

OFFICE OF THE EXCISE COMMISSIONER, J&K GOVERNMENT,
Excise and Taxation Complex, Rail Head Jammu 180012
Tele/Fax:- 0191-247797, 2477761

Sub: Revised Maximum Sale Price of IMFL including JK Desi Whisky, RTD and Beer in J&K State.

Ref: Deputy Excise Commissioner, Executive, Jammu's No. MRP/DECEJ/Exc/4577 Dated 25-8-2011

EXCISE ORDER NO : 260 of 2011
D A T E D : 25-8-2011

Whereas, this office has issued MRP of JK Desi Whisky , IMFL, RTD and Beer vide Order No. 01 of 2011 Dated 01-04-2011 and No. 13 of 2011 Dated 07-4-2011 ; and

Whereas, affixing of hologram on IMFL, JK Desi Whisky, Beer and RTD have not been put into practice as yet, pending Government approval ; and

Whereas, this office vide letter No. EC/STS/2011-12/475 Dated 28/07/2011 requested the Committee of Officers to take cognizance of Hologram component; and

Whereas, the Committee of officers constituted vide Excise Order No.141 of 2009 dated 30.6.2009 has considered the matter and recommended revision in the MRP of various brands of IMFL, JK Desi Whisky, RTD and Beer as conveyed by the Deputy Excise Commissioner, Executive, Jammu vide his No. MRP/DECEJ/Exc/4577 Dated 25-8-2011.

Now, therefore, in terms of sub-rule 31 (b) – (iv) of Rule 38 of the Jammu and Kashmir Liquor Licence and Sales Rules, 1984 and in supersession of all the previous orders, the Ex-Manufacturers Price, Ex-wholesale Price and the revised MRP of various volumes of JK Desi Whisky, Local cheap Brands of IMFL, Local Medium Brands of IMFL, Local Premium Brands of IMFL, Imported Deluxe Brands of IMFL, Imported Premium Brands of IMFL, Imported Medium Brands of IMFL, , Local and Imported Beer and RTD(imported) to be sold by the Off Licenses (JKEL-2) in civil market in the State is notified as per Annexures 'A' to 'J' of this order with immediate effect.

ANNEXURE -A

REVISED MRP OF JK DESI WHISKY FOR THE YEAR 2011-2012

Ex-Manufacturer price per case:-

Price in Rupees

S. No	Category	Strength	Packing	750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.
1	JK DESI WHISKY	60	Bottles	260	302	-	343
2	JK DESI WHISKY	60	Pouches	-	196	199	203

Ex-Whole Sale price per case:-

Price in Rupees

S.No	Category	Strength	Packing	750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.
1	JK DESI WHISKY	60	Bottles	1102	1145	-	1188
2	JK DESI WHISKY	60	Pouches	-	1036	1040	1043

MRP (inclusive of all taxes) per unit:-

Price in Rupees

S.No	Category	Strength	Packing	750 ML 12 Pcs.	375 ML 24 Pcs.	250 ML 36 Pcs.	180 ML 50 Pcs.
1	JK DESI WHISKY	60	Bottles	135	70	-	35
2	JK DESI WHISKY	60	Pouches	-	64	43	31

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ANNEXURE 'B'

