



DEPARTMENT OF STATE TAXES AND EXCISE
Government of Himachal Pradesh

ORDER

No. 7-475/2025-EXN- **8720-8740**

Dated: **08/04/2025**

In partial modification to this office letter no. 7-475/2025-EXN-7842-862 Dated:31-03-2025 the Maximum retail sale prices per bottle, to be printed on the labels for Wine Brands and Cider Brands, from S1/S1-B to S1-A/S1-C/L1 and from S1-A/S1-C/L1 to retailers for the year 2025-2026 are fixed as follows, with the condition that all these brands are registered/renewed.

Cider Mill India Private Limited-S1

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
CHANSAL APPLE WINE 650ML	650	14.00	1103.00	1611.00	1853.00	163.00	220.00
SEB APPLE CIDER	650	5.75	1130.00	1556.00	1789.00	158.00	215.00

Della Natura Food And Beverages -S1

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
APPLE CIDER	650	7.00	1075.00	1491.00	1715.00	152.00	205.00

Gold Wine Pvt Ltd-S1

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
GOLD HOME APPLE CIDER	650	8.00	926.00	1316.00	1513.00	135.00	185.00
	330	8.00	1178.10	1616.00	1858.00	82.00	110.00
GOLD HOME APPLE WINE	750	11.40	2130.45	2866.00	3296.00	285.00	385.00
	375	11.40	2341.71	3115.00	3582.00	154.00	210.00
GOLD HOME	750	11.40	2130.45	2866.00	3296.00	285.00	385.00

(Handwritten mark)

Gold Wine Pvt Ltd-S1

APRICOT WINE	375	11.40	2341.71	3115.00	3582.00	154.00	210.00
GOLD HOME CHERRY WINE	750	11.40	3255.00	4188.00	4816.00	411.00	555.00
	375	11.40	3386.88	4343.00	4994.00	213.00	290.00
GOLD HOME CRANBERRY MAD BRISA SPARKLING WINE	330	8.00	1638.00	2244.00	2581.00	112.00	155.00
GOLD HOME D-CODE APPLE SPARKLING WINE	330	14.00	1750.00	2376.00	2732.00	118.00	160.00
GOLD HOME GALA APPLE WINE	750	14.00	5400.00	6708.00	7714.00	653.00	885.00
GOLD HOME GINGER ALE	650	8.00	976.50	1376.00	1582.00	141.00	190.00
	330	8.00	1190.00	1630.00	1875.00	83.00	115.00
GOLD HOME GINGER WINE	750	11.40	3439.80	4405.00	5066.00	432.00	585.00
	375	11.40	3505.95	4483.00	5155.00	220.00	300.00
GOLD HOME GUAVA MAD BRISA SPARKLING WINE	330	8.00	1638.00	2244.00	2581.00	112.00	155.00
GOLD HOME KIWI WINE	750	11.40	3276.00	4212.00	4844.00	414.00	560.00
	375	11.40	3450.00	4417.00	5080.00	217.00	295.00
GOLD HOME LITCHI MAD BRISA SPARKLING WINE	330	11.40	2016.00	2688.00	3091.00	133.00	180.00
GOLD HOME NECTAR RHODO WINE	750	14.00	6200.00	7648.00	8795.00	743.00	1005.00
GOLD HOME ORANGE MAD BRISA SPARKLING WINE	330	11.40	2016.00	2688.00	3091.00	133.00	180.00
GOLD HOME PASSION FRUIT BREEZY SPARKLING WINE	330	4.80	1455.30	2029.00	2333.00	102.00	140.00
GOLD HOME PEACH WINE	750	11.40	2130.45	2866.00	3296.00	285.00	385.00
	375	11.40	2341.71	3115.00	3582.00	154.00	210.00
GOLD HOME PEAR WINE	750	11.40	2130.50	2867.00	3297.00	285.00	385.00
	375	11.40	2341.71	3115.00	3582.00	154.00	210.00
GOLD HOME PERRY	650	8.00	862.00	1241.00	1427.00	128.00	175.00
	330	8.00	1102.50	1528.00	1757.00	78.00	105.00

36

Gold Wine Pvt Ltd-S1							
GOLD HOME PLUM WINE	750	11.40	2130.45	2866.00	3296.00	285.00	385.00
	375	11.40	2341.50	3115.00	3582.00	154.00	210.00
GOLD HOME QUEEN STRAWBERRY WINE	750	14.00	5604.00	6948.00	7990.00	676.00	915.00
	375	11.40	3862.95	4902.00	5637.00	480.00	650.00
GOLD HOME RED WINE	750	11.40	3862.95	4902.00	5637.00	480.00	650.00
	375	11.40	3770.55	4794.00	5513.00	235.00	320.00
GOLD HOME RHODODENDRON WINE	750	11.40	3439.80	4405.00	5066.00	432.00	585.00
	375	11.40	3505.95	4483.00	5155.00	220.00	300.00
GOLD HOME ROSE WINE	750	14.00	5600.00	6943.00	7984.00	675.00	915.00
	375	11.40	3862.95	4902.00	5637.00	480.00	650.00
GOLD HOME SANTA PLUM WINE	750	14.00	5400.00	6708.00	7714.00	653.00	885.00
	375	11.40	3255.00	4188.00	4816.00	411.00	555.00
GOLD HOME STRAWBERRY WINE	750	11.40	3255.00	4188.00	4816.00	411.00	555.00
	375	11.40	3418.38	4379.00	5036.00	215.00	290.00
GOLD HOME SWAN PEACH WINE	750	14.00	5400.00	6708.00	7714.00	653.00	885.00
	375	11.40	3255.00	4188.00	4816.00	411.00	555.00
GOLD HOME WHITE WINE	750	11.40	3255.00	4188.00	4816.00	411.00	555.00
	375	11.40	3386.88	4343.00	4994.00	213.00	290.00

