



DEPARTMENT OF STATE TAXES AND EXCISE
Government of Himachal Pradesh

ORDER

No. 7-475/2024-EXN- 15724-43

Dated: 14-06-24

In the partial modification of this letter No. 7-475/2024-EXN-9090-9110 Dated 30-03-2024 the minimum retail sale prices per bottle, to be printed on the labels for IMFS Brands and BII Brands, from L1-B/L1-C to L1 and from L1 to retailers for the year 2024-25 are fixed as follows, with the condition that all these brands are registered/renewed.

Alcobrew Distilleries India Ltd.					
Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
ALCOBREW SINGLE OAK PREMIUM WHISKY	Q	1987.00	3419	3624	597
	P	1992.00	3425	3631	299
	N	2257.00	3676	3897	152
GOLFER'S SHOT BARREL AGED WHISKY	Q	3360.00	4964	5262	733
	P	3450.00	5065	5369	371
	N	3701.00	5301	5619	188
GOLFER'S SHOT BARREL RESERVE WHISKY	Q	3510.00	5133	5441	748
	P	3545.00	5172	5482	376
	N	3860.00	5479	5808	192
LION DADDY ORIGINAL DARK RUM	Q	1045.00	1714	1817	415
	P	1045.00	1714	1817	208
	N	1045.00	1693	1795	101
OLD SMUGGLER BLENDED SCOTCH WHISKY	Q	7497.00	9618	10195	1144
OLD SMUGGLER MATURE XXX RUM	Q	1050.00	1720	1823	416
	P	1050.00	1720	1823	208
	N	1050.00	1699	1801	101
ONE MORE PURE CRAFT VODKA	Q	1670.00	3063	3247	565
	P	1722.00	3121	3308	285
	N	1775.00	3134	3322	140
ONE MORE PURE CRAFT VODKA GREEN APPLE	Q	2100.00	3547	3760	608
	P	2132.00	3583	3798	306
	N	2163.00	3570	3784	150

Alcobrew Distilleries India Ltd.

VICTORIO RESERVE BRANDY XO BLENDED WITH FRENCH GRAPE SPIRIT	Q	3345.00	4947	5244	732
	P	3345.00	4947	5244	366
	N	3445.00	5013	5314	182
WHITE & BLUE PREMIUM WHISKY	Q	1640.00	3029	3211	562
	P	1640.00	3029	3211	281
	N	1703.00	3053	3236	138

Alco Spirits Pvt Ltd

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
ROYAL PLAYER PREMIUM GRAIN WHISKY	Q	946.00	1603	1699	405
	P	982.00	1643	1742	205
	N	996.00	1638	1736	100
ROYAL PLAYER WHISKY	Q	900.00	1551	1644	401
	P	900.00	1551	1644	200
	N	900.00	1530	1622	97

ANGUS DUNDEE INDIA PRIVATE LIMITED

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
MACROYS BLENDED SCOTCH WHISKY	Q	8182.00	10389	11012	1212
	P	8182.00	10389	11012	606
	N	8107.00	10257	10872	297
MACROYS EXTRA PEAT BLENDED SCOTCH WHISKY	Q	9550.00	11928	12644	1348
	P	9550.00	11928	12644	674
	N	9550.00	11881	12594	333
MACROYS SHERRY FINISH BLENDED SCOTCH WHISKY	Q	11200.00	13784	14611	1512
	P	11200.00	13784	14611	756
	N	11200.00	13737	14561	374
MACROYS SPECIAL RESERVE BLENDED SCOTCH WHISKY	Q	8500.00	10747	11392	1244
	P	8500.00	10747	11392	622
	N	8500.00	10699	11341	307

CAMPARI INDIA PRIVATE LIMITED

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
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CAMPARI INDIA PRIVATE LIMITED					
BULLDOG LONDON DRY GIN	Q	8940.00	11163	11833	1263
SKYY VODKA	Q	5840.00	7676	8137	955
	N	6000.00	7812	8281	239

GINGLANI DISTILLERS PRIVATE LIMITED					
Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
BLACK BOW HIMALAYAN WHISKEY	Q	3740.00	5392	5716	771
	P	3920.00	5594	5930	394
	N	4120.00	5772	6118	198
WOODSMEN EXTRA SMOOTH WHISKY	Q	1832.00	3245	3440	581
	P	1930.00	3355	3556	296
	N	1982.00	3367	3569	145
WOODSMEN TRULY SMOOTH WHISKY	Q	1995.00	3428	3634	598
	P	2030.00	3468	3676	301
	N	2075.00	3471	3679	148

