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**GOVERNMENT OF JAMMU AND KASHMIR**  
**DEPARTMENT OF EXCISE**  
EXCISE AND TAXATION COMPLEX,  
SOLINA (RAMBAGH), SRINAGAR

**Subject:** Fixation of Maximum Retail Price for the year 2016-17.

**Reference:** 1. Notification SRO 130 dated 11-04-2016.  
2. Deputy Excise Commissioner, (Executive), Jammu's letter No. 1647/MRP/Exc/1539 dated 29-04-2016.

**EXCISE ORDER No.:** 84 OF 2016  
**D A T E D:** 12 - 05 - 2016

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 130 dated 11-04-2016 and 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 IMFL/ RTD/ Beer in Deluxe/ Premium/ Medium/ Economy etc. categories for the year 2016-17 as contained in Annexure - 'A', 'B', 'C', 'D', 'E' & 'F' to this order is hereby approved. No brands shall be sold either below or above the rate prescribed in this order. Any revision in this MRP, if required, will be notified separately.

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

The JKEL-2 licensees in Kashmir region are hereby allowed to charge Rs. 3.00, Rs. 2.00 & Rs. 1.00 on Qts, Pints & Nips respectively and JKEL-2 licensees of Ladakh region are hereby allowed to charge Rs 5.00, Rs. 3.00 & Rs. 2.00 on Qts, Pints & Nips respectively over and above MRP on account of transportation and other valid costs.

(Tsering Angchok) IAS,  
Excise Commissioner

Encl.: 11 lvs. (Annexure-'A', 'B', 'C', 'D', 'E' & 'F')

No.: EC/Exc/MRP/2016-17/1107-49

Dated: 12-05-2016

Copy to:

1. The Commissioner/Secretary to Govt., Finance Department, J&K Civil Secretariat, Srinagar.
2. The Commissioner, Commercial Taxes, J&K Government, Srinagar.

## ANNEXURE- A

## MRP of Imported Premium Brands For Sale In Civil For The Year 2016-17

S. N o.	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	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	United Spirits Ltd., C/o Chandigarh Distillers & Bottlers Ltd., Banur, S.A.S. Nagar, Mohali, Punjab Jagajit Industries Ltd., P.O. Jagajit Nagar, Distt. Kapurthala, Punjab	Mc Dowell's No.1 Luxury Premium Whisky	75	2554	2481	2638	2720	2642	2809	430	210	110
2	Pernod Ricard India (P) Ltd., at Rajasthan Liquors Ltd., Vill.-Haripur Hindua, Derabassi, Distt. S.A.S. Nagar (Mohali), Punjab	Aristocrat Premium Classic Whisky	75	2441	2474	2461	2600	2635	2621	420	210	110
3	Pernod Ricard India (P) Ltd., at Rajasthan Liquors Ltd., Vill.-Haripur Hindua, Derabassi, Distt. S.A.S. Nagar (Mohali), Punjab	Seagram's Royal Stag Classic Whisky	75	2830	2820	2821	3014	3003	3004	470	240	120
4	Pernod Ricard India (P) Ltd., at Rajasthan Liquors Ltd., Vill.-Haripur Hindua, Derabassi, Distt. S.A.S. Nagar (Mohali), Punjab	Seagram's Imperial Blue Authentic Grain Whisky	75	2510	2560	2495	2673	2726	2657	430	220	110
5	Radico Khaitan Ltd. Bareilly Road, Rampur, U.P.	Regal Talons Rare Generation Whisky	75	2696	2721	2710	2871	2898	2886	450	230	120

## MRP of Imported Deluxe Brands For Sale In Civil For The Year 2015-16

S. N o.	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		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	Pernod Ricard India (P) Ltd., at Rajasthan Liquors Ltd., Vill.-Haripur Hindua, Derabassi, Distt. S.A.S. Nagar (Mohali), Punjab	Seagram's Blenders Pride Ultra Premium Whisky	75	4997	4970	5167	5322	5293	5503	770	390	200
2	Alcobrew Distilleries India Pvt. Ltd Derabassi, Punjab	Golfer's Shot Barrel Aged Whisky	75	4997	4970	5167	5322	5293	5503	770	390	200

MRP of Imported RTD Beverages For Sale In Civil For The Year 2015-16

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	275 ML	650 ML	500 ML	330 ML	275 ML	650 ML	500 ML	330 ML	275 ML	
1	Radico Khaitan Ltd. Bareilly Road, Rampur, UP.	Magic Moments Electra Starry Night Martini Chocolate & Coffee Flavour	Glass Bottle	8.0	0	0	0	1358	0	0	0	1412	0	0	0	0	90

(Fig in Rs)

*[Handwritten signatures and initials]*

## Annexure- 4

## MRP of Local Premium Brands For Sale In Civil For The Year 2016-17

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	Deg.	EX MANUFACTURER 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
1	Madeira Bottlers, Brahmna	Royal Knight Premium Whisky	75	1142	1075	1075	2402	2331	2284	400	200	100

(Fig. in Rs.)