Hill Thrill Agro Processor Pvt. Ltd. -S1							
Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/ S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
HAWK EYE APPLE CIDER	650	8.00	995.56	1398.00	1608.00	143.00	195.00
	330	8.00	1260.16	1712.00	1969.00	86.00	120.00
HAWK EYE APPLE WINE	750	14.00	2076.90	2803.00	3223.00	279.00	380.00
	375	14.00	2342.87	3116.00	3583.00	154.00	210.00
HAWK EYE APRICOT WINE	750	14.00	2076.90	2803.00	3223.00	279.00	380.00
	375	14.00	2342.87	3116.00	3583.00	154.00	210.00
HAWK EYE CHERRY WINE	750	14.00	3122.70	4033.00	4638.00	397.00	535.00
	375	14.00	3386.88	4343.00	4994.00	213.00	290.00
HAWK EYE GINGER ALE	650	8.00	1051.79	1464.00	1684.00	149.00	205.00
	330	8.00	1316.39	1778.00	2045.00	90.00	125.00
HAWK EYE GINGER WINE	750	14.00	2976.75	3861.00	4440.00	380.00	515.00
	375	14.00	3241.35	4171.00	4797.00	205.00	280.00

Hill Thrill Agro Processor Pvt. Ltd. -S1							
HAWK EYE KIWI WINE	750	14.00	2976.75	3861.00	4440.00	380.00	515.00
	375	14.00	3241.35	4171.00	4797.00	205.00	280.00
HAWK EYE PEACH WINE	750	14.00	2076.90	2803.00	3223.00	279.00	380.00
	375	14.00	2342.87	3116.00	3583.00	154.00	210.00
HAWK EYE PEAR CIDER	650	8.00	893.02	1277.00	1469.00	131.00	180.00
	330	8.00	1157.62	1592.00	1831.00	81.00	110.00
HAWK EYE PEAR WINE	750	14.00	2076.90	2803.00	3223.00	279.00	380.00
	375	14.00	2342.87	3116.00	3583.00	154.00	210.00
HAWK EYE PLUM WINE	750	14.00	2076.90	2803.00	3223.00	279.00	380.00
	375	14.00	2342.87	3116.00	3583.00	154.00	210.00
HAWK EYE RED WINE	750	14.00	3505.95	4483.00	5155.00	440.00	595.00
	375	14.00	3771.70	4795.00	5514.00	235.00	320.00
HAWK EYE RHODODENDRON WINE	750	14.00	6390.30	7871.00	9052.00	764.00	1035.00
	375	14.00	3386.88	4343.00	4994.00	213.00	290.00
HAWK EYE STRAWBERRY WINE	750	14.00	3122.70	4033.00	4638.00	397.00	535.00
	375	14.00	3386.88	4343.00	4994.00	213.00	290.00
HAWK EYE WHITE WINE	750	14.00	3122.70	4033.00	4638.00	397.00	535.00
	375	14.00	3386.88	4343.00	4994.00	213.00	290.00
HILL THRILL AMLA HONEY WINE	750	14.00	5040.00	6285.00	7228.00	612.00	830.00
HILL THRILL APPLE HONEY WINE	750	14.00	4800.00	6003.00	6903.00	585.00	790.00
HILL THRILL BLACK BERRY WINE	750	14.00	6000.00	7413.00	8525.00	720.00	975.00
HILL THRILL CHERRY WINE	750	14.00	6086.00	7514.00	8641.00	730.00	990.00
HILL THRILL ENGLISH TOFFEE APPLE CIDER	650	8.00	756.00	1116.00	1283.00	116.00	160.00
HILL THRILL GINGER HONEY WINE	750	14.00	5040.00	6285.00	7228.00	612.00	830.00
HILL THRILL NASPATI SPARKLING WINE	650	14.00	1234.80	1766.00	2031.00	178.00	240.00
HILL THRILL PEACH WINE	750	14.00	4826.00	6034.00	6939.00	588.00	795.00

3

Hill Thrill Agro Processor Pvt. Ltd. -S1							
HILL THRILL PLUM WINE	750	14.00	4826.00	6034.00	6939.00	588.00	795.00
HILL THRILL RED WINE CABERNET	750	14.00	7200.00	8823.00	10146.00	856.00	1155.00
HILL THRILL RHODODENDRON WINE	750	14.00	6390.30	7871.00	9052.00	764.00	1035.00

HIMACHAL INDAGE LIMITED PRAGATINAGAR SHIMLA-S1							
Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
CHANTILLI SHIRAZ RED WINE	750	13.00	3384.00	4339.00	4990.00	426.00	575.00
COCHILOCO APPLE CIDER	330	8.00	900.00	1289.00	1482.00	66.00	90.00
VIN BALLETT APPLE WINE	750	12.50	3576.00	4565.00	5250.00	448.00	605.00
VIN BALLETT APRICOT WINE	750	12.50	3576.00	4565.00	5250.00	448.00	605.00
VIN BALLETT PEACH WINE	750	12.50	3576.00	4565.00	5250.00	448.00	605.00