KALA AMB DISTILLERY ANF BREWERY PVT LTD					
Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
PEARL BLUE FINEST GRAIN WHISKY	Q	1259.00	1955	2072	437
	P	1259.00	1955	2072	218
	N	1259.00	1934	2050	106
PRISTINE RHINO GOLD PREMIUM WHISKY	Q	980.00	1641	1739	409
	P	980.00	1641	1739	204
	N	930.00	1564	1658	98
ROYAL SCOT PREMIUM WHISKY	Q	1639.00	3028	3210	562
	P	1639.00	3028	3210	281
	N	1701.00	3051	3234	138
ROYALSON GOLD RESERVE WHISKY	Q	1639.00	3028	3210	562
	P	1639.00	3028	3210	281
	N	1701.00	3051	3234	138

MARS BOTTLERS					
Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
GOLDEN TIGER	Q	998.00	1661	1761	411
	P	1050.00	1720	1823	208
	N	1103.00	1758	1863	102
HIMALAYAN MONK PREMIUM RUM	Q	998.00	1661	1761	411
	P	1050.00	1720	1823	208
	N	1103.00	1758	1863	102
SPECIAL EVE RARE WHISKY	Q	899.00	1550	1643	401
	P	899.00	1550	1643	200
	N	899.00	1529	1621	97

Mohan Meakin Limited					
Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
7 YEAR OLD BLENDED OLD MONK MATURED XXX RARE RUM VERY OLD VATTED	Q	1040.00	1709	1812	415
	P	1050.00	1720	1823	208
	N	1050.00	1699	1801	101
BIG BEN LONDON DELUXE GIN	Q	1350.00	2703	2865	534
	P	1450.00	2815	2984	272
	N	1351.00	2657	2816	130
BLACK BEAUTY SPECIAL XXX RUM	Q	900.00	1551	1644	401
	P	900.00	1551	1644	200
	N	900.00	1530	1622	97
DIPLOMAT DELUXE PREMIUM WHISKY	Q	900.00	1551	1644	401
	P	900.00	1551	1644	200
	N	900.00	1530	1622	97
I Q CUCUMBER LONDON DRY GIN	Q	5200.00	7034	7456	916
I Q LONDON DRY GIN	Q	4800.00	6584	6979	876
JAMUN THE HIMALAYAN JUNIPER DRY GIN	Q	18165.00	21620	22917	2205
KNIGHT RIDER DELUXE PREMIUM GREEN APPLE VODKA	Q	2018.00	3454	3661	600
	P	2036.00	3475	3684	301
	N	2050.00	3443	3650	147

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2024.06.14 12:53

Mohan Meakin Limited					
KNIGHT RIDER DELUXE PREMIUM VODKA	Q	1744.00	3146	3335	573
	P	1757.00	3161	3351	287
	N	1778.00	3137	3325	140
NAUTILUS PREMIUM BLENDED EXTRA ORDINARY XO BRANDY	Q	3070.00	4638	4916	704
	P	3106.00	4678	4959	354
	N	3032.00	4548	4821	171
OLD MONK BLENDED WITH 20 YEARS OLD AMBER MELLOW AND MATURED RUM	Q	3288.00	4883	5176	726
	P	3324.00	4924	5219	365
	N	3237.00	4779	5066	177
OLD MONK COFFEE XO EXTRA ORDINARY	Q	3288.00	4805	5093	701
OLD MONK COFFEE XO EXTRA ORDINARY COFFEE FLAVOURED PREMIUM RUM	Q	3288.00	4805	5093	701
	P	3324.00	4845	5136	352
	N	3237.00	4703	4985	170
OLD MONK SUPREME XXX RUM VERY OLD VATTED	Q	2431.00	3919	4154	641
OLD MONK THE LEGEND PREMIUM RUM VERY OLD VATTED	Q	2468.00	3961	4199	860
	Q	2415.00	3901	4135	639
	P	2363.00	3842	4073	317
	N	2310.00	3736	3960	153
RIPS ROYAL SUPERIOR BLENDED GRAIN WHISKY	Q	1322.00	2671	2831	531
	P	1322.00	2671	2831	265
	N	1322.00	2624	2781	129
SOLAN NUMBER ONE BLACK RARE AND PREMIUM WHISKY	Q	1746.00	3148	3337	573
	P	1746.00	3148	3337	286
	N	1794.00	3155	3344	141
SOLAN NUMBER ONE WHISKY	Q	1323.00	2672	2832	531
	P	1323.00	2672	2832	265
	N	1323.00	2625	2783	129
THE SOLAN GOLD INDIAN SINGLE MALT WHISKY	Q	16258.00	19474	20642	2015
TRIPPLE CROWN PREMIUM BRANDY	Q	1260.00	1956	2073	437
	P	1297.00	1998	2118	220
	N	1307.00	2607	2763	129