Revised MRP of Local Cheap Brands For Sale In Civil For The Year 2011-12

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	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
(Fig. in Rs)												
1	National Ind. Corp.	Standard Whisky	75	362	416	446	1278	1335	1331	194	100	49
2	National Ind. Corp.	Standard XXX Rum	75	362	416	446	1278	1335	1331	194	100	49
3	National Ind. Corp.	Standard Dry Gin	65	332	391	412	1127	1190	1181	178	92	45
4	National Ind. Corp.	Standard Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
5	Rockland Distillery	Star One Whisky	75	362	416	446	1278	1335	1331	194	100	49
6	Rockland Distillery	Star XXX Rum	75	362	416	446	1278	1335	1331	194	100	49
7	Rockland Distillery	Star Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
8	Rockland Distillery	Star Dry Gin	65	332	391	412	1127	1190	1181	178	92	45
9	Ranson Industries	Ranson Club Whisky	75	362	416	446	1278	1335	1331	194	100	49
10	Ranson Industries	Ranson Club XXX Rum	75	362	416	446	1278	1335	1331	194	100	49
11	Trishul Bottlers	Tiger Rum	75	362	416	446	1278	1335	1331	194	100	49
12	Trishul Bottlers	Mission Kashmir XXX Rum	75	362	416	446	1278	1335	1331	194	100	49
13	Trishul Bottlers	Tiger Whisky	75	362	416	446	1278	1335	1331	194	100	49
14	Trishul Bottlers	Tiger Dry Gin	65	332	391	412	1127	1190	1181	178	92	45
15	Trishul Bottlers	Tiger Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
16	Trishul Bottlers	Olde Adventure Rum	75	499	518	545	1495	1515	1505	218	110	54
17	Basantar Bottlers	Chinar Fine Whisky	75	362	416	446	1278	1335	1331	194	100	49
18	Basantar Bottlers	Chinar XXX Rum	75	362	416	446	1278	1335	1331	194	100	49
19	Basantar Bottlers	Chinar Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
20	Basantar Bottlers	Chinar Ice Blue Gin	65	332	391	412	1127	1190	1181	178	92	45
21	GMB	007 Whisky	75	362	416	446	1278	1335	1331	194	100	49
22	GMB	Old Charlie Rum	75	362	416	446	1278	1335	1331	194	100	49
23	GMB	Ranjit Dry Gin	65	332	391	412	1127	1190	1181	178	92	45
24	GMB	Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
25	Madeira Bottlers	Royal Club XXX Rum	75	362	416	446	1278	1335	1331	194	100	49
26	Madeira Bottlers	Royal Club Fine Whisky	75	362	416	446	1278	1335	1331	194	100	49
27	Madeira Bottlers	Raspberr Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
28	Madeira Bottlers	Glory Dry Gin	65	332	391	412	1127	1190	1181	178	92	45
29	Dogra Distilleries	Knight No.1 Spl Whisky	75	362	416	446	1278	1335	1331	194	100	49
30	Dogra Distilleries	Double Cross Rum	75	362	416	446	1278	1335	1331	194	100	49
31	Dogra Distilleries	Shalimar Dry Gin	65	332	391	412	1127	1190	1181	178	92	45
32	Dogra Distilleries	Chinab Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
33	Oakland Bottlers	OB Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
34	Oakland Bottlers	OB Dry Gin	65	332	391	412	1127	1190	1181	178	92	45
35	New India Distilleries	Gold Band Rum	75	362	416	446	1278	1335	1331	194	100	49
36	New India Distilleries	Gold Band Whisky	75	362	416	446	1278	1335	1331	194	100	49
37	New India Distilleries	Gold Band Dry Gin	65	332	391	412	1127	1190	1181	178	92	45
38	New India Distilleries	Vegas Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
39	New India Distilleries	Gold Band Lime Duet Gin	65	342	389	427	1138	1187	1197	179	92	46
40	New India Distilleries	HM Malt Whisky	75	367	401	417	1283	1319	1301	195	99	49
41	Napolian Bottlers	Napolian's A Class Rum	75	362	416	446	1278	1335	1331	194	100	49
42	Napolian Bottlers	Napolian's A Class Whisky	75	362	416	446	1278	1335	1331	194	100	49
43	Napolian Bottlers	Napolian's A Class Dry Gin	65	332	391	412	1127	1190	1181	178	92	45
44	Napolian Bottlers	Napolian's Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
45	Oakland Bottlers	Binnies Fine Whisky	75	509	526	557	1505	1523	1518	219	111	55
46	Oakland Bottlers	Shatranj Whisky	75	442	491	512	1434	1486	1470	211	109	53
47	Trishul Bottlers	Kerala Malted Whisky	75	509	520	549	1505	1517	1509	219	110	54
48	Tawi Bottlers/Mohan Maiken	Blue Bull	75	509	520	549	1505	1517	1509	219	110	54
49	Dogra Distilleries	White Stag Whisky	75	497	506	517	1421	1431	1407	210	106	52
50	Oakland Bottlers	OB Whisky	75	527	561	592	1453	1489	1486	214	109	54
51	Oakland Bottlers	OB Rum	75	527	561	592	1453	1489	1486	214	109	54