Himachal Nectars Pvt Ltd-S1							
Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
ARKA HONEY DESSERT	375	11.00	13943.04	16746.00	19258.00	807.00	1090.00
ARKA ROSE DESSERT	375	11.00	14561.28	17472.00	20093.00	842.00	1140.00
BASPA APPLE	750	13.50	4634.98	5809.00	6680.00	567.00	765.00
BASPA APRICOT	750	13.50	4634.98	5809.00	6680.00	567.00	765.00
BASPA CABERNET SAUVIGNON	750	13.00	6203.63	7653.00	8801.00	743.00	1005.00
BASPA CABERNET SHIRAZ	750	13.00	5264.03	6548.00	7530.00	638.00	865.00

Himachal Nectars Pvt Ltd-S1

BASPA KIWI	750	13.50	4634.98	5809.00	6680.00	567.00	765.00
BASPA PEACH	750	13.50	4634.98	5809.00	6680.00	567.00	765.00
BASPA PLUM	750	13.50	4634.98	5809.00	6680.00	567.00	765.00
BASPA RHODODENDRON	750	13.50	4634.98	5809.00	6680.00	567.00	765.00
BASPA STRAWBERRY	750	13.50	4634.98	5809.00	6680.00	567.00	765.00
BAZOOCA APPLE CIDER	650	8.00	1020.48	1427.00	1641.00	145.00	200.00
B & CO	650	8.00	1367.52	1835.00	2110.00	185.00	250.00
	330	8.00	1694.88	2223.00	2556.00	111.00	150.00
B & CO HOPPED	650	15.00	1367.52	1835.00	2110.00	185.00	250.00
	330	15.00	1694.88	2223.00	2556.00	111.00	150.00
BEAR	650	15.00	1353.88	1819.00	2092.00	183.00	250.00
	330	15.00	1694.88	2223.00	2556.00	111.00	150.00
CIDER TEA	375	7.00	3311.00	4154.00	4777.00	204.00	275.00
FIA	750	15.00	7499.00	9174.00	10550.00	889.00	1200.00
MAJESTY	750	13.50	4085.21	5163.00	5937.00	505.00	685.00
	375	13.50	4428.74	5567.00	6402.00	272.00	370.00

Himachal Pradesh Horticultural Produce Marketing and Processing Cororation-S1

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
APPLE CIDER	650	7.00	1075.00	1491.00	1715.00	152.00	205.00
FOREST WINE BARNA BLUSH PLUM WINE 750 ML	750	11.40	4939.20	6166.00	7091.00	601.00	815.00
	375	11.40	5090.40	6344.00	7296.00	309.00	420.00
FOREST WINE BARNA CLASSIC RED MOSCATO WINE 750 ML	750	11.40	5600.00	6943.00	7984.00	675.00	915.00
FOREST WINE BARNA GOLD EDITION CABERNET SAUVIGNON WINE 750 ML	750	14.00	6720.00	8259.00	9498.00	802.00	1085.00

Himachal Pradesh Horticultural Produce Marketing and Processing Cororation-S1

FOREST WINE BARNA GOLD EDITION CABERNET SHIRAZ WNE 750 ML	750	14.00	6720.00	8259.00	9498.00	802.00	1085.00
FOREST WINE BARNA GOLD EDITION SHIRAZ WINE 750 ML	750	14.00	6720.00	8259.00	9498.00	802.00	1085.00
FOREST WINE BARNA HONEY APPLE WINE 750 ML AND 375 ML	750	11.40	4939.20	6166.00	7091.00	601.00	815.00
	375	11.40	5090.40	6344.00	7296.00	309.00	420.00
FOREST WINE BARNA MELLOW MANGO WINE 750 ML AND 375 ML	750	11.40	4939.20	6166.00	7091.00	601.00	815.00
	375	11.40	5090.40	6344.00	7296.00	309.00	420.00
FOREST WINE BARNA RHODODENDRON WINE 750 ML AND 375 ML	750	11.40	5040.00	6285.00	7228.00	612.00	830.00
	375	11.40	5292.00	6581.00	7568.00	320.00	435.00
KALPA APPLE WINE	750	11.27	2786.70	3638.00	4184.00	359.00	485.00
KALPA APRICOT WINE	750	11.27	2667.00	3497.00	4022.00	345.00	470.00
KALPA KIWI WINE	750	11.27	2667.00	3497.00	4022.00	345.00	470.00
KALPA MANGO WINE	750	11.27	2667.00	3497.00	4022.00	345.00	470.00
KALPA ORANGE WINE	750	11.27	2667.00	3497.00	4022.00	345.00	470.00
KALPA PLUM WINE	750	11.27	2667.00	3497.00	4022.00	345.00	470.00
KALPA RED WINE	750	11.27	3860.85	4900.00	5635.00	480.00	650.00
KALPA RHODO WINE	750	11.27	3232.95	4162.00	4786.00	409.00	555.00
KALPA STRAWBERRY WINE	750	11.27	2667.00	3497.00	4022.00	345.00	470.00