M/s Hingiri Beverages

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
JAMIKA XXX RUM	Q	822.00	1463	1551	393
	P	865.00	1512	1603	199
	N	896.00	1525	1617	97
PARTY HIT DELUXE WHISKY	Q	822.00	1463	1551	393
	P	865.00	1512	1603	199
	N	896.00	1525	1617	97
RACE WHISKY	Q	822.00	1463	1551	393
	P	865.00	1512	1603	199
	N	896.00	1525	1617	97

M/s Holiness Plastic Products

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
HN7 PREMIUM GRAIN WHISKY	Q	1025.00	1692	1794	413
	P	1060.00	1731	1835	208
	N	1095.00	1749	1854	102
RED DOT SUPER DELUXE GRAIN WHISKY	Q	1400.00	2759	2925	539
	P	1425.00	2787	2954	270
	N	1450.00	2768	2934	132

M/s Paradise Distilleries Pvt.Ltd

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
1965 SPIRIT OF VICTORY CLASSIC XXX RUM	Q	1300.00	2001	2121	441
	P	1300.00	2001	2121	220
	N	1300.00	1980	2099	107
1965 SPIRIT OF VICTORY PREMIUM XXX RUM	Q	1200.00	1889	2002	431
	P	1200.00	1889	2002	215
	N	1200.00	1867	1979	105
8 PM PREMIUM BLACK LUXURY WHISKY	Q	1740.00	3142	3331	572
	P	1740.00	3142	3331	286
	N	1799.00	3161	3351	141
8 PM PREMIUM BLACK WHISKY	Q	1580.00	2962	3140	556

26

M/s Paradise Distilleries Pvt.Ltd

	P	1580.00	2962	3140	278
	N	1639.00	2981	3160	137
CONTESSA CLASSIC XXX RUM BLENDED WITH MATURED CANE JUICE SPIRITS	Q	1000.00	1664	1764	411
	P	1025.00	1692	1794	207
	N	1050.00	1699	1801	101
CONTESSA XXX RUM BLENDED WITH MATURED CANE JUICE SPIRITS	Q	943.00	1599	1695	405
	P	998.00	1661	1761	205
	N	1000.00	1642	1741	100
KIEV TRIPLE DISTILLED ULTRA SMOOTH PURE VODKA	Q	1670.00	3063	3247	565
	P	1722.00	3121	3308	285
	N	1775.00	3134	3322	140
M2 MAGIC MOMENTS PREMIUM GRAIN VODKA	Q	1670.00	3063	3247	565
	P	1722.00	3121	3308	285
	N	1775.00	3134	3322	140
M2 MAGIC MOMENTS REMIX FLAVOURED VODKA GREEN APPLE	Q	2100.00	3547	3760	608
	P	2132.00	3583	3798	306
	N	2163.00	3570	3784	150
M2 MAGIC MOMENTS REMIX FLAVOURED VODKA LEMON GRASS & GINGER	Q	2100.00	3547	3760	608
	P	2132.00	3583	3798	306
	N	2163.00	3570	3784	150
M2 MAGIC MOMENTS REMIX GREEN APPLE FLAVOURED SUPERIOR VODKA	Q	2200.00	3659	3879	618
	P	2232.00	3695	3917	311
	N	2263.00	3683	3904	152
M2 MAGIC MOMENTS REMIX LEMON GRASS AND GINGER FLAVOURED SUPERIOR VODKA	Q	2200.00	3659	3879	618
	P	2232.00	3695	3917	311
	N	2263.00	3683	3904	152
M2 MAGIC MOMENTS SUPERIOR GRAIN VODKA	Q	1770.00	3175	3366	575
	P	1799.00	3208	3400	289
	N	1799.00	3161	3351	141
OLD CHIEF DELUXE XXX RUM	Q	960.00	1619	1716	407
	P	995.00	1658	1757	205
	N	1000.00	1642	1741	100
ROCK STAR RESERVE WHISKY	Q	900.00	1551	1644	401
	P	900.00	1551	1644	200
	N	900.00	1530	1622	97
ROCK STAR XXX RUM	Q	900.00	1551	1644	401

M/s Paradise Distilleries Pvt.Ltd

	P	900.00	1551	1644	200
	N	900.00	1530	1622	97
	Q	900.00	1551	1644	401
ROYAL GENERAL PREMIUM GOLD RESERVE WHISKY	P	900.00	1551	1644	200
	N	900.00	1530	1622	97
	Q	947.00	1604	1700	406
ROYAL GENERAL PREMIUM WHISKY	P	984.00	1646	1745	205
	N	1000.00	1642	1741	100
	Q	1639.00	3028	3210	562
SHERRY PLATINUM WHISKY	P	1639.00	3028	3210	281
	N	1701.00	3051	3234	138
	Q	1639.00	3028	3210	562

M/s Yamuna Beverages Pvt.Ltd.