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S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	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
52	Trishul Bottlers	Crazy Hunter Whisky	75	504	524	543	1429	1450	1434	211	107	52
53	DMB	Triple Horse Fine Whisky	75	402	441	477	1320	1362	1364	199	102	50
54	DMB	Kashmir XXX Rum	75	362	416	446	1278	1335	1331	194	100	49
55	DMB	Kashmir Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
56	DMB	Kashmir Dry Gin	65	332	391	412	1127	1190	1181	178	92	45
57	DMB	Double Horse Malted Whisky	75	362	416	446	1278	1335	1331	194	100	49
58	Dogra Distilleries	Dogra's Royal Duet	65	477	501	537	1281	1306	1314	195	99	49
59	Oakland Bottlers	Samba Rum	75	362	416	446	1278	1335	1331	194	100	49
60	Trikuta Bottlers	Himalaya No. 1 whisky	75	362	416	446	1278	1335	1331	194	100	49
61	Trikuta Bottlers	Himalaya XXX Rum	75	362	416	446	1278	1335	1331	194	100	49
62	Trikuta Bottlers	Sky Blue Extra Dry Gin	65	332	391	412	1127	1190	1181	178	92	45
63	Trikuta Bottlers	Sky Blue Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
64	Trikuta Bottlers	Magic Malted Whisky	75	507	526	547	1432	1452	1438	211	107	52
65	Napoliian Blenders & Bottlers	Napoliian's Crown Malted Wky	75	507	526	547	1432	1452	1438	211	107	52
66	Napoliian Blenders & Bottlers	Napoliian's Glacier Dry Gin	65	592	611	637	1403	1423	1420	208	105	52
67	Kashmir Distilleries	Flying Bird Whisky	75	362	416	446	1278	1335	1331	194	100	49
68	Kashmir Distilleries	Flying Bird Rum	75	362	416	446	1278	1335	1331	194	100	49
69	Kashmir Distilleries	Flying Bird Gin	65	332	391	412	1127	1190	1181	178	92	45
70	Kashmir Distilleries	Flying Bird Orange Gin	65	354	397	444	1150	1196	1215	180	93	46
71	DMB	Sultan Malted Whisky	75	577	587	614	1506	1517	1509	219	110	54
72	DMB	Godfather XXX Rum	75	527	561	592	1453	1489	1486	214	109	54

(Fig. In Rs)

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Revised MRP of Local Medium Brands For Sale In Civil For The Year 2011-12

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S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	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
(Fig. in Rs.)												
1	Trishul Bottlers	Luknavi Paan Elaichi Liquer	75	689	813	859	1696	1828	1848	252	134	67
2	Trishul Bottlers	Lemon Punch Duet	65	521	650	747	1389	1526	1595	216	116	59
3	Dogra Distilleries	ILA Paan Liquer	75	637	771	817	1641	1783	1793	245	131	65
4	Dogra Distilleries	DD VODKA GREEN APPLE	65	797	811	847	1682	1697	1701	250	126	63
5	Dogra Distilleries	DD VODKA	75	602	736	757	1604	1746	1730	241	129	63
6	Trishul Bottlers	Carew Dry Gin	65	640	659	680	1578	1598	1584	238	120	59
7	Trishul Bottlers	Celebration Rum	75	808	827	846	1894	1914	1893	275	139	68
8	Oakland Bottlers	Aristocrat Dry Gin	65	640	651	680	1578	1589	1584	238	120	59
9	Oakland Bottlers	Aristocrat Deluxe XXX Rum	75	808	827	846	1894	1914	1893	275	139	68
10	Devans Modern Breweries	God Father Premium Rum	75	757	771	797	1768	1783	1772	260	131	65
11	Devans Modern Breweries	Paradise Duet -Gin with Lime	65	692	756	817	1571	1638	1670	237	123	62
12	Devans Modern Breweries	Pan Elachi Paradise Liqueur	65	692	756	817	1571	1638	1670	237	123	62
13	Napolian Blenders & Bottlers	Napolian's Party Lemon Duet	65	767	796	842	1650	1681	1696	247	125	62
14	Napolian Blenders & Bottlers	Napolian's W Bravo XXX Rum	75	737	751	777	1747	1762	1751	258	130	64
15	Napolian Blenders & Bottlers	Napolian's Carribbeans XXX Dark Rum	75	777	791	817	1790	1804	1793	263	132	65
16	Napolian Blenders & Bottlers	Napolian's INOV Russian Vodka	75	762	781	797	1774	1794	1772	261	132	65
17	Basantar Bottlers	Black Berry Prestige Whisky *	75	762	681	722	1774	1688	1693	261	125	62
18	Tawi Bottlers for Mohan Meakin	Old Monk Rum	75	804	823	844	1890	1910	1891	274	138	68
19	Tawi Bottlers for Mohan Meakin	Black Knight Whisky	75	824	843	864	1911	1931	1912	277	140	69
20	Trikuta Bottlers Samba	Crystal Vodka	65	797	811	847	1682	1697	1701	250	126	63
21	Trikuta Bottlers Samba	Magic King Duet & Lime	65	642	671	687	1518	1548	1532	231	117	58
22	Trikuta Bottlers Samba	BANARSI PAN ELAICHI	75	637	771	817	1641	1783	1793	245	131	65

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'Annexure-D'

Revised MRP of Local Premium Brands For Sale In Civil For The Year 2011-12

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DEGREE	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
				(Fig. in Rs.)								
1	Tawi Bottlers for Mohan Meakin	Solan No. 1 Whisky	75	1182	1211	1257	2433	2464	2466	349	177	88
2	Trishul Bottlers	Green Label Whisky	75	1006	1025	1062	2247	2267	2259	327	165	82