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H  
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**Annexure- D**

**MRP of Local Medium Brands For Sale In Civil For The Year 2016-17**

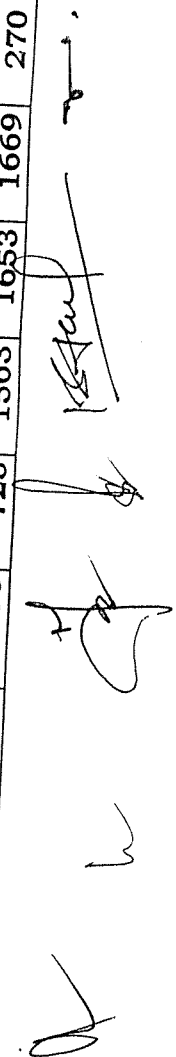
S. N O	DISTILLERY / BOTTLING PLANT	BRAND	DEG	EX MANUFACTURER PRICE/CASE			EX-JKEL-1 PRICE/CASE			MAXIMUM RETAIL PRICE PER UNIT (INCLUSIVE OF ALL TAXES)		
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
<b>(Fig. in Rs.)</b>												
1	Dogra Distilleries Gangyal Jmu	Black Angel VSOP Brandy	75	1100	1200	1300	2358	2464	2523	380	200	100
2	Madeira Bottlers, Bari Brahmna	Knight Choice Whisky	75	1028	945	985	2281	2193	2188	370	180	90
3	Madeira Bottlers, Bari Brahmna	Knight Choice XXX Rum	75	1028	945	985	2281	2193	2188	370	180	90
4	Tawi Bottlers, Samba	Old Monk Extraial XXX Rum	75	1062	1130	1200	2447	2519	2541	390	200	100

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*H W*  
*18 Jan*

**ANNEXURE E**  
**MRP of Local Economy Brands For Sale In Civil Market For The Year 2016-17**

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEGR EE	EX MANUFACTURER PRICE/CASE			EX-JKEL-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	Madeira Bottlers Bari Brahmana	Blue Star Special Whisky	75	664	684	724	1642	1663	1668	280	140	70
2	Madeira Bottlers Bari Brahmana	Blue Star XXX Rum	75	664	684	724	1642	1663	1668	280	140	70
3	Kashmir Distilleries (P) Ltd. Bari Brahmana	Monty XXX Rum	75	750	757	820	1733	1741	1770	290	150	80
4	Tawi Bottlers, Samba	Brown Crazy Horse Whisky	75	675	680	725	1653	1659	1669	280	140	70
5	Tawi Bottlers Samba	Brown Crazy Horse XXX Rum	75	675	680	725	1653	1659	1669	280	140	70
6	New India Distilleries, Samba	Gold band Orange Flavour Premix Gin	65	540	625	825	1385	1476	1656	250	130	70
7	New India Distilleries, Samba	Vegas Matured XXX Rum	75	590	675	725	1563	1653	1669	270	140	70
8	Tawi Bottlers Samba	Vegas Fine Malted Whisky	75	590	675	725	1563	1653	1669	270	140	70

(Fig. in Rs)



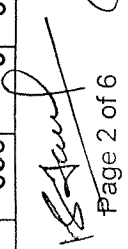
**ANNEXURE- F**

**MRP of Local Beer Brands For Sale In Civil For The Year 2016-17**

S. No	BREWERY	BRAND	Category	DEG. BELO W% 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	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		
(Fig in Rs)																						
1	Devans Modern Breweries Ltd., Samba	Godfather Supreme Beer	Glass	8	543	0	0	0	690	0	0	0	100	0	0	0	0	0	0			
2	Devans Modern Breweries Ltd., Samba	Godfather Supreme Beer	Tin	8	0	915	620	0	1144	772	0	0	80	60	0	0	0	0	0			
3	Devans Modern Breweries Ltd., Samba	Godfather Premium Beer	Glass	8	543	0	0	0	690	0	0	100	0	0	0	0	0	0	0			
4	Devans Modern Breweries Ltd., Samba	Godfather Premium Beer	Tin	8	0	915	620	0	1144	772	0	0	80	60	0	0	0	0	0			
5	Devans Modern Breweries Ltd., Samba	Perinto Cola Beer Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0	0	0	0			
6	Devans Modern Breweries Ltd., Samba	Perinto Cola Beer Cooler Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0	0	0	0			
7	Devans Modern Breweries Ltd., Samba	Perinto Mojito Beer Finest Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0	0	0	0			

