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**GOVERNMENT OF JAMMU AND KASHMIR**  
**DEPARTMENT OF EXCISE**  
EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU

**Subject:** Fixation of Maximum Retail Price for the year 2017-18.

**Reference:** 1. Notification SRO 157 dated 30-03-2017.  
2. Deputy Excise Commissioner, (Executive), Jammu's letter No. MRP-2017-18/DECEJ/Exc dated 12-04-2017.

**O R D E R** No.: 23 **O F** 2017  
**D A T E D:** 12 - 04 - 2017

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 157 dated 30-03-2017, the recommendation of Committee constituted vide Excise Order No. 39-E of 2013 dated 17-04-2013, and in supersession of all the previous orders, the ex-manufacturer price, the ex-wholesale price and maximum retail price of Local Beer Brands for the year 2017-18 to be applicable with immediate effect, as contained in Annexure-11A to this order is hereby approved. No brands shall be sold either below or above the prescribed rate.

This is in continuation to this office Order No. 14 of 2017 dated 08-04-2017.

(Mohammad Javed Khan), IAS,  
Excise Commissioner,  
J&K Government

**Encl.:** Annexure-11A

No.: EC/Exc/MRP/2017-18/ 291-35

Dated: 12-04-2017

**Copy to:**

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

**ANNEXURE 11 A PAGE \_\_\_\_\_ OF \_\_\_\_\_**  
**MRP of Local Beer Brands For Sale In Civil For The Year 2017-18**

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) 2017-18					
					650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML		
1	DEVANS MODERN BREWERIES SAMBA	God Father Lager International Quality Beer	Glass	5	486	0	601	0	702	0	825	0	105	0	59	0	0					
2	DEVANS MODERN BREWERIES SAMBA	God Father Lager International Quality Beer	Tin	5	0	825	615	0	1161	840	0	85	60	0	0	0	0					
3	DEVANS MODERN BREWERIES SAMBA	God Father Supreme Strong Beer	Glass	8	486	0	601	0	702	0	825	0	105	0	59	0	0					
4	DEVANS MODERN BREWERIES SAMBA	God Father Supreme Strong Beer	Tin	8	0	825	615	0	1161	840	0	85	60	0	0	0	0					
5	DEVANS MODERN BREWERIES SAMBA	God Father Supreme Super Strong Beer	Glass	8	486	0	601	0	702	0	825	0	105	0	59	0	0					
6	DEVANS MODERN BREWERIES SAMBA	God Father Supreme Super Strong Beer	Tin	8	0	825	615	0	1161	840	0	85	60	0	0	0	0					

(Fig in Rs)

Note: Additional freight charges @ 5% for Kashmir division, Poonch and Kishtwar districts of Jammu Division & 10% for Leh and Kargil Districts are admissible, above the MRP