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Annexure-E'

Revised MRP of Imported Deluxe Brands For Sale in Civil For The Year 2011-12

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	750 ML	375 ML	180 ML
(Fig. in Rs.)												
1	Bacardi-Martini India Ltd.	Bacardi Superior Rum*	75	3588	3690	3717	3803	3911	3940	523	268	134
2	Bacardi-Martini India Ltd.	Bacardi Razz Original Raspberry Rum *	75	3752	3750	3799	3977	3975	4027	544	272	137
3	Bacardi-Martini India Ltd.	Bacardi Apple Original Raspberry Rum *	75	3752	3750	3799	3977	3975	4027	544	272	137
4	Bacardi-Martini India Ltd.	Bacardi Limon Original Raspberry Rum *	75	3752	3750	3799	3977	3975	4027	544	272	137
5	Bacardi-Martini India Ltd.	Bacardi Orange Original Raspberry Rum *	75	3752	3750	3799	3977	3975	4027	544	272	137
6	Pernod Ricard India Pvt. Ltd.	100 Pipers Deluxe Scotch Whisky **	75	8150	0	0	8639	0	0	1113	0	0
7	Pernod Ricard India Pvt. Ltd.	Blenders Pride Rare Premium Whisky *	75	4274	4322	4326	4530	4581	4586	611	309	154
8	Khoday India Ltd.	Peter Scot Malt Whisky *	75	4152	4195	4197	4401	4447	4449	596	301	150
9	United Spirits Limited	Signature Whisky *	75	4299	4397	4479	4557	4661	4748	615	314	159
10	United Spirits Limited	Antiquity Blue *	75	5932	0	0	6288	0	0	826	0	0
11	United Spirits Limited	Antiquity Rare *	75	5193	0	0	5505	0	0	730	0	0
12	United Spirits Limited	Royal Challenge *	75	4154	4259	4305	4403	4515	4563	596	305	153
13	United Spirits Limited	Black Dog Deluxe Scotch Whisky *	75	12438	0	0	13184	0	0	1668	0	0
14	United Spirits Limited	Black Dog Centenary Scotch Whisky *	75	9334	0	0	9894	0	0	1266	0	0
15	Beam Global Spirits & Wine	Teacher's 50 (12 Yrs. Old)	75	12403	0	0	13147	0	0	1663	0	0
16	Beam Global Spirits & Wine	Teacher's Highland Cream	75	9303	0	0	9861	0	0	1262	0	0
17	Mis John Walker & Sons, Scotland through M/s Diageo India Pvt. Ltd.	Johnny Walker Black Label Old Scotch Whisky(Bottled in Origin) *	75	20041	0	0	21243	0	0	2651	0	0
18	Diageo India Pvt. Ltd.	Johnny Walker Red Label Old Scotch Whisky(Bottled in Origin) *	75	9200	0	0	9752	0	0	1249	0	0
19	Diageo India Pvt. Ltd.	Haig Gold Label Scotch Whisky*	75	4285	0	0	4542	0	0	613	0	0
20	Diageo India Pvt. Ltd.	Smirnoff Vodka *	75	4147	4182	4272	4396	4433	4528	595	300	152

'Annexure- F'