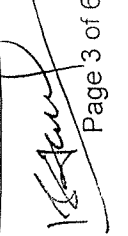


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S. No	BREWERY	BRAND	Category	DEG. BELO W % V/V	EX MANUFACTURER PRICE CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes)			
					650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
8	Devans Modern Breweries Ltd., Samba	Perinto Fruit Flavoured Beer Cooler Finest Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0
9	Devans Modern Breweries Ltd., Samba	Perinto Cherry Cola Flavoured Beer Cooler Finest Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0
10	Devans Modern Breweries Ltd., Samba	Perinto Lime Flavoured Beer Cooler Finest Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0
11	Devans Modern Breweries Ltd., Samba	Perinto Tequila Flavoured Beer Cooler Finest Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0
12	Devans Modern Breweries Ltd., Samba	Perinto Shandy Flavoured Beer Cooler Finest Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0
13	Devans Modern Breweries Ltd., Samba	Perinto Mojito Flavoured Beer Cooler Finest Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0


  
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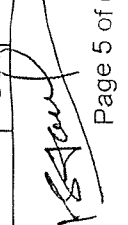
S. No	BREWERY	BRAND	Category	DEG. BELO W % V/V	EX MANUFACTURER PRICE CASE				EX-JKEL-1 PRICE PER CASE				Maximum Retail Price per Unit (Inclusive of all Taxes)			
					650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
14	Devans Modern Breweries Ltd., Samba	Perinto Fruit Flavoured Beer Cooler Finest Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0
15	Devans Modern Breweries Ltd., Samba	Perinto Cherry Cola Flavoured Beer Cooler Finest Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0
16	Devans Modern Breweries Ltd., Samba	Perinto Lime Ginger Flavoured Beer Cooler Finest Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0
17	Devans Modern Breweries Ltd., Samba	Perinto Tequila Flavoured Beer Cooler Finest Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0
18	Devans Modern Breweries Ltd., Samba	Perinto Shandy Flavoured Beer Cooler Finest Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0
19	Devans Modern Breweries Ltd., Samba	Perinto Mojito Flavoured Beer Cooler Premium Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0

  
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S. No	BREWERY	BRAND	Category	DEG. BELO W % 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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
20	Devans Modern Breweries Ltd., Samba	Perinto Fruit Flavoured Beer Passion Cooler Premium Strong	Glass	8	630	500	330	325	650	500	330	325	650	500	330	325
21	Devans Modern Breweries Ltd., Samba	Perinto Cola Beer Cherry Flavoured Beer Premium Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0
22	Devans Modern Breweries Ltd., Samba	Perinto Lime Beer Ginger Flavoured Beer Cooler Premium Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0
23	Devans Modern Breweries Ltd., Samba	Perinto Flavoured Cooler Tequila Beer Premium Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0
24	Devans Modern Breweries Ltd., Samba	Perinto Flavoured Cooler Shandy Beer Premium Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0
25	Devans Modern Breweries Ltd., Samba	Perinto Flavoured Cooler Mojito Beer Premium Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0

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S. No	BREWERY	BRAND	Category	DEG. BELO W% V/V	EX MANUFACTURER PRICE CASE						EX-JKEL-1 PRICE PER CASE						Price per Unit (Inclusive of all Taxes)		
					650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML			
26	Devans Modern Breweries Ltd., Samba	Perinto Fruit Beer Passion Flavoured Cooler Premium Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0			
27	Devans Modern Breweries Ltd., Samba	Perinto Cola Beer Cherry Flavoured Cooler Premium Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0			
28	Devans Modern Breweries Ltd., Samba	Perinto Lime Beer Ginger Flavoured Cooler Premium Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0			
29	Devans Modern Breweries Ltd., Samba	Perinto Flavoured Cooler Tequila Beer Premium Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0			
30	Devans Modern Breweries Ltd., Samba	Perinto Flavoured Cooler Shandy Beer Premium Mild	Glass	5	630	0	690	0	780	0	844	0	110	0	60	0			
31	Devans Modern Breweries Ltd., Samba	Perinto Cranberry Flavoured Cooler Strong	Glass	8	630	0	690	0	780	0	844	0	110	0	60	0			


  
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S. No	BREWERY	BRAND	Category	DEG. BELO W % 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	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML	
32	Devans Modern Breweries Ltd., Samba	Perinto Cranberry Flavoured Beer Cooler Mild	Glass	5	630	0	690	0	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
33	Devans Modern Breweries Ltd., Samba	Perinto Cranberry Flavoured Beer Finest Strong	Glass	8	630	0	690	0	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
34	Devans Modern Breweries Ltd., Samba	Perinto Cranberry Flavoured Beer Cooler Finest Mild	Glass	5	630	0	690	0	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
35	Devans Modern Breweries Ltd., Samba	Perinto Cranberry Flavoured Beer Cooler Premium Strong	Glass	8	630	0	690	0	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML
36	Devans Modern Breweries Ltd., Samba	Perinto Cranberry Flavoured Beer Cooler Premium Mild	Glass	5	630	0	690	0	325 ML	650 ML	500 ML	330 ML	325 ML	650 ML	500 ML	330 ML	325 ML

