



DEPARTMENT OF STATE TAXES AND EXCISE
Government of Himachal Pradesh

ORDER

No. 7-475/2025-EXN- **8226-8244**

Dated: **02/04/25**

The Maximum retail sale prices per bottle, to be printed on the labels for Beer and RTD Brands, from L1-B/L1-C to L1 and from L1 to retailers for the year 2025-2026 are fixed as follows, with the condition that all these brands are registered/renewed.

Mohan Meakin Limited						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
GOLDEN EAGLE LAGER BEER	650	5.00	458.85	840.00	890.00	160.00
GOLDEN EAGLE SUPER STRONG BEER	650	8.25	487.20	995.00	1055.00	180.00
GOLDEN EAGLE ULTRA PREMIUM LAGER BEER	650	5.00	714.00	1127.00	1195.00	195.00
GYMKHANA GOLD PREMIUM STRONG BEER	650	8.25	600.00	1122.00	1189.00	195.00
	330	8.25	781.00	1332.00	1412.00	110.00
KATI PATANG BAREILLY BOLD CRAFT STRONG BEER	650	8.00	670.00	1201.00	1273.00	205.00
	330	8.00	1080.00	1669.00	1769.00	130.00
KATI PATANG BAREILLY EXTRA BOLD CRAFT STRONG BEER	650	8.00	550.00	1066.00	1130.00	190.00
KATI PATANG SAFFRON LAGER BEER	330	5.00	1126.00	1596.00	1692.00	125.00
MEAKIN 10000 SUPER STRONG BEER	650	8.25	474.60	981.00	1040.00	180.00
THE ORIGINAL LION PREMIUM SUPER STRONG BEER	650	8.25	620.00	1144.00	1213.00	195.00
THUNDERBOLT DELUXE SUPER STRONG BEER	650	8.00	539.00	1053.00	1116.00	185.00

M/s Carlsberg India Pvt.Ltd.						
Name of Brand	Size	Strength	Ex-Brewery	Selling Price	Selling Price	Maximum Retail

M/s Carlsberg India Pvt.Ltd.						
		%v/v	Price fixed for 2025-26	from L1B and L1-C to L1	from L1 to Retailers	Sale Price Per unit 2025-26
CARLSBERG PREMIUM ELEPHANT STRONG DANISH EXPORT BEER	650	8.25	651.00	1179.00	1250.00	200.00
	500	8.25	1052.10	1867.00	1979.00	160.00
TUBORG PREMIUM BEER	650	5.00	458.85	840.00	890.00	160.00
TUBORG STRONG BEER	650	8.25	487.20	995.00	1055.00	180.00
	500	8.25	761.25	1539.00	1631.00	140.00

ANHEUSER BUSCH INBEV INDIA LTD						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
BUDWEISER KING OF BEERS (650 ML, 500 ML, 330 ML)	650	5.00	755.00	1173.00	1243.00	200.00
	500	5.00	1405.00	2075.00	2200.00	170.00
	330	5.00	1062.00	1524.00	1615.00	125.00
BUDWEISER MAGNUM BEER (650 ML, 500 ML, 330 ML)	650	8.25	834.00	1385.00	1468.00	225.00
	500	8.25	1433.00	2295.00	2433.00	185.00
	330	8.25	1148.00	1745.00	1850.00	135.00
CORONA EXTRA PREMIUM BEER (330 MLS)	330	5.00	1650.00	2185.00	2316.00	160.00
HOEGAARDEN BELGIAN WITBIER BEER (330 ML) (15L, 30L, 50L)	330	5.00	1791.00	2344.00	2485.00	170.00

B 9 BEVERAGES LIMITED						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
BIRA 91 BLONDE SUMMER LAGER BEER	650	5.00	741.00	1158.00	1227.00	200.00
	500	5.00	1226.00	1873.00	1985.00	160.00
	330	5.00	961.00	1410.00	1495.00	115.00
BIRA 91 GOLD WHEAT STRONG BEER	650	8.25	910.00	1471.00	1559.00	235.00
	500	8.25	1397.00	2255.00	2390.00	180.00
BIRA 91 RISE RICE STRONG LAGER BEER	650	8.25	910.00	1471.00	1559.00	235.00
	500	8.25	1397.00	2255.00	2390.00	180.00