MRP of Imported Deluxe Brands For Sale In Civil For The Year 2011-12

S. No	DISTILLERY / BOTTLING PLANT	BRAND	DEG.	EX-JKEL-1A PRICE PER					EX-JKEL-1 PRICE PER					
				750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML
(Fig. in Rs.)														
21	Diageo India Pvt. Ltd.	Smirnoff Orange Triple Distilled Vodka *	65	4127	0	0	4375	0	0	593	0	0	0	0
22	Diageo India Pvt. Ltd.	Smirnoff Green Apple Triple Distilled Vodka *	65	4127	0	0	4375	0	0	593	0	0	0	0
23	Diageo India Pvt. Ltd.	Black & White Old Scotch Whisky *	75	8584	0	0	9099	0	0	1169	0	0	0	0
24	Diageo India Pvt. Ltd.	Vat 69 Scotch Whisky *	75	7400	0	0	7844	0	0	1016	0	0	0	0
25	United Spirits Limited	Whyte & Mackay Special Scotch Whisky *	75	7625	0	0	8083	0	0	1045	0	0	0	0
26	Devason Private Limited Through Ghaio Mall & Sons, New Delhi	Champs Elysees Brut (Imported Champagne) *	19.28	5973	0	0	6331	0	0	831	0	0	0	0
27	Devason Private Limited Through Ghaio Mall & Sons, New Delhi	Les Ormes DE Cambas Merlot (Imported Wine) *	21.91	6232	0	0	6606	0	0	865	0	0	0	0
28	Devason Private Limited Through Ghaio Mall & Sons, New Delhi	Les Ormes DE Cambas Sauvignon (Imported Wine) *	21.03	6215	0	0	6588	0	0	863	0	0	0	0
29	M/s Four Seasons Wines Ltd., Maharashtra	Four Seasons Classic Chenin Blanc *	21.91	4682	4855	0	4963	5147	0	664	343	0	0	0
30	M/s Four Seasons Wines Ltd., Maharashtra	Four Seasons Classic Shiraz *	21.91	4682	4855	0	4963	5147	0	664	343	0	0	0
31	M/s Four Seasons Wines Ltd., Maharashtra	Zinzi Red Wine *	21.91	3370	3539	0	3572	3751	0	495	258	0	0	0
32	M/s Four Seasons Wines Ltd., Maharashtra	Zinzi White Wine *	21.91	3370	3539	0	3572	3751	0	495	258	0	0	0
33	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Blue Nan Sparking Gold Deluxe *	19.28	11379	0	0	12062	0	0	1531	0	0	0	0
34	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Casuariana Creek Shiraz Deluxe *	24.54	7713	0	0	8176	0	0	1056	0	0	0	0
35	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Casuariana Creek Cabernet Deluxe *	23.66	7664	0	0	8124	0	0	1050	0	0	0	0
36	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Olcaviana Merlot Onoaked Deluxe *	23.66	7894	0	0	8368	0	0	1080	0	0	0	0
37	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Olcaviana Chardonnay Deluxe *	24.54	7911	0	0	8386	0	0	1082	0	0	0	0
38	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Vega Pasion Deluxe *	23.66	6794	0	0	7202	0	0	938	0	0	0	0
39	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Casuarina Creek Unwooded Chardonnay Deluxe *	24.54	7981	0	0	8460	0	0	1091	0	0	0	0
40	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Fresh Vibes Vodka *	65.03	8864	0	0	9396	0	0	1205	0	0	0	0
41	M/s Natures Bounty Wines & Allied Products Pvt. Ltd	Kuchh Nai Scotch Whisky Deluxe *	75.00	9257	0	0	9812	0	0	1256	0	0	0	0

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Revised MRP of Imported Premium Brands For Sale In Civil For The Year 2011-12

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	DES.	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	Pernod Ricard India Pvt. Ltd.	Royal Stag Delux Whisky **	75	2517	2530	2510	2668	2682	2661	378	190	94
2	Pernod Ricard India Pvt. Ltd.	Imperial Blue Sup. Grain Whisky **	75	2149	2176	2166	2278	2307	2296	331	167	83
3	Pernod Ricard India Pvt. Ltd.	Seagram's Fuel Vodka **	75	2517	2530	2510	2668	2682	2661	378	190	94
4	Khoday India Ltd.	Red Knight Malt Whisky **	75	2542	2563	2530	2695	2717	2682	381	192	94
5	Rampur Distillery	Magic Moment Vodka **	75	2604	2634	2591	2760	2792	2746	389	196	96
6	Rampur Distillery	8 PM Whisky **	75	2021	2040	2012	2142	2162	2133	314	158	78
7	Rampur Distillery	Magic Moments Remix Flavoured Vodka Green Apple **	65	2836	2871	2860	3006	3043	3032	418	211	105
8	Rampur Distillery	Magic Moments Remix Flavoured Vodka Lemon Grass & Ginger **	65	2836	2871	2860	3006	3043	3032	418	211	105
9	Rampur Distillery	Magic Moments Remix Flavoured Vodka Orange **	65	2836	2871	2860	3006	3043	3032	418	211	105
10	Jagajit Industries Ltd.	Aristocrat Premium Whisky **	75	2141	2178	2164	2269	2309	2294	330	167	83
11	Jagajit Industries Ltd.	AC Neat Whisky **	75	2037	2043	2040	2159	2166	2162	317	159	79
12	United Spirits Limited	Bagpiper Whisky **	75	2133	2141	2159	2261	2269	2289	329	165	82
13	United Spirits Limited	Golconda Brandy **	75	1927	1939	1904	2043	2055	2018	303	152	74
14	Chandigarh Distillers & Bott.	McD No1 Whisky **	75	2252	2284	2276	2387	2421	2413	344	174	86
15	Chandigarh Distillers & Bott.	Red Romanov Vodka **	75	2456	2476	2463	2603	2625	2611	370	186	92
16	Chandigarh Distillers & Bott.	Romanov Vodka Apple Thrill **	75	2477	2509	2501	2626	2660	2651	373	188	93
17	Chandigarh Distillers & Bott.	Romanov Vodka Orange Thrill **	75	2477	2509	2501	2626	2660	2651	373	188	93
18	Chandigarh Distillers & Bott.	McD No 1 Platinum Luxury Whisky **	75	2525	2542	2526	2677	2695	2678	379	190	94
19	United Spirits Limited	McDowell's Vintage Whisky **	75	2607	2651	2657	2763	2810	2816	389	197	98
20	National Industrial Crop. Ltd	Black & Gold Rare Premium Whisky **	75	2518	2526	2534	2669	2678	2686	378	189	94
21	National Industrial Crop. Ltd	Black & Gold Napoleon Brandy *	75	2518	2526	2534	2669	2678	2686	378	189	94
22	A.B Sugars Ltd. Dasua	Evening Special Premium Whisky	75	2003	2025	2026	2123	2147	2148	312	158	78
23	Bacardi-Martini India Ltd.	Eristoff Triple Distilled Premium Vodka	75	2908	2910	2972	3082	3085	3150	427	214	108