Himachal Pradesh Horticultural Produce Marketing and Processing Cororation-S1

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
APPLE CIDER	650	7.00	1075.00	1491.00	1715.00	152.00	205.00

HYGEIA FRUIT AND VEGETABLE PROCESSORS PVT LTD-S1

HYGEIA FRUIT AND VEGETABLE PROCESSORS PVT LTD-S1

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/ S1-C	Selling Price from S1-A/ S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
DEE WINE RED RESERVA	750	14.40	6342.00	7815.00	8987.00	759.00	1025.00
DEEWINE WILD 15 ELITE	330	15.00	2520.00	3280.00	3772.00	162.00	220.00
JOLLY MAKER CIDER	650	8.00	997.50	1401.00	1611.00	143.00	195.00
JOLLY MAKER LITCHI FRUIT WINE	750	11.40	2646.00	3472.00	3993.00	343.00	465.00
JOLLY MAKER SCINTILLATING APPLE WINE	275	11.40	1491.00	2018.00	2321.00	100.00	140.00
JOLLY MAKER SCINTILLATING LITCHI WINE	275	11.40	1590.75	2136.00	2456.00	106.00	145.00
JOLLY MAKER SCINTILLATING PEAR WINE	275	11.40	1538.25	2073.00	2384.00	103.00	140.00
JOLLY MAKER STRIDER	650	11.00	1391.25	1949.00	2241.00	195.00	265.00

Mayur Industries-S1

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/ S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
HILL'S CHOICE APPLE CIDER	650	8.00	932.40	1323.00	1521.00	135.00	185.00
	330	8.00	1057.00	1473.00	1694.00	75.00	105.00
HILL'S CHOICE APPLE WINE	750	11.40	2667.00	3497.00	4022.00	345.00	470.00
HILL'S CHOICE CARBONATED APPLE WINE	650	11.40	1367.10	1921.00	2209.00	193.00	260.00
	330	11.40	1562.40	2155.00	2478.00	108.00	145.00
HILL'S CHOICE LITCHI CARBONATED WINE	330	11.40	2261.70	2977.00	3424.00	147.00	200.00

3

Mayur Industries-S1							
HILL'S CHOICE LITCHI WINE	750	11.40	2667.00	3497.00	4022.00	345.00	470.00
HILL'S CHOICE MEAD APPLE CARBONATED WINE	330	11.40	2310.00	3034.00	3489.00	150.00	205.00
HILL'S CHOICE MEAD CARBONATED WINE	330	11.40	2420.00	3163.00	3637.00	156.00	215.00
HILL'S CHOICE PLUM CARBONATED WINE	330	11.40	2161.00	2859.00	3288.00	141.00	195.00
HILL'S CHOICE PLUM WINE	750	11.40	2667.00	3497.00	4022.00	345.00	470.00
HILL'S CHOICE RED WINE	750	11.40	4680.00	5862.00	6741.00	572.00	775.00
HILL'S CHOICE RHODODENDRON WINE	750	11.40	4250.00	5357.00	6161.00	523.00	710.00
SIMRA APPLE WINE PREMIUM	750	14.50	4747.00	5941.00	6832.00	579.00	785.00
SIMRA RED WINE PREMIUM	750	14.50	5884.20	7277.00	8369.00	707.00	955.00
SIMRA RHODODENDRON WINE	750	14.50	5996.00	7408.00	8519.00	720.00	975.00
SIMRA WHITE WINE PREMIUM	750	14.50	5145.00	6408.00	7369.00	624.00	845.00

MINCHYS MOUNTAINS PRIVATE LIMITED-S1							
Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1- A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
ABRAU APPLE CIDER LAMBRUSCO	275	8.00	1896.95	2422.00	2785.00	120.00	165.00
ABRAU APPLE CIDER MUSCAT	275	8.00	1896.95	2422.00	2785.00	120.00	165.00
CIDERKICK SPARKLING PERRY	650	8.00	1141.00	1569.00	1804.00	159.00	215.00
	330	8.00	1677.00	2202.00	2532.00	110.00	150.00

36

MINCHYS MOUNTAINS PRIVATE LIMITED-SI							
MINCHY'S CIDEKICK	650	8.00	1037.45	1446.00	1663.00	147.00	200.00
SPARKLING APPLE CIDER	330	8.00	1406.79	1806.00	2077.00	91.00	125.00
MINCHY'S CIDEKICK SPARKLING CHERRY CIDER	330	8.00	1802.59	2350.00	2703.00	117.00	160.00
MINCHY'S CIDEKICK SPARKLING ORANGE CIDER	330	8.00	1441.65	1926.00	2215.00	97.00	135.00
MINCHY'S CIDEKICK SPARKLING APPLE CIDER	330	8.00	1406.79	1885.00	2168.00	95.00	130.00
MINCHY'S CIDEKICK SPARKLING CHERRY CIDER	330	8.00	1802.59	2350.00	2703.00	117.00	160.00
MINCHY'S CIDEKICK SPARKLING ORANGE CIDER	330	8.00	1441.65	1926.00	2215.00	97.00	135.00
THE SHIMLA WYNE CO. AIRY APPLE	750	12.50	5124.00	6384.00	7342.00	622.00	840.00
	375	12.50	5432.70	6747.00	7759.00	328.00	445.00
THE SHIMLA WYNE CO. MOODY MANGO	750	12.50	5124.00	6384.00	7342.00	622.00	840.00
	375	12.50	5432.70	6747.00	7759.00	328.00	445.00
THE SHIMLA WYNE CO. PERKY PEACH	750	12.50	5124.00	6384.00	7342.00	622.00	840.00
	375	12.50	5432.70	6747.00	7759.00	328.00	445.00
THE SHIMLA WYNE CO. ROSY RHODO	750	12.50	5335.05	6632.00	7627.00	646.00	875.00
	375	12.50	5643.75	6995.00	8044.00	340.00	460.00
WONDER WYNE APPLE WINE	750	11.40	2185.05	2930.00	3370.00	291.00	395.00
	375	11.40	2425.50	3214.00	3696.00	159.00	215.00
WONDER WYNE APRICOT WINE	750	11.40	2384.55	3165.00	3640.00	313.00	425.00
	375	11.40	2662.59	3492.00	4016.00	172.00	235.00
WONDER WYNE GINGER ALE	330	8.00	1860.00	2417.00	2780.00	120.00	165.00

