premium Brands For Sale In Civil For The Year 2013-14

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	Deg.	EX MANUFACTURER PRICE/CASE			EX-JREL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL TAXES)		
				92	375	181	92	375	181	92	375	181
1	Kashmir Distilleries P Ltd. For M/s Tlakanagar Ind Ltd., Tlakanagar (MH)	Mansion House French Brandy	75	1800	0	0	3166	0	0	460	0	0
2	Kashmir Distilleries P Ltd. For M/s Tlakanagar Ind Ltd., Tlakanagar (MH)	Ti Golden Charlot Rare Whisky	75	910	0	0	2223	0	0	342	0	0
3	Kashmir Distilleries P Ltd. For M/s Tlakanagar Ind Ltd., Tlakanagar (MH)	Ti White House Premium Whisky	75	920	0	0	2233	0	0	343	0	0
4	Kashmir Distilleries P Ltd. For M/s Tlakanagar Ind Ltd., Tlakanagar (MH)	Senate Royale Whisky	75	1030	0	0	2350	0	0	358	0	0
5	Kashmir Distilleries P Ltd. For M/s Tlakanagar Ind Ltd., Tlakanagar (MH)	Ti Mansion House Premium Whisky	75	1600	0	0	2954	0	0	433	0	0
6	Dogra Distilleries Jammu	Black Angel Whisky	75	1050	1000	1025	2264	2211	2191	347	170	84
7	Oakland Bottlers, Samba	Saturday's Aged1 Whisky	75	1560	1575	1640	2804	2820	2843	415	208	104
8	Trikuta Bottlers, Samba	Shark Green Apple Premium Grain Vodka	65	1830	1860	1920	2938	2970	2993	431	218	109
9	Trikuta Bottlers, Samba	Royal Choice Premium Whisky	75	1050	1000	1025	2264	2211	2191	347	170	84

(Fig. in Rs.)

'Annexure - D'

MRP of Local Medium Brands For Sale In Civil For The Year 2013-14

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX MANUFACTURE R 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	Kashmir Distilleries P Ltd. For M/s Tlalnagar Ind Ltd., Tlalnagar (MH)	Matured Bon King Rum	75	715	0	0	1873	0	0	288	0	0
2	Kashmir Distilleries P Ltd. For M/s Tlalnagar Ind Ltd., Tlalnagar (MH)	TI NigroHe-Mans XXX Matured Rum	75	840	0	0	2005	0	0	304	0	0
3	Kashmir Distilleries P Ltd. For M/s Tlalnagar Ind Ltd., Tlalnagar (MH)	TI Black Colt Matured XXX Rum	75	780	0	0	1942	0	0	296	0	0
4	Kashmir Distilleries P Ltd. For M/s Tlalnagar Ind Ltd., Tlalnagar (MH)	Madira XXX Rum	75	675	0	0	1831	0	0	283	0	0
5	Kashmir Distilleries P Ltd. For M/s Tlalnagar Ind Ltd., Tlalnagar (MH)	Courrier Napoleon Finest Pure Grape French Brandy	75	898	0	0	2067	0	0	311	0	0
6	Kashmir Distilleries P Ltd. For M/s Tlalnagar Ind Ltd., Tlalnagar (MH)	TI White House VSOP Brandy	75	870	0	0	2037	0	0	308	0	0
7	Kashmir Distilleries P Ltd. For M/s Tlalnagar Ind Ltd., Tlalnagar (MH)	TI Bachelor Deluxe Whisky	75	870	0	0	2037	0	0	308	0	0
8	Kashmir Distilleries P Ltd. For M/s Tlalnagar Ind Ltd., Tlalnagar (MH)	Classic Whisky	75	750	0	0	1910	0	0	292	0	0
9	Trikuta Bottlers for M/s Sikkim Distilleries Ltd Rangpo Sikkim	Sikkim XXX Prize Rum	75	877	893	913	2045	2062	2038	309	155	76
10	Trikuta Bottlers, Samba	Shark Premium Grain Vodka	75	795	895	950	1850	1956	1974	285	149	74
11	Trikuta Bottlers, Samba	Magic Duet Gin N Lime	65	990	1010	1045	1924	1945	1947	294	148	74

ANNEXURE 'E'

Revised MRP of Local Cheap Brands For Sale In Civil For The Year 2013-14

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGR EE	EX MANUFACTURER PRICE/CASE			EX-JHRL-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
1	Oakland Bottlers Samba for Jagatjit Industries	Binnie's Special Reserve Whisky	75	602	606	647	1682	1686	1688	253	127	63
2	Oakland Bottlers Samba for Jagatjit Industries	Binnie's Special Reserve XXX Rum	75	465	514	535	1536	1588	1569	236	121	59

[Fig. in Rs]

ANNEXURE - F

MRP of Local Beer Brand For Sale In Civil For The Year 2013-14

S. No	BREWERY	BRAND	Category	DEG. BELOW % V/V	EX MANUFACTURER PRICE/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			
1	Devans Modern Breweries Ltd. Jammu	GODFATHER Platinum Strong Beer	Glass	8	354	0	0	0	0	466	0	0	0	0	0	0	0	0	0

(Fig in Rs)

MRP of Imported Beer Brand For Sale In Civil For The Year 2013-14

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			
1	Devans Modern Breweries Ltd. Rajasthan	Godfather Super Strong High Power Beer	Tin	8	0	0	0	0	633	0	0	0	0	655	0	0	0	0	44

(Fig in Rs)

ANNEXURE 'G'

Revised MRP of Local Cheap Brands For Sale In Civil For The Year 2013-14

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGR EE	EX MANUFACTURER PRICE/CASE			EX-TRK-1 PRICE/CASE			MRP per Unit (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML			
1	Oakland Bottlers Samba for Jagajiti Industries	Birnies Fine Whisky	75	512	529	560	1586	1604	1595	242	122	60

(Fig. in Rs)

Revised MRP of Local Medium Brands For Sale In Civil For The Year 2013-14

1	Oakland Bottlers Samba for Jagajiti Industries	Aristocrat Dry Gin	65	643	654	675	1649	1660	1644	261	131	64
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Revised MRP of Imported Medium Brands For Sale In Civil For The Year 2013-14

1	Jagajiti Industries Ltd.	Aristocrat Vodka	75	719	742	768	1949	1973	1953	297	150	74
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[Handwritten Signature]