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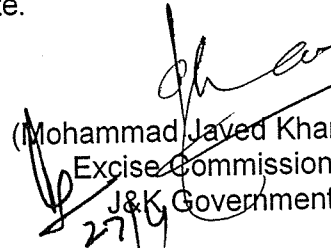
**GOVERNMENT OF JAMMU AND KASHMIR**  
**DEPARTMENT OF EXCISE**  
EXCISE AND TAXATION COMPLEX,  
RAIL HEAD, JAMMU

**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. 147/MRP/2017-18/DECEJ/Exc/775 dated 26-04-2017.

**O R D E R** No.: 73 OF 2017  
**D A T E D:** 28 - 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 on the subject, the ex-manufacturer price, the ex-wholesale price and maximum retail price of Imported Premium brand for the year 2017-18 to be applicable with immediate effect, as contained in Annexure – A to this order is hereby approved. No brand shall be sold either below or above the prescribed rate.

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

**Encl.:**

No.: EC/Exc/MRP/2017-18/ 822-44

Dated: 28-04-2017

**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, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Distilleries, Leh for further

**Revised MRP of Imported Premium Brands For Sale In Civil For The Year 2017-18**

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML			
(Fig. in Rs.)												
1	United Spirits Limited C/o CDBL	Mc Dowell's No1 Reserve Whisky	75	2801	2802	2772	2995	2996	2964	469	235	115

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.