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
BLACK TIGER DELIXE WHISKY	Q	895.00	1545	1638	400
	P	895.00	1545	1638	200
	N	895.00	1524	1615	97
NIGHT QUEEN DELUXE WHISKY	Q	895.00	1545	1638	400
	P	895.00	1545	1638	200
	N	895.00	1524	1615	97

NEUWORLD SPIRITS PRIVATE LIMITED

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
DOWNING STREET PREMIUM WHISKY	Q	3360.00	4964	5262	733
	P	3450.00	5065	5369	371
	N	3701.00	5301	5619	188
REAL TIME INDIAN CRAFTED WHISKY	Q	900.00	1551	1644	401
	P	900.00	1551	1644	200
	N	900.00	1530	1622	97
ROYAL TRIBE INTERNATIONAL BLENDED WHISKY	Q	1663.00	3055	3238	565
	P	1663.00	3055	3238	282
	N	1725.00	3078	3263	139

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NORTH INDIA DISTILLERS BOTTLERS

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
AC BLACK LUXURY PURE GRAIN WHISKY	Q	1646.00	3036	3218	563
	P	1646.00	3036	3218	281
	N	1708.00	3058	3241	138
ARISTOCRAT PREMIUM CLASSIC WHISKY	Q	1255.00	1950	2067	436
	P	1255.00	1950	2067	218
	N	1255.00	1929	2045	106
ARISTOCRAT PREMIUM RARE WHISKY	Q	967.00	1626	1724	408
	P	985.00	1647	1746	205
	N	996.00	1638	1736	100
ARISTOCRAT SPECIAL RESERVE XXX RUM	Q	840.00	1484	1573	395
	P	868.00	1515	1606	199
	N	902.00	1532	1624	97
ARISTOCRAT SUPERIOR WHISKY	Q	840.00	1484	1573	395
	P	862.00	1508	1598	199
	N	888.00	1516	1607	97
ARMANDO BLENDED PREMIUM WHISKY	Q	1253.00	1948	2065	436
	P	1253.00	1948	2065	218
	N	1291.00	1970	2088	107
ARMANDO SMOOTH GRAIN WHISKY	Q	654.00	1274	1350	376
	P	690.00	1315	1394	190
	N	757.00	1369	1451	94
BOXER XXX RUM	Q	536.00	1142	1211	365
	P	568.00	1178	1249	184
	N	586.00	1177	1248	90
CALENTER DELUXE V.S.O.P BRANDY	Q	1800.00	3209	3402	578
	P	1825.00	3237	3431	290
	N	1850.00	3218	3411	142
DOUBLE BLUE PREMIUM BLENDED WHISKY	Q	1260.00	1956	2073	437
	P	1280.00	1979	2098	219
	N	1300.00	1980	2099	107
EPISODE CLASSIC WHISKY	Q	948.00	1605	1701	406
	P	985.00	1647	1746	205
	N	1000.00	1642	1741	100

NORTH INDIA DISTILLERS BOTTLERS

EPISODE DELUXE WHISKY	Q	899.00	1550	1643	401
	P	899.00	1550	1643	200
	N	899.00	1529	1621	97
EPISODE DELUXE XXX RUM	Q	919.00	1572	1666	403
	P	954.00	1612	1709	203
	N	989.00	1630	1728	100
ICE BARE IT ALL VODKA	Q	1670.00	3063	3247	565
	P	1722.00	3121	3308	285
	N	1775.00	3134	3322	140
ICE BITE THE APPLE VODKA PREMIUM	Q	2100.00	3399	3603	561
	P	2132.00	3435	3641	282
	N	2163.00	3429	3635	138
INNATE RESERVE 9 BARREL BLEND PREMIUM WHISKY	Q	1351.00	2704	2866	534
	P	1375.00	2731	2895	268
	N	1400.00	2712	2875	131
MASTER PRIDE DELUXE WHISKY	Q	840.00	1484	1573	395
	P	863.00	1509	1600	199
	N	899.00	1529	1621	97
MASTERS PRIDE CLASSIC WHISKY	Q	890.00	1540	1632	400
	P	893.00	1543	1636	200
	N	896.00	1525	1617	97
ROYAL GREEN DELUXE BLENDED WHISKY	Q	1664.00	3056	3239	565
	P	1690.00	3085	3270	284
	N	1725.00	3078	3263	139
ROYAL PRIDE RESERVE WHISKY	Q	3360.00	4964	5262	733
	P	3450.00	5065	5369	371
	N	3700.00	5299	5617	188