36

MINCHYS MOUNTAINS PRIVATE LIMITED-S1							
WONDER WYNE GRAPE WINE	750	11.40	3782.10	4807.00	5528.00	471.00	635.00
	375	11.40	4028.53	5097.00	5862.00	249.00	340.00
WONDER WYNE KIWI WINE	750	11.40	2734.20	3575.00	4111.00	353.00	480.00
WONDER WYNE PEACH WINE	750	11.40	2381.40	3161.00	3635.00	313.00	425.00
	375	11.40	2674.67	3506.00	4032.00	173.00	235.00
WONDER WYNE PEAR WINE	750	11.40	2177.70	2922.00	3360.00	290.00	395.00
	375	11.40	2429.91	3218.00	3701.00	159.00	215.00
WONDER WYNE PLUM WINE	750	11.40	2190.30	2936.00	3376.00	291.00	395.00
	375	11.40	2433.27	3222.00	3705.00	159.00	215.00
WONDER WYNE RESERVE BLACK BERRY WINE	750	12.50	7850.00	9587.00	11025.00	929.00	1255.00
WONDER WYNE RESERVE BLUE BERRY WINE	750	12.50	7850.00	9587.00	11025.00	929.00	1255.00
WONDER WYNE RESERVE CABERNET SAUVIGNON GRAPE	750	11.40	9755.55	11826.00	13600.00	1143.00	1545.00
WONDER WYNE RESERVE CRANBERRY WINE	750	12.50	7850.00	9587.00	11025.00	929.00	1255.00
WONDER WYNE RESERVE ROYAL APPLE	750	11.40	7127.00	8737.00	10048.00	847.00	1145.00
WONDER WYNE RESERVE SANTA ROSA PLUM	750	11.40	7760.00	9481.00	10903.00	919.00	1240.00
WONDER WYNE RHODO WINE	750	11.40	2775.15	3624.00	4168.00	357.00	485.00
	375	11.40	3085.95	3989.00	4587.00	196.00	265.00
WONDER WYNE SPARKLING APPLE WINE	330	13.13	1952.37	2613.00	3005.00	130.00	175.00
WONDER WYNE SPARKLING PEAR WINE	650	14.00	1284.00	1823.00	2096.00	183.00	250.00
	330	14.00	1960.00	2622.00	3015.00	130.00	180.00
WONDER WYNE STRAWBERRY	750	11.40	3227.70	4156.00	4779.00	408.00	555.00

MINCHYS MOUNTAINS PRIVATE LIMITED-S1

WINE

Ms / Green valley cider PVT LTD-S1

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
CRAFTED NOT OUT	330	15.00	2232.00	2942.00	3383.00	145.00	200.00
KUMA DREW WINE	330	12.00	2200.00	2904.00	3340.00	144.00	195.00
SANTORI APPLE WINE	750	12.00	2500.00	3301.00	3796.00	326.00	445.00
SANTORI RED WINE	750	12.00	3800.00	4828.00	5552.00	473.00	640.00
SANTORI ROSE WINE	750	12.00	3200.00	4123.00	4741.00	405.00	550.00
TEMPEST CIDER	650	8.00	982.80	1383.00	1590.00	141.00	195.00

M/s Shivalik Industries -S1

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
HIMALAYAN HAPPY ORCHARD	650	5.00	756.56	1117.00	1285.00	116.00	160.00
	500	5.00	1334.70	1919.00	2207.00	99.00	135.00
	330	5.00	902.70	1293.00	1487.00	66.00	90.00
HIMALAYAN HAPPY ORCHARD CRISP BOLD	650	15.00	1086.50	1592.00	1831.00	161.00	220.00
	500	15.00	1992.00	2825.00	3249.00	142.00	195.00
	330	15.00	1560.50	2154.00	2477.00	108.00	145.00

PH4 CIDER WORKS PRIVATE LIMITED-S1

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
STRAY APPLE	330	5.00	1441.00	1925.00	2214.00	97.00	135.00