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Annexure- G'

REVISED MRP OF IMPORTED MEDIUM BRANDS FOR SALE IN CIVIL FOR THE YEAR 2011-12

S. No.	DISTILLERY / BOTTLING PLANT	BRAND	EX-JKEL-1A PRICE PER CASE in (Rs.)			EX-JKEL-1 PRICE PER CASE in (Rs.)			MAXIMUM RETAIL PRICE/UNIT (Inclusive of all Taxes)			
			DEG.	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML	750 ML	375 ML	180 ML
1	Rampur Distillery	Contessa Rum *	75	1694	1710	1684	1796	1813	1785	263	133	65
2	Jagajit Industries Ltd.	Aristocrat Vodka *	75	1784	1807	1790	1891	1915	1897	274	139	68
3	Jagajit Industries Ltd.	Bonnie Special Whisky	75	1646	1644	1622	1745	1743	1719	257	129	63
4	United Spirits Limited	White Mischief*	75	1681	1704	1682	1782	1806	1783	262	132	65
5	United Spirits Limited	Romanov Vodka *	75	1784	1805	1783	1891	1913	1890	274	138	68
6	Chandigarh Distillers & Bott.	Blue Riband Duet *	65	1804	1823	1805	1912	1932	1913	277	140	69
7	A.B.Sugars Ltd.	Raffles Vodka *	75	1703	1711	1715	1805	1814	1818	264	133	66
8	A.B.Sugars Ltd.	Silver Peg XXX Rum *	75	1733	1766	1735	1837	1872	1839	268	136	67
9	A.B.Sugars Ltd.	Raffles Duet *	75	1733	1766	1735	1837	1872	1839	268	136	67
10	Koday India Ltd	Hercules XXX Rum*	75	1817	1826	1787	1926	1936	1894	278	140	68
11	National Industrial Crop. Ltd.	Black Bull Special XXX Rum *	75	1786	1804	1797	1893	1912	1905	275	138	68
12	National Industrial Crop. Ltd.	Dimpy Special Whisky	75	1786	1804	1797	1893	1912	1905	275	138	68

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ANNEXURE - H

REVISED MRP of Local Beer Brands For Sale In Civil For The Year 2011-12

S. No	BREWERY	BRAND	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	
(Fig in Rs)																
1	DEVANS MODERN BREWERIES	God Father S.Strong Premium	8	308	0	0	0	418	0	0	0	0	60	0	0	0
2	DEVANS MODERN BREWERIES	God Father High Power S.Strong	8	308	0	413	413	418	0	529	527	36	60	0	36	36
3	DEVANS MODERN BREWERIES	God Father 10000+ Premium Strong	8	308	0	413	0	418	0	529	0	36	60	0	36	0
4	DEVANS MODERN BREWERIES	God Father 10000+ Super Strong Premium	8	308	0	413	0	418	0	529	0	36	60	0	36	0
5	DEVANS MODERN BREWERIES	Monalisa Premium Lager	5	308	0	0	0	418	0	0	0	0	60	0	0	0
6	NEW INDIA BREWERIES	Falcon Premium Lager	5	308	0	0	0	418	0	0	0	0	60	0	0	0
7	NEW INDIA BREWERIES	Falcon Super Strong	8	308	0	0	0	418	0	0	0	0	60	0	0	0
8	NEW INDIA BREWERIES	Falcon 10000 Beer	8	308	0	0	0	418	0	0	0	0	60	0	0	0
9	NEW INDIA BREWERIES	Fit n Fine Beer Super Strong	8	308	0	0	0	418	0	0	0	0	60	0	0	0
10	NEW INDIA BREWERIES	Golden Eagle Super Strong	8	323	0	0	0	494	0	0	0	0	68	0	0	0
11	NEW INDIA BREWERIES	Meakin 10000 Super Strong	8	323	0	0	0	494	0	0	0	0	68	0	0	0
12	DEVANS MODERN BREWERIES	Godfather Super Strong International Quality Beer	8	308	0	0	0	418	0	0	0	0	60	0	0	0
13	DEVANS MODERN BREWERIES	Bulldozer Strong Beer	8	308	0	0	0	418	0	0	0	0	60	0	0	0
14	DEVANS MODERN BREWERIES	Bulldozer Super Strong Beer	8	308	0	0	0	418	0	0	0	0	60	0	0	0