PERNOD RICARD INDIA PVT LTD

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
SEAGRAM'S 100 PIPERS EXCEPTIONAL BLENDED SCOTCH WHISKY	Q	8334.00	10560	11194	1228
	P	8333.00	10559	11193	614
	N	8501.00	10701	11343	307
SEAGRAM'S 100 PIPERS EXCEPTIONAL BLENDED	Q	11989.00	14672	15552	1591

PERNOD RICARD INDIA PVT LTD

SCOTCH WHISKY AGED 12 YEARS					
SEAGRAM'S BLENDERS PRIDE EXCLUSIVE PREMIUM WHISKY	Q	3509.00	5132	5440	748
	P	3545.00	5172	5482	376
	N	3860.00	5479	5808	192
SEAGRAMS BLENDERS PRIDE RESERVE COLLECTION EXCLUSIVE WHISKY	Q	4590.00	6348	6729	856
	P	4822.00	6609	7006	439
	N	4999.00	6761	7167	220

PERNOD RICARD INDIA PVT LTD

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
SEAGRAM'S BLENDERS PRIDE EXCLUSIVE PREMIUM WHISKY	Q	3509.00	5132	5440	748
	P	3545.00	5172	5482	376
	N	3860.00	5479	5808	192
SEAGRAMS BLENDERS PRIDE RESERVE COLLECTION EXCLUSIVE WHISKY	Q	4590.00	6348	6729	856
	P	4822.00	6609	7006	439
	N	4999.00	6761	7167	220
SEAGRAM'S IMPERIAL BLUE SUPERIOR GRAIN WHISKY	Q	1322.00	2671	2831	531
	P	1322.00	2671	2831	265
	N	1322.00	2624	2781	129
SEAGRAM'S ROYAL STAG BARREL SELECT WHISKY	Q	2362.00	3841	4071	634
	P	2594.00	4102	4348	329
	N	2790.00	4276	4533	165
SEAGRAM'S ROYAL STAG CLASSIC WHISKY	Q	1740.00	3142	3331	572
	P	1740.00	3142	3331	286
	N	1810.00	3173	3363	141

PREMIER ALCOBEV PRIVATE LIMITED

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
ALL SEASONS GOLDEN COLLECTION RESERVE WHISKY	Q	1663.00	3055	3238	565
	P	1663.00	3055	3238	282
	N	1725.00	3078	3263	139
BATCH 9 SELECT CASK RESERVE EDITION WHISKY	Q	1260.00	1956	2073	437
	P	1260.00	1956	2073	218

PREMIER ALCOBEV PRIVATE LIMITED

	N	1260.00	1935	2051	106
CAPTAIN MORGAN SELECT THE ORIGINAL RUM	Q	1590.00	2973	3151	557
	P	1590.00	2973	3151	279
	N	1590.00	2926	3102	136
CLASS 21 GRAIN VODKA	Q	964.00	1623	1720	407
	P	991.00	1653	1752	205
	N	1019.00	1664	1764	100
DIRECTOR SPECIAL BLACK DELUXE WHISKY	Q	1049.00	1719	1822	416
	P	1049.00	1719	1822	208
	N	1049.00	1697	1799	101
KNIGHT STORM DELUXE GRAIN WHISKY	Q	899.00	1550	1643	401
	P	899.00	1550	1643	200
	N	899.00	1529	1621	97
KNIGHT STORM SUPERIOR GRAIN WHISKY	Q	839.00	1482	1571	395
	P	839.00	1482	1571	197
	N	839.00	1461	1549	96
MCDOWELL'S GREEN LABEL THE RICH BLEND WHISKY	Q	999.00	1662	1762	411
	P	1000.00	1664	1764	205
	N	1000.00	1642	1741	100
MCDOWELL'S NO.1 CELEBRATION CLASSIC XXX RUM	Q	965.00	1624	1721	407
	P	1000.00	1664	1764	205
	N	1000.00	1642	1741	100
MCDOWELL'S NO.1 CLASSIC BLEND WHISKY	Q	1260.00	1956	2073	437
	P	1260.00	1956	2073	218
	N	1260.00	1935	2051	106
MC DOWELL'S NO.1 DELUXE WHISKY ORIGINAL	Q	1350.00	2703	2865	534
	P	1350.00	2703	2865	267
	N	1450.00	2768	2934	132
MCDOWELL'S NO.1 ORIGINAL BLENDED WHISKY	Q	1350.00	2703	2865	534
	P	1350.00	2703	2865	267
	N	1450.00	2768	2934	132
MCDOWELL'S NO.1 SELECT WHISKY ORIGINAL	Q	1260.00	1956	2073	437
	P	1260.00	1956	2073	218
	N	1260.00	1935	2051	106
OFFICERS CHOICE BLUE PURE GRAIN WHISKY	Q	1259.00	1955	2072	437
	P	1259.00	1955	2072	218