B 9 BEVERAGES LIMITED						
BIRA 91 SUPERFRESH NATURAL WHITE BEER	500	5.00	1553.00	2241.00	2375.00	180.00
	330	5.00	1432.00	1940.00	2056.00	145.00
ORIGINAL BIRA 91 BOOM SUPER STRONG BEER	650	8.25	755.00	1296.00	1374.00	215.00
	500	8.25	1087.00	1906.00	2020.00	160.00

Bacardi India Pvt Ltd						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
Bacardi Extra Gold + Cranberry	275	8.00	1169.70	1592.00	1688.00	125.00
Bacardi Extra Gold + Lemonade	275	8.00	1169.70	1592.00	1688.00	125.00
Bacardi Extra Gold + Orange	275	8.00	1169.70	1592.00	1688.00	125.00
Breezer Extra Gold Crisp Watermelon Mint	275	4.80	1082.55	1375.00	1458.00	105.00
Breezer Extra Gold Delicious Blackberry Crush	275	4.80	1082.55	1375.00	1458.00	105.00
Breezer Extra Gold Exotic Jamaican Passion	275	4.80	1082.55	1375.00	1458.00	105.00
BREEZER EXTRA GOLD RIPE MANGO PEACH	275	4.80	1082.55	1375.00	1458.00	105.00
Breezer Extra Gold Tangy Cranberry	275	4.80	1082.55	1375.00	1458.00	105.00
Breezer Extra Gold Tasty Blueberry	275	4.80	1082.55	1375.00	1458.00	105.00
BREEZER ULTRA CLASSIC ZESTY ORANGE	275	4.80	1082.55	1375.00	1458.00	105.00

Devans Modern Breweries Ltd.						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
GODFATHER STRONG	650	8.00	530.00	1043.00	1106.00	185.00

Devans Modern Breweries Ltd.						
BEER	500	8.00	840.00	1628.00	1726.00	145.00
GODFATHER SUPER 8 FINEST STRONG BEER	650	8.00	770.00	1313.00	1392.00	215.00
	500	8.00	1346.00	2197.00	2329.00	180.00
GODFATHER SUPER STRONG HIGH POWER BEER	650	8.00	492.00	1000.00	1060.00	180.00
	500	8.00	840.00	1628.00	1726.00	145.00
GODFATHER SUPREME FINEST STRONG BEER	650	8.00	660.00	1189.00	1260.00	200.00
	500	8.00	1083.00	1901.00	2015.00	160.00
GODFATHER THE LEGENDARY PREMIUM STRONG BEER	650	8.00	686.00	1219.00	1292.00	205.00
	500	8.00	1131.00	1955.00	2072.00	165.00
SIX FIELDS BLANCHE PREMIUM WHEAT BEER	500	5.00	1366.00	2031.00	2153.00	170.00
	330	5.00	1123.00	1592.00	1688.00	125.00
SIX FIELDS BRUTE BEER FOR THE BRAVE	650	8.00	895.00	1454.00	1541.00	235.00
	500	8.00	1441.00	2304.00	2442.00	185.00
SIX FIELDS CULT PREMIUM STRONG WHEAT BEER	650	8.00	870.00	1426.00	1512.00	230.00
	500	8.00	1391.00	2248.00	2383.00	180.00

Medusa Beverages Pvt .Ltd.						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
MEDUSA EXTRA PREMIUM STRONG BEER	650	8.25	824.00	1374.00	1456.00	225.00
	500	8.25	1322.00	2170.00	2300.00	175.00
	330	8.25	896.00	1462.00	1550.00	120.00
MEDUSA PREMIUM STRONG BEER	650	8.25	829.00	1379.00	1462.00	225.00
	500	8.25	1299.00	2144.00	2273.00	175.00
	330	8.25	875.00	1438.00	1524.00	120.00

