



DEPARTMENT OF STATE TAXES AND EXCISE
Government of Himachal Pradesh

ORDER

No. 7-475/2025-EXN-

8741-8761

Dated: 08/04/2025

In partial modification to this office letter no. 7-475/2025-EXN-7926-946 Dated:31-03-2025 the Maximum retail sale prices per bottle, to be printed on the labels for Foreign Beer (BIO) Brands, from L1-BIO to L1-BB, L1-BB 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.

Name of Brand	Size (ml)	EDP/Depot Price fixed for 2025-2026	Selling Price from L-1BIO to L-1BB	Selling Price from L-1BB to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
CHANG BEER	490.00	3912.00	4408.00	4672.48	4765.93	241.00	265.00
CHANG BEER	330.00	3120.00	3517.00	3728.02	3802.58	187.00	210.00
CHANG BEER	320.00	3120.00	3517.00	3728.02	3802.58	187.00	205.00
PAZAP STRONG BEER	650.00	1483.50	1675.94	1776.50	1812.03	207.00	230.00
RED HORSE BEER CAN 500 ML	500.00	4119.00	4640.88	4919.33	5017.72	252.00	280.00
SERJA PREMIUM STRONG BEER 500ML	500.00	1440.00	1627.00	1724.62	1759.11	116.00	130.00
SINGHA BEER	490.00	4696.00	5290.00	5607.40	5719.55	281.00	310.00
SINGHA BEER	330.00	3658.00	4122.25	4369.59	4456.98	215.00	240.00
SINGHA BEER	330.00	3489.00	3932.13	4168.06	4251.42	206.00	230.00
TENSBERG PREMIUM STRONG BEER CRAFT	650.00	2392.00	2698.00	2859.88	2917.08	202.00	225.00
TENSBERG PREMIUM STRONG BEER CRAFT	500.00	2472.00	2788.00	2955.28	3014.39	169.00	190.00
TENSBERG PREMIUM	650.00	2386.00	2691.25	2852.73	2909.78	201.00	225.00

STRONG BEER (CRAFT)							
TENSBERG PREMIUM STRONG BEER (CRAFT)	500.00	2467.00	2782.38	2949.32	3008.31	169.00	185.00
DRUK 11000 PREMIUM STRONG BEER	650.00	1096.00	1240.00	1314.40	1340.69	167.00	185.00
DRUK 11000 PREMIUM STRONG BEER	500.00	1608.00	1816.00	1924.96	1963.46	125.00	140.00
ERDINGER WEISSBIER WITH FINE YEAST	330.00	3650.00	4113.25	4360.05	4447.25	214.00	240.00

Commissioner of State Taxes and Excise

Himachal Pradesh

Dated: 08/04/2025

Ednst No. 7-475/2025-EXN- 8741-8761

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, Chamba, Baddi and Nurpur.
5. The Assistant Commissioner State Taxes and Excise -Incharge District Kinnaur.
6. All concerned License Holders.

Commissioner of State Taxes and Excise

Himachal Pradesh