2024.06.14 12:56

PREMIER ALCOBEV PRIVATE LIMITED

	N	1259.00	1934	2050	106
OFFICER'S CHOICE PRESTIGE WHISKY	Q	930.00	1585	1680	404
	P	956.00	1614	1711	203
	N	982.00	1622	1719	99
OFFICERS CHOICE SUPERIOR WHISKY	Q	900.00	1551	1644	401
	P	900.00	1551	1644	200
	N	900.00	1530	1622	97
OLD SNIPER CLASSIC XXX RUM BLENDED WITH MALT	Q	999.00	1662	1762	411
	P	1000.00	1664	1764	205
	N	1000.00	1642	1741	100
PREMIERS CLUB PLATINUM WHISKY	Q	1307.00	2654	2813	529
	P	1313.00	2661	2821	265
	N	1319.00	2621	2778	129
PREMIERS CLUB RARE GRAIN WHISKY	Q	999.00	1662	1762	411
	P	999.00	1662	1762	205
	N	999.00	1641	1739	100
PREMIUM ROMANOV VODKA	Q	999.00	1662	1762	411
	P	1000.00	1664	1764	205
	N	1000.00	1642	1741	100
PREMIUM ROMANOV VODKA APPLE FLAVOURED	Q	1213.00	1903	2017	432
	P	1235.00	1928	2044	217
	N	1257.00	1931	2047	106
ROYAL CHALLENGE FINE RESERVE WHISKY	Q	1663.00	3055	3238	565
	P	1663.00	3055	3238	282
	N	1726.00	3079	3264	139
ROYAL CHALLENGE PREMIUM RESERVE WHISKY	Q	1740.00	3142	3331	572
	P	1775.00	3181	3372	288
	N	1799.00	3161	3351	141
SIGNATURE RARE AGED WHISKY	Q	3218.00	4804	5092	719
	P	3303.00	4900	5194	364
	N	3514.00	5090	5395	183
STERLING RESERVE B7 FINE BLENDED WHISKY	Q	1740.00	3142	3331	572
	P	1740.00	3142	3331	286
	N	1800.00	3162	3352	141
STRERLING RESERVE B7 ORIGINAL BLENDED	Q	1663.00	3055	3238	565
	P	1663.00	3055	3238	282

PREMIER ALCOBEV PRIVATE LIMITED

WHISKY	N	1725.00	3078	3263	139
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SABACCHUS DISTILLERY PVT LTD

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
ASHWA PREMIUM VINTAGE SPICED RUM	Q	3150.00	4728	5012	712
ASHWA PREMIUM WHISKY	Q	3360.00	4964	5262	733
	N	3705.00	5305	5623	188
BIO VODKA REAL APPLE	Q	2260.00	3727	3951	624
	P	2350.00	3828	4058	316
	N	2505.00	3955	4192	158
DAILY SPECIAL CRAFTED WHISKY	Q	1663.00	3055	3238	565
	P	1690.00	3085	3270	284
	N	1740.00	3094	3280	139

Bacardi India Pvt Ltd

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
BACARDI APPLE ORIGINAL APPLE RUM	Q	3555.00	5183	5494	753
	P	3590.00	5223	5536	378
	N	3689.00	5287	5604	188
Bacardi Carta Blanca Ultra Classic Superior White Rum	Q	3404.00	5014	5315	738
	P	3490.00	5110	5417	373
	N	3579.00	5163	5473	185
BACARDI GINGER ORIGINAL GINGER RUM	Q	3985.00	5667	6007	795
	P	3985.00	5667	6007	398
	N	4135.00	5789	6136	199
BACARDI LIMON ORIGINAL CITRUS RUM	Q	3555.00	5183	5494	753
	P	3590.00	5223	5536	378
	N	3689.00	5287	5604	188
BACARDI MANGO CHILLI ORIGINAL MANGO CHILLI RUM	Q	3985.00	5667	6007	795
	P	3985.00	5667	6007	398
	N	4135.00	5789	6136	199
BLACK BY BACARDI	Q	3151.00	4729	5013	713

