



DEPARTMENT OF STATE TAXES AND EXCISE  
Government of Himachal Pradesh

ORDER

Dated: 30-03-2024

No. 7-475/2024-EXN- 9090 - 9110

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	592
	P	1992.00	3425	3631	296
	N	2257.00	3676	3897	151
GOLFER'S SHOT BARREL AGED WHISKY	Q	3360.00	4964	5262	728
	P	3450.00	5065	5369	369
	N	3701.00	5301	5619	187
GOLFER'S SHOT BARREL RESERVE WHISKY	Q	3510.00	5133	5441	743
	P	3545.00	5172	5482	373
	N	3860.00	5479	5808	191
LION DADDY ORIGINAL DARK RUM	Q	1045.00	1714	1817	410
	P	1045.00	1714	1817	205
	N	1045.00	1693	1795	100
OLD SMUGGLER BLENDED SCOTCH WHISKY	Q	7497.00	9618	10195	1139
OLD SMUGGLER MATURE XXX RUM	Q	1050.00	1720	1823	411
	P	1050.00	1720	1823	205
	N	1050.00	1699	1801	100
ONE MORE PURE CRAFT VODKA	Q	1670.00	3063	3247	560
	P	1722.00	3121	3308	283
	N	1775.00	3134	3322	139
ONE MORE PURE CRAFT VODKA GREEN APPLE	Q	2100.00	3399	3603	556
	P	2132.00	3435	3641	280



**Alcobrew Distilleries India Ltd.**

	N	2163.00	3429	3635	137
VICTORIO RESERVE BRANDY XO BLENDED WITH FRENCH GRAPE SPIRIT	Q	3345.00	4947	5244	727
	P	3345.00	4947	5244	363
	N	3445.00	5013	5314	180
WHITE & BLUE PREMIUM WHISKY	Q	1640.00	3029	3211	557
	P	1640.00	3029	3211	279
	N	1703.00	3053	3236	137

**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	400
	P	982.00	1643	1742	202
	N	996.00	1638	1736	98
ROYAL PLAYER WHISKY	Q	900.00	1551	1644	396
	P	900.00	1551	1644	198
	N	900.00	1530	1622	96

**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
	Q	8182.00	10389	11012	1212
	P	8182.00	10389	11012	664
	P	8182.00	10389	11012	664
	N	8107.00	10257	10872	356
	N	8107.00	10257	10872	356
MACROYS EXTRA PEAT BLENDED SCOTCH WHISKY	Q	9550.00	11928	12644	1343
	P	9550.00	11928	12644	672
	N	9550.00	11881	12594	332
MACROYS SHERRY FINISH BLENDED SCOTCH WHISKY	Q	11200.00	13784	14611	1507
	P	11200.00	13784	14611	754
	N	11200.00	13737	14561	373
MACROYS SPECIAL RESERVE BLENDED	Q	8500.00	10747	11392	1239
	P	8500.00	10747	11392	620

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ANGUS DUNDEE INDIA PRIVATE LIMITED					
SCOTCH WHISKY	N	8500.00	10699	11341	306

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
BULLDOG LONDON DRY GIN	Q	8940.00	11163	11833	1258
SKYY VODKA	Q	5840.00	7676	8137	950
	N	6000.00	7812	8281	238

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	766
	P	3920.00	5594	5930	392
	N	4120.00	5772	6118	197
WOODSMEN EXTRA SMOOTH WHISKY	Q	1832.00	3245	3440	576
	P	1930.00	3355	3556	293
	N	1982.00	3367	3569	144
WOODSMEN TRULY SMOOTH WHISKY	Q	1995.00	3428	3634	593
	P	2030.00	3468	3676	298
	N	2075.00	3471	3679	146

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	432
	P	1259.00	1955	2072	216
	N	1259.00	1934	2050	105
PRISTINE RHINO GOLD PREMIUM WHISKY	Q	980.00	1641	1739	404
	P	980.00	1641	1739	202
	N	930.00	1564	1658	97
ROYAL SCOT PREMIUM WHISKY	Q	1639.00	3028	3210	557
	P	1639.00	3028	3210	279



KALA AMB DISTILLERY ANF BREWERY PVT LTD					
	N	1701.00	3051	3234	137
ROYALSON GOLD RESERVE WHISKY	Q	1639.00	3028	3210	557
	P	1639.00	3028	3210	279
	N	1701.00	3051	3234	137

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	406
	P	1050.00	1720	1823	205
	N	1103.00	1758	1863	101
HIMALAYAN MONK PREMIUM RUM	Q	998.00	1661	1761	406
	P	1050.00	1720	1823	205
	N	1103.00	1758	1863	101
SPECIAL EVE RARE WHISKY	Q	899.00	1550	1643	396
	P	899.00	1550	1643	198
	N	899.00	1529	1621	96

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	410
	P	1050.00	1720	1823	205
	N	1050.00	1699	1801	100
BIG BEN LONDON DELUXE GIN	Q	1350.00	2703	2865	529
	P	1450.00	2815	2984	269
	N	1351.00	2657	2816	128
BLACK BEAUTY SPECIAL XXX RUM	Q	900.00	1551	1644	396
	P	900.00	1551	1644	198
	N	900.00	1530	1622	96
DIPLOMAT DELUXE PREMIUM WHISKY	Q	900.00	1551	1644	396
	P	900.00	1551	1644	198
	N	900.00	1530	1622	96
I Q CUCUMBER LONDON DRY GIN	Q	5200.00	7034	7456	911