3

PH4 CIDER WORKS PRIVATE LIMITED-S1

CRAFT CIDER							
-------------	--	--	--	--	--	--	--

RAHUL BAKERY -S1

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
HIMACALI PEACH WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
	375	11.40	2650.00	3477.00	3999.00	172.00	235.00
HIMACHALI CIDER APPLE CIDER	650	8.00	850.00	1227.00	1411.00	126.00	170.00
	330	8.00	1150.00	1583.00	1820.00	80.00	110.00
HIMACHALI CIDER BLACK GRAPE CIDER	650	8.00	850.00	1227.00	1411.00	126.00	170.00
	330	8.00	1150.00	1583.00	1820.00	80.00	110.00
HIMACHALI CIDER GINGER CIDER	650	8.00	850.00	1227.00	1411.00	126.00	170.00
	330	8.00	1150.00	1583.00	1820.00	80.00	110.00
HIMACHALI CIDER ORANGE CIDER	650	8.00	850.00	1227.00	1411.00	126.00	170.00
	330	8.00	1150.00	1583.00	1820.00	80.00	110.00
HIMACHALI CIDER RHODODENDRON CIDER	650	8.00	850.00	1227.00	1411.00	126.00	170.00
	330	8.00	1150.00	1583.00	1820.00	80.00	110.00
HIMACHALI WINE APPLE WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
	375	11.40	2650.00	3477.00	3999.00	172.00	235.00
HIMACHALI WINE APRICOT WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
	375	11.40	2650.00	3477.00	3999.00	172.00	235.00
HIMACHALI WINE BLACK BERRY WINE	750	11.40	3500.00	4476.00	5147.00	439.00	595.00
	375	11.40	4200.00	5298.00	6093.00	259.00	350.00
HIMACHALI WINE BLACK GRAPE WINE	750	11.40	3500.00	4476.00	5147.00	439.00	595.00
	375	11.40	4200.00	5298.00	6093.00	259.00	350.00
HIMACHALI WINE CHERRY WINE	750	11.40	3500.00	4476.00	5147.00	439.00	595.00
	375	11.40	4200.00	5298.00	6093.00	259.00	350.00
HIMACHALI WINE GINGER WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
	375	11.40	2650.00	3477.00	3999.00	172.00	235.00
HIMACHALI WINE KIWI WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
	375	11.40	2650.00	3477.00	3999.00	172.00	235.00

RAHUL BAKERY -S1							
HIMACHALI WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
LITCHI WINE	375	11.40	2650.00	3477.00	3999.00	172.00	235.00
HIMACHALI WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
PEAR WINE	375	11.40	2650.00	3477.00	3999.00	172.00	235.00
HIMACHALI WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
PLUM WINE	375	11.40	2650.00	3477.00	3999.00	172.00	235.00
HIMACHALI WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
PUMPKIN WINE	375	11.40	2650.00	3477.00	3999.00	172.00	235.00
HIMACHALI WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
RHODODENDRON WINE	375	11.40	2650.00	3477.00	3999.00	172.00	235.00
HIMACHALI WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
STRAWBERRY WINE	375	11.40	2650.00	3477.00	3999.00	172.00	235.00
HIMACHALI WINE	750	11.40	2000.00	2713.00	3120.00	270.00	365.00
WHITE GRAPE WINE	375	11.40	2650.00	3477.00	3999.00	172.00	235.00

SOLAN FOOD PRODUCTS PRIVATE LIMITED-S1							
Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/ S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
HILLSBERG	330	15.00	2112.00	2801.00	3221.00	139.00	190.00
VITO PREMIUM	330	15.00	1689.30	2304.00	2650.00	115.00	155.00

Fratelli wine pvt Ltd -S1-B							
Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1-C	Selling Price from S1-A/ S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
FRATELLI CABERNET FRANC SHIRAZ	750	13.00	6178.00	7643.90	8791.00	797.00	1075.00
	375	13.00	6648.00	8196.15	9425.00	425.00	575.00
FRATELLI CABERNET SAUVIGNON	750	12.50	6178.00	7643.90	8791.00	797.00	1075.00
	375	12.50	6648.00	8196.15	9425.00	425.00	575.00
FRATELLI CHARDONNAY	750	12.50	6566.00	8099.80	9315.00	840.00	1135.00
FRATELLI CHENIN BLANC	750	12.50	5404.00	6734.45	7744.00	709.00	960.00
	375	12.50	5795.00	7193.88	8273.00	377.00	510.00