ORIGINAL PREMIUM

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Bacardi India Pvt Ltd

CRAFTED RUM	P	3151.00	4729	5013	356
	N	3151.00	4682	4963	174
DEWAR'S BLENDED SCOTCH WHISKY WHITE LABEL	Q	8341.00	10568	11202	1228
WILLIAM LAWSON'S BLENDED SCOTCH WHISKY SUPER PREMIUM	Q	7100.00	9172	9722	1105

BEAM GLOBAL SPIRITS AND WINES PVT LTD

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
JIM BEAM BOURBAN	Q	7657.00	9798	10386	1160
	N	11323.00	13875	14708	377
OAKSMITH GOLD INTERNATIONAL BLENDED WHISKEY	Q	4129.00	5829	6179	810
	P	4255.00	5971	6329	411
	N	4536.00	6240	6614	209
TEACHER 50 SCOTCH	Q	10564.00	13069	13853	1449
	P	10917.00	13466	14274	742
	N	11022.00	13537	14349	370
TEACHER HIGHLAND CREAM	Q	7665.00	9807	10395	1161
	P	7886.00	10056	10659	592
	N	7989.00	10125	10733	295
TEACHER'S GOLDEN THISTLE	Q	16700.00	19972	21170	2059

KHODAY INDIA LIMITED

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
PETER SCOT MALT WHISKY	Q	3512.00	5135	5443	748
	P	3623.00	5260	5576	380
RED KNIGHT FINEST BLENDED MALT WHISKY	Q	3006.00	4566	4840	698
	P	3051.00	4616	4893	351
	N	3123.00	4650	4929	174

PERNOD RICARD INDIA PRIVATE LIMITED

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
SEAGRAM'S 100 PIPERS EXCEPTIONAL BLENDED SCOTCH WHISKY	Q	8334.00	10560	11194	1228
	P	8333.00	10559	11193	614
	N	8501.00	10701	11343	307
SEAGRAM'S 100 PIPERS EXCEPTIONAL BLENDED SCOTCH WHISKY AGED 12 YEARS	Q	11989.00	14672	15552	1591
SEAGRAM'S BLENDERS PRIDE EXCLUSIVE PREMIUM WHISKY	Q	3509.00	5132	5440	748
	P	3545.00	5172	5482	376
	N	3860.00	5479	5808	192
SEAGRAMS BLENDERS PRIDE RESERVE COLLECTION EXCLUSIVE WHISKY	Q	4590.00	6348	6729	856
	P	4822.00	6609	7006	439
	N	4999.00	6761	7167	220

PERNOD RICARD INDIA PRIVATE LIMITED

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
SEAGRAM'S BLENDERS PRIDE EXCLUSIVE PREMIUM WHISKY	Q	3509.00	5132	5440	748
	P	3545.00	5172	5482	376
	N	3860.00	5479	5808	192
SEAGRAMS BLENDERS PRIDE RESERVE COLLECTION EXCLUSIVE WHISKY	Q	4590.00	6348	6729	856
	P	4822.00	6609	7006	439
	N	4999.00	6761	7167	220
SEAGRAM'S IMPERIAL BLUE SUPERIOR GRAIN WHISKY	Q	1322.00	2671	2831	531
	P	1322.00	2671	2831	265
	N	1322.00	2624	2781	129
SEAGRAM'S ROYAL STAG BARREL SELECT WHISKY	Q	2362.00	3841	4071	634
	P	2594.00	4102	4348	329
	N	2790.00	4276	4533	165
SEAGRAM'S ROYAL STAG CLASSIC WHISKY	Q	1740.00	3142	3331	572
	P	1740.00	3142	3331	286
	N	1810.00	3173	3363	141