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(ANNEXURE-1)

REVISED MRP OF IMPORTED BEER FOR SALE IN CIVIL FOR THE YEAR 2011-12

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
(Fig in Rs)																
1	BOMBAY BREWERIES	KINGFISHER STRONG PREMIUM **	TIN BEER	8	0	879	586	0	0	910	607	0	0	60	40	0
2	BOMBAY BREWERIES	KINGFISHER PREMIUM LAGER **	TIN BEER	5	0	879	566	0	0	910	586	0	0	60	39	0
3	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER PREMIUM LAGER **	TIN BEER	5	0	867	563	0	0	897	583	0	0	59	39	0
4	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER STRONG PREMIUM **	TIN BEER	8	0	867	583	0	0	897	604	0	0	59	40	0
5	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER **	GLASS	8	543	0	0	0	562	0	0	0	75	0	0	0
6	UNITED BREWERIES LTD RAJASTHAN	KINGFISHER BLUE PREMIUM BEER **	TIN BEER	8	0	917	0	0	0	949	0	0	0	62	0	0
7	DMB KOTPUTLI JAIPUR	God Father S.Strong High Power Beer	TIN BEER	8	0	870	587	0	0	900	607	0	0	59	40	0
8	DMB KOTPUTLI JAIPUR	God Father Lager Beer Original Quality	TIN BEER	5	0	870	572	0	0	900	592	0	0	59	39	0
9	DMB KOTPUTLI JAIPUR	God Father Lager Beer Original Quality	GLASS	5	543	0	0	0	562	0	0	0	75	0	0	0
10	DMB KOTPUTLI JAIPUR	God Father Lite Premium Quality Lager Beer	TIN BEER	5	0	572	0	0	0	592	0	0	0	0	39	0
11	SKOL BREWERIES LTD HARYANA	HAYWARDS 5000 S.STRONG	GLASS	8	498	0	0	0	516	0	0	0	70	0	0	0
12	SKOL BREWERIES LTD HARYANA	HAYWARDS 5000 S.STRONG	TIN BEER	8	0	867	583	0	0	897	603	0	0	59	40	0
13	SKOL BREWERIES LTD HARYANA	FOSTER'S LAGER	TIN BEER	5	0	867	0	0	0	897	0	0	0	59	0	0
14	SKOL BREWERIES LTD HARYANA	FOSTER'S LAGER BEER	GLASS	5	520	0	0	0	539	0	0	-0	72	0	0	0
15	MOUNTSHIVALIK BREWERIES	THUNDERBOLT SUPERSTRONG **	GLASS	8	507	0	0	555	527	0	0	575	71	0	0	37
16	MOUNTSHIVALIK BREWERIES	THUNDERBOLT SUPERSTRONG **	TIN BEER	8	0	867	0	0	0	897	0	0	0	59	0	0
17	UNITED BREWERIES LTD LUDHIANA	KINGFISHER PREMIUM LAGER BEER **	GLASS	8	513	0	535	0	531	0	554	0	71	0	37	0
18	UNITED BREWERIES LTD LUDHIANA	KINGFISHER STRONG PREMIUM BEER **	GLASS	8	513	0	535	0	531	0	554	0	71	0	37	0
19	UNITED BREWERIES LTD LUDHIANA	SUPER STRONG ZINGARO PREMIUM BEER **	GLASS	8	490	0	512	0	507	0	530	0	69	0	36	0
20	UNITED BREWERIES LTD LUDHIANA	KINGFISHER RED PREMIUM GRAVITY BEER	GLASS	8	550	0	0	0	569	0	0	0	75	0	0	0
21	Carlsberg India Pvt. Ltd Himachal Pradesh	Carlsberg All Malt Premium Beer	TIN BEER	5	0	1222	804	0	0	1264	832	0	0	78	52	0