Fratelli wine pvt Ltd -S1-B

FRATELLI	750	13.00	4677.00	5880.23	6762.00	628.00	850.00
CLASSIC CHENIN	375	13.00	4925.00	6171.63	7098.00	328.00	445.00
FRATELLI	750	13.00	5404.00	6734.45	7744.00	709.00	960.00
CLASSIC MERLOT	375	13.00	5795.00	7193.88	8273.00	377.00	510.00
FRATELLI	750	12.00	4677.00	5880.23	6762.00	628.00	850.00
CLASSIC SHIRAZ	375	12.00	4925.00	6171.63	7098.00	328.00	445.00
FRATELLI GRAN CUVÉE BRUT	750	13.00	10438.00	12649.40	14546.00	1276.00	1725.00
FRATELLI KYRA PREMIUM RED WINE	750	12.00	3101.00	4028.43	4632.00	450.00	610.00
FRATELLI KYRA PREMIUM WHITE WINE	750	12.00	3101.00	4028.43	4632.00	450.00	610.00
FRATELLI MERLOT	750	13.00	7534.00	9237.20	10623.00	949.00	1285.00
FRATELLI NOI SPARKLING	750	12.00	6794.00	8367.70	9623.00	866.00	1170.00
	375	12.00	6915.00	8509.88	9786.00	440.00	595.00
FRATELLI NOI SPARKLING ROSE	750	12.00	6924.00	8520.45	9798.00	881.00	1190.00
FRATELLI SANGIOVESE	750	12.50	7534.00	9237.20	10623.00	949.00	1285.00
FRATELLI SAUVIGNON BLANC	750	12.50	5791.00	7189.18	8267.00	753.00	1020.00
FRATELLI SETTE	750	13.50	15859.00	19019.08	21872.00	1887.00	2550.00
	375	13.50	16556.00	19838.05	22814.00	983.00	1330.00
FRATELLI SHIRAZ	750	12.50	5832.00	7237.35	8323.00	758.00	1025.00
	375	12.50	6226.00	7700.30	8855.00	401.00	545.00
FRATELLI SHIRAZ ROSE	750	12.50	5404.00	6734.45	7744.00	709.00	960.00
FRATELLI SHIRAZ ZIVA RED WINE	750	12.00	3858.00	4917.90	5656.00	535.00	725.00
FRATELLI SHIRAZ ZIVA ROSE WINE	750	12.00	3858.00	4917.90	5656.00	535.00	725.00
FRATELLI	750	12.00	3858.00	4917.90	5656.00	535.00	725.00

Fratelli wine pvt Ltd -S1-B

SHIRAZ ZIVA WHITE WINE	375	12.00	4381.00	5532.43	6362.00	297.00	405.00
FRATELLI SIDUS PREMIUM PORT WINE	750	12.00	2662.00	3512.60	4040.00	401.00	545.00
	375	12.00	2754.00	3620.70	4164.00	206.00	280.00
NOI SPRIZER CLASSICO	250	8.00	2458.00	3144.65	3617.00	172.00	235.00
TILT BUBBLY	250	11.00	2797.00	3542.98	4074.00	191.00	260.00
TILT BUBBLY ROSE	250	11.00	2797.00	3542.98	4074.00	191.00	260.00
TILT RED	250	11.00	2797.00	3542.98	4074.00	191.00	260.00
TILT WHITE	250	11.00	2797.00	3542.98	4074.00	191.00	260.00

GOOD DROP WINE CELLARS PRIVATE LIMITED-S1-B

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1- B to S1-A/ S1-C	Selling Price from S1-A/ S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
ANTRAA RAGA COLLECTION 750ML	750	14.00	5680.00	7058.75	8118.00	741.00	1000.00
BLANCA CHENIN BLANC 750ML	750	13.00	4659.60	5860.25	6739.00	626.00	845.00
BLUE SHIRAZ CABERNET 750ML	750	13.00	4659.60	5860.25	6739.00	626.00	845.00
CASABLANCA VINO SPUMANTE SPARKLING WINE 750ML	750	12.00	7720.00	9455.75	10874.00	970.00	1310.00
FRIZZANO SPARKLING WINE SEMI DRY 750ML	750	11.00	5680.00	7058.75	8118.00	741.00	1000.00
RIO GOLD STRONG PARTY DRINK	650	15.50	1493.65	2150.33	2473.00	262.00	355.00
	500	15.50	2002.00	2959.85	3404.00	185.00	250.00
	330	15.50	1757.92	2466.60	2837.00	146.00	200.00
	330	15.50	1757.92	2466.60	2837.00	146.00	200.00
RIO RED STRONG PARTY DRINK	650	15.50	1493.65	2150.33	2473.00	262.00	355.00
	500	15.50	2002.00	2959.85	3404.00	185.00	250.00
	330	15.50	1757.92	2466.60	2837.00	146.00	200.00

GOOD DROP WINE CELLARS PRIVATE LIMITED-S1-B							
	330	15.50	1757.92	2466.60	2837.00	146.00	200.00
RIO SPRITZER CRANBERRY 330ML	330	4.80	1614.70	2236.21	2571.00	135.00	185.00
RIO SPRITZER LEMON PASSION 330ML	330	4.80	1614.70	2236.21	2571.00	135.00	185.00
RIO SPRITZER ORANGE PINEAPPLE 330ML	330	4.80	1614.70	2236.21	2571.00	135.00	185.00
RIO STRONG	650	15.50	1493.65	2150.33	2473.00	262.00	355.00
EXTRA DRY	330	15.50	1551.35	2223.38	2557.00	135.00	185.00
RIO STRONG	650	15.50	1493.65	2150.33	2473.00	262.00	355.00
PARTY DRINK	330	15.50	1551.35	2223.38	2557.00	135.00	185.00

Indospirit Beverages Pvt. Ltd.-S1-B							
Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1- A/S1-C	Selling Price from S1-A/ S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
BRO CODE EL CLASSICO 375 ML	375	15.00	2466.90	3283.48	3776.00	189.00	260.00
BRO CODE SUPREME	330	15.01	2118.64	2890.78	3325.00	167.00	225.00
BRO LIGHT CLASSICO	330	8.00	2331.88	3078.68	3541.00	176.00	240.00
BROSE BRILLIANCE	330	10.00	2267.44	3002.31	3452.00	172.00	235.00
BROSE CLASSICO BRUT ROSE	330	10.00	2331.88	3078.68	3541.00	176.00	240.00