United Spirits Limited

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
ANTIQUITY BLUE ULTRA PREMIUM WHISKY	Q	4666.00	6433	6819	863
	P	4757.00	6536	6928	436
	N	4881.00	6628	7026	217
BLACK DOG CENTENARY BLACK RESERVE AGED & RARE BLENDED SCOTCH WHISKY	Q	8604.00	10864	11516	1254
	P	8244.00	10459	11087	609
	N	8338.00	10517	11148	303
BLACK DOG CENTENARY BLACK RESERVE AGED & RARE BLENDED SCOTCH WHISKY CELEBRATION EDITION	Q	8604.00	10864	11516	1254
	P	8223.00	10435	11061	608
	N	8318.00	10495	11125	303
BLACK DOG TRIPLE GOLD RESERVE BLENDED SCOTCH WHISKY	Q	12111.00	14809	15698	1603
	P	12505.00	15252	16167	821
	N	12768.00	15501	16431	413
BLACK DOG TRIPLE GOLD RESERVE BLENDED SCOTCH WHISKY CELEBRATION EDITION	Q	12111.00	14809	15698	1603
	P	12485.00	15230	16144	820
	N	12749.00	15480	16409	413
BLACK & WHITE BLENDED SCOTCH WHISKY	Q	8831.00	11119	11786	1277
	P	9137.00	11463	12151	654
	N	9048.00	11316	11995	321
ROYAL CHALLENGE AMERICAN PRIDE GOLD BLEND WHISKY	Q	3500.00	5122	5429	747
	N	3600.00	5187	5498	186
SIGNATURE PREMIER GRAIN WHISKY	Q	3801.00	5460	5788	777
	P	3906.00	5578	5913	394
	N	4013.00	5652	5991	196
SMIRNOFF GREEN APPLE TRIPLE DISTILLED VODKA ADDED GREEN APPLE FLAVOUR	Q	3943.00	5472	5800	744
	P	4303.00	5877	6230	390
	N	4274.00	5804	6152	191
SMIRNOFF ORANGE TRIPLE DISTILLED VODKA ADDED ORANGE FLAVOUR	Q	3943.00	5472	5800	744
	P	4303.00	5877	6230	390
	N	4274.00	5804	6152	191
SMIRNOFF TRIPLE DISTILLED VODKA RECIPE NO.21 STE PIERRE	Q	3413.00	5024	5325	739
	P	3387.00	4994	5294	368
	N	3659.00	5253	5568	187

2024.06.14 12:59

PERNOD RICARD INDIA PRIVATE LIMITED

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
SEAGRAM'S 100 PIPERS EXCEPTIONAL BLENDED SCOTCH WHISKY	Q	8334.00	10560	11194	1228
	P	8333.00	10559	11193	614
	N	8501.00	10701	11343	307
SEAGRAM'S OAKEN GLOW BLENDED PREMIUM WHISKY	Q	3502.00	5124	5431	747
	P	3502.00	5124	5431	374
	N	3491.92	5065	5369	183

Piccadily Agro Industries Ltd.

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
CAMIKARA RUM CASK 3 YO AGED	Q	12500.00	15247	16162	1642
INDRI SINGLE MALT INDIAN WHISKY	Q	22500.00	26497	28087	2635
	60 ml.	22500.00	26497	28087	211
WHISTLER BARREL AGED BLENDED MALT WHISKY	Q	3360.00	4964	5262	733
	P	3450.00	5065	5369	371
	N	3701.00	5301	5619	188

RADICO KHAITAN LIMITED

Name of Brand	Size	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
JAISALMER INDIAN CRAFT GIN	Q	20228.00	23941	25377	2410
M2 MAGIC MOMENTS VERVE SUPER PREMIUM VODKA	Q	3237.00	4826	5116	721
	P	3213.00	4799	5087	359
	N	3472.00	5043	5346	182
MORPHEUS XO BLENDED PREMIUM BRANDY	Q	3345.00	4947	5244	732
	P	3345.00	4947	5244	366
	N	3445.00	5013	5314	182
ROYAL RANTHAMBORE HERITAGE COLLECTION ROYAL CRAFTED RESERVE WHISKY	Q	8995.00	11303	11981	1293
	P	8995.00	11303	11981	647
	N	8995.00	11256	11931	320

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United Spirits Limited					
VAT 69 BLENDED SCOTCH WHISKY	Q	7114.00	9187	9738	1106
	P	7313.00	9411	9976	563
	N	7256.00	9300	9858	276
VAT 69 BLENDED SCOTCH WHISKY CELEBRATION EDITION	Q	7114.00	9187	9738	1106
	P	7313.00	9411	9976	563
	N	7256.00	9300	9858	276

Commissioner of State Taxes and Excise
Himachal Pradesh

Ednst No. 7-475/2024-EXN-

15724-43

Dated: 14/6/24

Copy for Information and Necessary action is forwarded to:-

1. The Addl./Jt. Commissioner State Taxes and Excise, South Zone, North Zone, Central Zone Shimla, Palampur and Mandi.
2. The Addl. Commissioner State Taxes and Excise (IT) HQ with the direction to upload the same on the official website.
4. The Jt. Commissioner State Taxes and Excise, Flying Squad South Zone, North Zone, Central Zone Shimla, Palampur, Una.
5. The Dy. Commissioner State Taxes and Excise Shimla, Solan, Sirmour, Bilaspur, Mandi, Kullu Hamirpur, Kangra, Una and Chamba
5. The Assistant Commissioner State Taxes and Excise -Incharge District Kinnaur.
6. All concerned License Holders.

Commissioner of State Taxes and Excise
Himachal Pradesh