MOLSON COORS INDIA PVT LTD						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
BLUE MOON BELGIAN WHITE BELGIAN STYLE WHEAT ALE BEER	500	5.00	2258.00	3034.00	3216.00	225.00
	330	5.00	1572.00	2097.00	2223.00	155.00

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MOLSON COORS INDIA PVT LTD						
CARLING STRONG PREMIUM BEER	650	8.00	697.00	1231.00	1305.00	205.00
MILLER ACE STRONG BEER	650	8.00	759.00	1301.00	1379.00	215.00
	500	8.00	1095.00	1915.00	2030.00	160.00
MILLER HIGH LIFE PREMIUM BEER	500	5.00	1161.00	1800.00	1908.00	155.00
PREMIUM THUNDERBOLT SUPER STRONG BEER	500	8.00	803.00	1586.00	1681.00	145.00
THUNDER BOLT PLATINUM EXTRA STRONG BEER	650	8.00	489.00	997.00	1057.00	180.00

M/s A B Grain Spirits Pvt.Ltd.						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
DONNA BOLD STRONG BEER	650	8.00	779.00	1323.00	1402.00	220.00
	500	8.00	1285.00	2129.00	2257.00	175.00
	330	8.00	978.00	1554.00	1647.00	125.00
KIBBA 4 SUPERIOR MILD BEER	650	5.00	803.00	1227.00	1301.00	205.00
	650	5.00	803.00	1227.00	1301.00	205.00
	500	5.00	1286.00	1941.00	2057.00	165.00
	500	5.00	1286.00	1941.00	2057.00	165.00
	330	5.00	1003.00	1457.00	1544.00	120.00
	330	5.00	1003.00	1457.00	1544.00	120.00
ROCKBERG GOLD PREMIUM BEER STRONG	650	8.00	572.00	1090.00	1155.00	190.00
	500	8.00	961.00	1764.00	1870.00	155.00
	330	8.00	877.88	1441.00	1527.00	120.00

SONA BEVERAGES PRIVATE LIMITED						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
SIMBA JUNGLE STOUT	500	5.00	1620.00	2317.00	2456.00	185.00
	330	5.00	1316.00	1809.00	1918.00	140.00
SIMBA ROAR EXTRA STRONG	650	8.25	740.00	1279.00	1356.00	215.00
	500	8.25	1160.00	1988.00	2107.00	165.00
	330	8.25	896.00	1462.00	1550.00	120.00

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SONA BEVERAGES PRIVATE LIMITED						
SIMBA ROAR SERIES LIGHT PREMIUM LAGER BEER	650	5.00	740.00	1156.00	1225.00	200.00
	500	5.00	1086.00	1716.00	1819.00	150.00
	330	5.00	860.00	1296.00	1374.00	110.00
SIMBA WIT BOLD EDITION BELGIAN- STYLE WITBIER	650	5.00	1092.00	1552.00	1645.00	245.00
	500	5.00	1320.00	1979.00	2098.00	165.00
	330	5.00	1008.00	1463.00	1551.00	120.00

TITE BEVERAGES PRIVATE LIMITED						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
KIBBA 6 SUPERIOR STRONG BEER	650	6.00	779.00	1323.00	1402.00	220.00
	500	6.00	1285.00	2129.00	2257.00	175.00
	330	6.00	978.00	1554.00	1647.00	125.00

United Breweries Ltd (Bombay Source)						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
HEINEKEN LAGER BEER	650	5.00	1018.00	1469.00	1557.00	235.00
	500	5.00	1724.00	2434.00	2580.00	190.00
	330	5.00	1210.00	1690.00	1791.00	130.00
KINGFISHER PREMIUM LAGER BEER	500	5.00	799.00	1393.00	1477.00	130.00
KINGFISHER STRONG PREMIUM BEER	500	8.00	809.00	1593.00	1689.00	145.00
KINGFISHER ULTRA LAGER BEER	650	5.00	750.00	1168.00	1238.00	200.00
	500	5.00	1350.00	2013.00	2134.00	165.00
	330	5.00	1000.00	1454.00	1541.00	120.00
KINGFISHER ULTRA MAX PREMIUM STRONG BEER	650	8.00	830.00	1381.00	1464.00	225.00
	500	8.00	1430.00	2292.00	2430.00	185.00
	330	8.00	1158.00	1756.00	1861.00	135.00
KINGFISHER ULTRA PREMIUM BEER	650	5.00	738.00	1154.00	1223.00	200.00
	650	5.00	738.00	1154.00	1223.00	200.00
	330	5.00	908.00	1350.00	1431.00	115.00
	330	5.00	902.00	1344.00	1425.00	115.00