RONIN WINE PRIVATE LIMITED-S1-B							
Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/S1- C	Selling Price from S1-A/ S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
MOONSHINE APPLE CYDER MEAD	330	6.50	1800.00	2453.58	2822.00	146.00	200.00

RONIN WINE PRIVATE LIMITED-S1-B

MOONSHINE COFFEE MEAD	330	6.50	1800.00	2453.58	2822.00	146.00	200.00
MOONSHINE GRILLED PINEAPPLE MEAD	330	6.50	1800.00	2453.58	2822.00	146.00	200.00
MOONSHINE GUAVA CHILLI MEAD	330	6.50	1800.00	2453.58	2822.00	146.00	200.00

SALUD BEVERAGES PRIVATE LIMITED-S1-B

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1-A/ S1-C	Selling Price from S1-A/S1- C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
SALUD VIKING	375	15.00	2263.00	3043.78	3501.00	178.00	240.00
BRUT	330	15.00	1876.00	2542.88	2924.00	150.00	205.00

SULA VINEYARDS LTD-S1-B

Name of Brand	Size	Strength %v/v	EWP/Depot Price fixed for 2025-2026	Selling Price from S1 and S1-B to S1- A/S1-C	Selling Price from S1-A/ S1-C to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
DIA RED WINE SPARKLER	750	8.00	3875.04	4937.88	5679.00	537.00	725.00
DIA WHITE WINE SPARKLER	750	8.00	3875.40	4937.88	5679.00	537.00	725.00
DINDORI RESERVE CHARDONNAY	750	13.00	8135.40	9943.38	11435.00	1017.00	1375.00
MADERA NASHIK VALLEY RED WINE	750	12.00	3659.40	4684.08	5387.00	513.00	695.00
MADERA NASHIK VALLEY WHITE WINE	750	11.00	3659.40	4684.08	5387.00	513.00	695.00
MOSAIC RED WINE	750	12.50	4259.40	5389.08	6197.00	580.00	785.00
MOSAIC WHITE WINE	750	11.50	4259.40	5389.08	6197.00	580.00	785.00
PORT WINE 1000	750	13.00	2807.40	3682.98	4235.00	417.00	565.00

SULA VINEYARDS LTD-S1-B

RASA SYRAH	750	14.00	10283.40	12467.28	14337.00	1259.00	1700.00
SAMARA RED WINE	750	11.50	2951.40	3852.18	4430.00	433.00	585.00
	375	11.50	3323.52	4290.45	4934.00	238.00	325.00
SAMARA WHITE WINE	750	11.00	2951.40	3852.18	4430.00	433.00	585.00
	375	11.00	3323.52	4290.45	4934.00	238.00	325.00
SATORI RED WINE	750	13.00	5063.40	6333.78	7284.00	671.00	910.00
	375	13.00	5555.52	6913.05	7950.00	363.00	490.00
SULA BRUT CREMENT DE NASHIK	750	12.50	8147.40	9957.48	11451.00	1018.00	1375.00
	375	12.50	8975.52	10931.55	12572.00	556.00	750.00
SULA BRUT TROPICALE CREMENT DE NASHIK	750	12.50	9119.40	11099.58	12765.00	1128.00	1525.00
	375	12.50	9911.52	12031.35	13836.00	609.00	825.00
SULA CHENIN BLANC WHITE	750	12.00	4883.40	6122.28	7040.00	651.00	880.00
	375	12.00	5459.52	6800.25	7820.00	358.00	485.00
SULA DINDORI RESERVE SHIRAZ	750	14.00	7811.40	9562.68	10997.00	980.00	1325.00
SULA DINDORI RESERVE VIOGNIER	750	14.00	6047.40	7489.98	8613.00	782.00	1055.00
SULA LATE HARVEST CHENIN BLANC WHITE	750	13.50	6395.40	7898.88	9084.00	821.00	1110.00
	375	13.50	7163.52	8802.45	10122.00	454.00	615.00
SULA RED ZINFANDEL	750	12.50	5123.40	6404.28	7365.00	678.00	915.00
SULA RIESLING	750	13.00	6335.40	7828.38	9002.00	814.00	1100.00
	375	11.00	7043.52	8661.45	9960.00	447.00	605.00
SULA SAUVIGNON BLANC WHITE	750	10.50	5171.40	6460.68	7430.00	683.00	925.00
	375	12.50	5627.52	6997.65	8048.00	367.00	500.00
SULA SECO METHODE CLASSIQUE	750	11.00	5135.40	6418.38	7381.00	679.00	920.00
SULA SECO ROSE METHODE CLASSIQUE	750	11.50	5135.40	6418.38	7381.00	679.00	920.00
SULA SHIRAZ CABERNET	750	13.50	6047.40	7489.98	8613.00	782.00	1055.00
	375	13.50	6539.52	8069.25	9279.00	419.00	565.00

SULA VINEYARDS LTD-S1-B							
SULA SPARKLING SHIRAZ CREMENT DE NASHIK	750	13.00	10271.40	12453.18	14321.00	1257.00	1700.00
SULA ZINFANDEL	750	10.50	4979.40	6235.08	7170.00	662.00	895.00
ROSE	375	11.50	5483.52	6828.45	7852.00	359.00	485.00

Commissioner of State Taxes and Excise
Himachal Pradesh

Dated: 08/04/2025

Ednst No. 7-475/2025-EXN-

8720-8740

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