

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

**SUB: MAXIMUM SALE PRICE OF IMFL/BEER IN J&K STATE.**  
Ref:- Dy. Excise Commissioner, Executive Jammu's letter No. 1647-MRP/EXC/2576  
Dated 15-7-2009

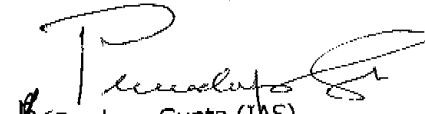
**EXCISE ORDER NO: 220 OF 2009**  
**D A T E D : 25-07-2009**

In terms of sub-rule 31 (b) -(iv) of Rule 38 of the Jammu and Kashmir Liquor Licence and Sales Rules, 1984 ,and as recommended by the committee constituted vide Excise order no: 141 of 2009 dated: 30-06-2009, the ex-manufacturer price, ex-wholesale price and maximum sale rates for the year 2009-10 of brands of IMFL / BEER indicated in column 3 shall be as specified in columns 5,6 & 7 of the Annexure I, II & III to this order.

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 & Kashmir Excise Act Samvat, 1958.

  
Bradeep Gupta (IAS)  
Excise Commissioner 24.7.

No: EC/S75/2009-10/331-44  
Copy to the:-

Dated: 25/7/09

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. Excise and Taxation Officer, Excise Range Jammu City North/South / Jammu-kathur / Doda-Udhampur / Rahouri-Poonch / Leh for further circulation amongst the IMFL licensees of their respective Excise Ranges and to ensure strict compliance.
5. Excise and Taxation officer, Eradication.
6. Assessing Authority, Commercial Taxes Circle-'H' Jammu.
7. Technical P.A. to the Excise Commissioner.
8. President Wine Association, Jammu / .....
9. All retailers namely JKEL-2, JKEL-3, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4 and JKEL-7 M/s.....
10. All wholesalers namely JKEL-1 M/s. ....
11. All Manufacturers namely JKEL-6 and D-2 M/s.....
12. Order File (w2sc)

ANNEXURE-II

Imported Medium / Deluxe Brands For Sale In Civil For The Year 2009-10

S.No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	EX-JKEL-1A PRICE PER CASE In (Rs.)				EX-JKEL-1 PRICE PER CASE In (Rs.)				MAX. RETAIL PRICE/UNIT (Incl. of all Taxes) In (Rs.)			
				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	Koday India Ltd, Bangalore	Hercules XXX Rum	75	1698	1707	1689		1791	1800	1781		241	121	59	
2	Koday India Ltd, Bangalore	Sea Pirate XXX Rum	75	1698	1707	1689		1791	1800	1781		241	121	59	

Imported Deluxe Brands For Sale In Civil For The Year 2009-10

S.No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	EX-JKEL-1A PRICE PER CASE In (Rs.)				EX-JKEL-1 PRICE PER CASE In (Rs.)				MAX. RETAIL SALE PRICE/UNIT (Incl. of all Taxes) In (Rs.)			
				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	Khoday India Ltd.	Peter Scot Malt Whisky	75	0.00	0.00	3942.00		0.00	0.00	4158.00		0.00	0.00	133.00	

*(Handwritten signature)*

**ANNEXURE-I**

**MRP of Local Cheap/ MEDIUM Brands For Sale In Civil For The Year 2009-10**

S.No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	EX MANUFACTURER PRICE/CASE (Rs.)				EX-UKEL-1 PRICE/CASE (Rs.)				Max.Retail Price/Unit Incl. of all Taxes (Rs.)				
				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	2	3	4	5				6				7				
1	Oakland Bottlers	Samba Rum	75	331	385	414	1204	1261	1257	1722	89	44				
Local Medium Brands																
1	Napolian Blenders & Bottlers	Napolian's Party Lemon Duet	65	765	795	845	1609	1641	1662	221	112	56				
2	Napolian Blenders & Bottlers	Napolian's W Bravo XXX Rum	75	735	750	780	1701	1717	1712	231	116	58				
3	Napolian Blenders & Bottlers	Napolian's Caribbeans XXX Dark Rum	75	775	790	820	1743	1759	1754	236	119	59				
4	Napolian Blenders & Bottlers	Napolian's INOV Russian Vodka	75	760	780	800	1728	1749	1733	234	118	58				
5	New India Distilleries	HM Black Malted Whisky	75	480	495	510	1432	1448	1427	202	102	50				
6	Basantar Bottlers	Black Berry Prestige Whisky	75	730	640	665	1696	1601	1590	230	110	54				

*(Handwritten signature)*

ANNEXURE-III

Local Beer Brands For Sale In Civil For The Year 2009-10

S. No.	BREWERY	BRAND	DEC. BELOW % V/V	EX MANUFACTURER PRICE/CASE				EX-JKEL-1 PRICE PER CASE				MRP / UNIT (INCL. OF ALL TAXES)			
				650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325ML	650 ML	500 ML	330 ML	325ML
1	2	3	4	5				6				7			
1	NEW INDIA BREWERIES	Fit N Fine Super Strong	8	291.00	nil	nil	nil	388.00	0.00	0.00	0.00	51.00	0.00	0.00	0.00

*Handwritten marks:*  
 A signature or initials at the top left.  
 A large number '9' in the center.