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United Breweries Ltd (Bombay Source)						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
KINGFISHER PREMIER MALT BEER	650	5.00	562.00	956.00	1013.00	175.00
	500	5.00	1065.00	1692.00	1794.00	150.00
	330	5.00	658.00	1069.00	1133.00	95.00
KINGFISHER PREMIUM LAGER BEER	650	5.00	471.00	854.00	905.00	165.00
	500	5.00	799.00	1393.00	1477.00	130.00
	330	5.00	543.00	940.00	996.00	90.00
KINGFISHER PRESTIGE LAGER BEER	650	5.00	608.00	1008.00	1068.00	180.00
	330	5.00	700.00	1116.00	1183.00	100.00
KINGFISHER PRESTIGE STRONG BEER	650	8.00	624.00	1149.00	1218.00	200.00
	330	8.00	752.00	1300.00	1378.00	110.00
KINGFISHER STRONG PREMIER MALT BEER	650	8.00	603.00	1125.00	1193.00	195.00
	500	8.00	1096.00	1916.00	2031.00	160.00
	330	8.00	699.00	1240.00	1314.00	105.00
KINGFISHER STRONG PREMIUM BEER	650	8.25	493.00	1001.00	1061.00	180.00
	500	8.00	809.00	1593.00	1689.00	145.00
KINGFISHER ULTRA LAGER BEER	650	5.00	750.00	1168.00	1238.00	200.00
	500	5.00	1350.00	2013.00	2134.00	165.00
	330	5.00	1000.00	1454.00	1541.00	120.00
KINGFISHER ULTRA MAX PREMIUM STRONG BEER	650	8.00	830.00	1381.00	1464.00	225.00
	500	8.00	1430.00	2292.00	2430.00	185.00
	330	8.00	1158.00	1756.00	1861.00	135.00
KINGFISHER ULTRA PREMIUM BEER	650	5.00	738.00	1154.00	1223.00	200.00
	650	5.00	738.00	1154.00	1223.00	200.00
	330	5.00	908.00	1350.00	1431.00	115.00
	330	5.00	902.00	1344.00	1425.00	115.00

United Breweries Ltd (Dharuhera Source)						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
HEINEKEN LAGER BEER	650	5.00	1018.00	1469.00	1557.00	235.00
	500	5.00	1724.00	2434.00	2580.00	190.00

United Breweries Ltd (Dharuhera Source)						
	330	5.00	1210.00	1690.00	1791.00	130.00
KINGFISHER PREMIUM LAGER BEER	500	5.00	799.00	1393.00	1477.00	130.00
KINGFISHER STRONG PREMIUM BEER	500	8.00	809.00	1593.00	1689.00	145.00
KINGFISHER ULTRA LAGER BEER	650	5.00	750.00	1168.00	1238.00	200.00
	500	5.00	1350.00	2013.00	2134.00	165.00
	330	5.00	1000.00	1454.00	1541.00	120.00
KINGFISHER ULTRA MAX PREMIUM STRONG BEER	650	8.00	830.00	1381.00	1464.00	225.00
	500	8.00	1430.00	2292.00	2430.00	185.00
	330	8.00	1158.00	1756.00	1861.00	135.00
KINGFISHER ULTRA PREMIUM BEER	650	5.00	738.00	1154.00	1223.00	200.00
	650	5.00	738.00	1154.00	1223.00	200.00
	330	5.00	908.00	1350.00	1431.00	115.00
	330	5.00	902.00	1344.00	1425.00	115.00