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22	Carlsberg India Pvt. Ltd Himachal Pradesh	Tuborg Gold Label Strong Beer	TIN BEER	8	0	880	0	0	0	0	0	911	0	0	0	60	0	0
23	Carlsberg India Pvt. Ltd Himachal Pradesh	Palone 8 X-Tra Strong Premium Beer	TIN BEER	8	0	872	549	0	0	0	0	902	568	0	0	59	38	0
24	Carlsberg India Pvt. Ltd Himachal Pradesh	Tuborg Genuine Quality Green	TIN BEER	5	0	880	0	0	0	0	0	911	0	0	0	60	0	0
25	Carlsberg India Pvt. Ltd Himachal Pradesh	Tuborg Genuine Quality Green	GLASS	5	545	0	632	0	564	0	564	0	654	0	75	0	42	0
26	Carlsberg India Pvt. Ltd Himachal Pradesh	Tuborg Gold Label Strong Beer	GLASS	8	545	0	632	0	564	0	564	0	654	0	75	0	42	0
27	Carlsberg India Pvt. Ltd Himachal Pradesh	Carlsberg All Malt Premium Beer	GLASS	5	724	0	799	0	749	0	749	0	827	0	94	0	51	0
28	Carlsberg India Pvt. Ltd Himachal Pradesh	Palone 8 X-Tra Strong Premium Beer	GLASS	8	497	0	0	0	515	0	515	0	0	0	70	0	0	0
29	Cerveceria Modelo S.A. De C.V. Mexico D.F. Through Bhindo Sales Ltd., S-53, Okhla Industrial Phase 2nd, New Delhi 110020	Corona Extra Beer (355 ML)	GLASS	5	0	0	0	1549	0	0	1604	0	0	0	0	0	0	93

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ANNEXURE-J

Revised MRP of Imported RTD Beverages For Sale In Civil For The Year 2011-12

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	275ML	650 ML	500 ML	330 ML	275ML	650 ML	500 ML	330 ML	275ML		
(Fig in Rs)																		
1	Bacardi Martini India Ltd. Goa	Breezer Tropical Lime	Glass Bottle	4.8	0	0	0	759	0	0	0	0	786	0	0	0	0	47
2	Bacardi Martini India Ltd. Goa	Breezer Tropical Orange	Glass Bottle	4.8	0	0	0	759	0	0	0	0	786	0	0	0	0	47
3	Bacardi Martini India Ltd. Goa	Breezer Tropical Cranberry	Glass Bottle	4.8	0	0	0	759	0	0	0	0	786	0	0	0	0	47
4	Bacardi Martini India Ltd. Goa	Breezer Jamaican Passion	Glass Bottle	4.8	0	0	0	759	0	0	0	0	786	0	0	0	0	47

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Any revision in this MRP, if required, will be notified separately.

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

Any default on this account shall attract the provisions of the Jammu and Kashmir Excise Act Samvat, 1958.

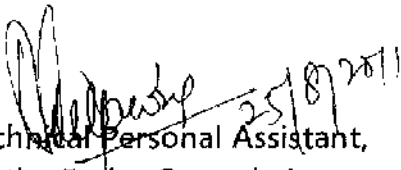
Sd/-
(Vineeta Gupta) IAS,
Excise Commissioner,
J&K Government.

No: EC/Exc/STS/641-55

Dated: 25-08-2011

Copy to the:-

1. Commissioner/Secretary to Government, Finance Department, Civil Secretariat, Srinagar for information.
2. Commissioner Commercial Taxes, J&K Government, Srinagar.
3. Additional Commissioner Commercial Taxes (Adm), Jammu/Kashmir.
4. Deputy Excise Commissioner, Executive, Jammu/Kashmir.
5. Deputy Excise Commissioner, Toll Post, Lakhanpur.
6. Deputy Excise Commissioner, Accounts/Distilleries, Jammu.
7. Excise & Taxation Officer, Excise Range Jammu City North/South/Jammu-Kathua/Doda-Udhampur/Rajouri-Poonch / Leh/ Excise Kashmir for further circulation amongst the IMFL licensees of their respective Excise Ranges and to ensure strict compliance.
8. Excise & Taxation Officer, Eradication Wing, Jammu.
9. Assessing Authority, Commercial Taxes Circle "H" Jammu.
10. Technical P.A. to Excise Commissioner.
11. President Wine Association, Jammu _____
12. All retailers namely JKEL-2, JKEL-3, JKEL-4, JKEL-4A, JKEL-4B, JKEL-4C, JKEL-4E and JKEL-7 M/S _____
13. All Manufacturers namely JKEL-6 and D-2 M/S _____
14. Order File (w 2 s c).


Technical Personal Assistant,
to the Excise Commissioner,
J&K Government,