United Breweries Ltd (Ludhiana Source)						
Name of Brand	Size	Strength %v/v	Ex-Brewery Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
KINGFISHER PREMIER MALT BEER	650	5.00	562.00	956.00	1013.00	175.00
	500	5.00	1065.00	1692.00	1794.00	150.00
	330	5.00	658.00	1069.00	1133.00	95.00
KINGFISHER PREMIUM LAGER BEER	650	5.00	471.00	854.00	905.00	165.00
	500	5.00	799.00	1393.00	1477.00	130.00
	330	5.00	543.00	940.00	996.00	90.00
KINGFISHER PRESTIGE LAGER BEER	650	5.00	608.00	1008.00	1068.00	180.00
	330	5.00	700.00	1116.00	1183.00	100.00
KINGFISHER PRESTIGE STRONG BEER	650	8.00	624.00	1149.00	1218.00	200.00
	330	8.00	752.00	1300.00	1378.00	110.00
KINGFISHER STRONG PREMIER MALT BEER	650	8.00	603.00	1125.00	1193.00	195.00
	500	8.00	1096.00	1916.00	2031.00	160.00
	330	8.00	699.00	1240.00	1314.00	105.00
KINGFISHER STRONG	650	8.25	493.00	1001.00	1061.00	180.00

United Breweries Ltd (Ludhiana Source)						
PREMIUM BEER	500	8.00	809.00	1593.00	1689.00	145.00
KINGFISHER ULTRA LAGER BEER	650	5.00	750.00	1168.00	1238.00	200.00
	500	5.00	1350.00	2013.00	2134.00	165.00
	330	5.00	1000.00	1454.00	1541.00	120.00
KINGFISHER ULTRA MAX PREMIUM STRONG BEER	650	8.00	830.00	1381.00	1464.00	225.00
	500	8.00	1430.00	2292.00	2430.00	185.00
	330	8.00	1158.00	1756.00	1861.00	135.00
KINGFISHER ULTRA PREMIUM BEER	650	5.00	738.00	1154.00	1223.00	200.00
	650	5.00	738.00	1154.00	1223.00	200.00
	330	5.00	908.00	1350.00	1431.00	115.00
	330	5.00	902.00	1344.00	1425.00	115.00

RTD BEVERAGES

Bacardi India Pvt Ltd						
Name of Brand	Size	Strength	EDP/Depot Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
Bacardi Extra Gold + Cranberry	275	8.00	1169.70	1592.00	1688.00	125.00
Bacardi Extra Gold + Lemonade	275	8.00	1169.70	1592.00	1688.00	125.00
Bacardi Extra Gold + Orange	275	8.00	1169.70	1592.00	1688.00	125.00
Breezer Extra Gold Crisp Watermelon Mint	275	4.80	1082.55	1375.00	1458.00	105.00
Breezer Extra Gold Delicious Blackberry Crush	275	4.80	1082.55	1375.00	1458.00	105.00
Breezer Extra Gold Exotic Jamaican Passion	275	4.80	1082.55	1375.00	1458.00	105.00
BREEZER EXTRA GOLD RIPE MANGO PEACH	275	4.80	1082.55	1375.00	1458.00	105.00
Breezer Extra Gold Tangy Cranberry	275	4.80	1082.55	1375.00	1458.00	105.00
Breezer Extra Gold Tasty Blueberry	275	4.80	1082.55	1375.00	1458.00	105.00

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Bacardi India Pvt Ltd

BREEZER ULTRA
CLASSIC ZESTY
ORANGE

275 4.80

1082.55

1375.00

1458.00

105.00

SALUD BEVERAGES PRIVATE LIMITED

Name of Brand	Size	Strength	EDP/Depot Price fixed for 2025-26	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Maximum Retail Sale Price Per unit 2025-26
SALUD FIESTA	275	8.00	2369.00	2940.00	3116.00	200.00
SALUD STRONG CRANBERRY	275	8.00	2369.00	2940.00	3116.00	200.00

Commissioner of State Taxes and Excise
Himachal Pradesh

Dated: 02/04/2025

Ednst No. 7-475/2025-EXN-

8226-8244

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