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Mohan Meakin Limited					
I Q LONDON DRY GIN	Q	4800.00	6584	6979	871
JAMUN THE HIMALAYAN JUNIPER DRY GIN	Q	18165.00	21620	22917	2200
KNIGHT RIDER DELUXE PREMIUM GREEN APPLE VODKA	Q	2018.00	3454	3661	595
	P	2036.00	3475	3684	298
	N	2050.00	3443	3650	146
KNIGHT RIDER DELUXE PREMIUM VODKA	Q	1744.00	3146	3335	568
	P	1757.00	3161	3351	285
	N	1778.00	3137	3325	139
NAUTILUS PREMIUM BLENDED EXTRA ORDINARY XO BRANDY	Q	3070.00	4638	4916	699
	P	3106.00	4678	4959	352
	N	3032.00	4548	4821	170
OLD MONK BLENDED WITH 20 YEARS OLD AMBER MELLOW AND MATURED RUM	Q	3288.00	4883	5176	721
	P	3324.00	4924	5219	362
	N	3237.00	4779	5066	175
OLD MONK COFFEE XO EXTRA ORDINARY	Q	3288.00	4805	5093	696
OLD MONK COFFEE XO EXTRA ORDINARY COFFEE FLAVOURED PREMIUM RUM	Q	3288.00	4805	5093	696
	P	3324.00	4845	5136	350
	N	3237.00	4703	4985	169
OLD MONK SUPREME XXX RUM VERY OLD VATTED	Q	2431.00	3919	4154	636
OLD MONK THE LEGEND PREMIUM RUM VERY OLD VATTED	Q	2468.00	3961	4199	853
	Q	2415.00	3901	4135	634
	P	2363.00	3842	4073	315
	N	2310.00	3736	3960	152
RIPS ROYAL SUPERIOR BLENDED GRAIN WHISKY	Q	1322.00	2671	2831	526
	P	1322.00	2671	2831	263
	N	1322.00	2624	2781	128
SOLAN NUMBER ONE BLACK RARE AND PREMIUM WHISKY	Q	1746.00	3148	3337	568
	P	1746.00	3148	3337	284
	N	1794.00	3155	3344	139
SOLAN NUMBER ONE WHISKY	Q	1323.00	2672	2832	526
	P	1323.00	2672	2832	263
	N	1323.00	2625	2783	128

Mohan Meakin Limited					
THE SOLAN GOLD INDIAN SINGLE MALT WHISKY	Q	15484.00	18604	19720	1933
TRIPPLE CROWN PREMIUM BRANDY	Q	1260.00	1956	2073	432
	P	1297.00	1998	2118	218
	N	1307.00	2607	2763	127

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	388
	P	865.00	1512	1603	196
	N	896.00	1525	1617	96
PARTY HIT DELUXE WHISKY	Q	822.00	1463	1551	388
	P	865.00	1512	1603	196
	N	896.00	1525	1617	96
RACE WHISKY	Q	822.00	1463	1551	388
	P	865.00	1512	1603	196
	N	896.00	1525	1617	96

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	408
	P	1060.00	1731	1835	206
	N	1095.00	1749	1854	101
RED DOT SUPER DELUXE GRAIN WHISKY	Q	1400.00	2759	2925	534
	P	1425.00	2787	2954	268
	N	1450.00	2768	2934	131

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 PREMIUM XXX RUM	Q	1200.00	1889	2002	426
	P	1200.00	1889	2002	213
	N	1200.00	1867	1979	104



M/s Paradise Distilleries Pvt.Ltd					
8 PM PREMIUM BLACK WHISKY	Q	1580.00	2962	3140	551
	P	1580.00	2962	3140	276
	N	1639.00	2981	3160	136
CONTESSA XXX RUM BLENDED WITH MATURED CANE JUICE SPIRITS	Q	943.00	1599	1695	400
	P	998.00	1661	1761	203
	N	1000.00	1642	1741	99
KIEV TRIPLE DISTILLED ULTRA SMOOTH PURE VODKA	Q	1670.00	3063	3247	560
	P	1722.00	3121	3308	283
	N	1775.00	3134	3322	139
M2 MAGIC MOMENTS PREMIUM GRAIN VODKA	Q	1670.00	3063	3247	560
	P	1722.00	3121	3308	283
	N	1775.00	3134	3322	139
M2 MAGIC MOMENTS REMIX FLAVOURED VODKA GREEN APPLE	Q	2100.00	3547	3760	603
	P	2132.00	3583	3798	303
	N	2163.00	3570	3784	149
M2 MAGIC MOMENTS REMIX FLAVOURED VODKA LEMON GRASS & GINGER	Q	2100.00	3547	3760	603
	P	2132.00	3583	3798	303
	N	2163.00	3570	3784	149
OLD CHIEF DELUXE XXX RUM	Q	960.00	1619	1716	402
	P	995.00	1658	1757	203
	N	1000.00	1642	1741	99
ROCK STAR RESERVE WHISKY	Q	900.00	1551	1644	396
	P	900.00	1551	1644	198
	N	900.00	1530	1622	96
ROCK STAR XXX RUM	Q	900.00	1551	1644	396
	P	900.00	1551	1644	198
	N	900.00	1530	1622	96
ROYAL GENERAL PREMIUM GOLD RESERVE WHISKY	Q	900.00	1551	1644	396
	P	900.00	1551	1644	198
	N	900.00	1530	1622	96
ROYAL GENERAL PREMIUM WHISKY	Q	947.00	1604	1700	401
	P	984.00	1646	1745	202
	N	1000.00	1642	1741	99
SHERRY PLATINUM WHISKY	Q	1639.00	3028	3210	557
	P	1639.00	3028	3210	279

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## M/s Paradise Distilleries Pvt.Ltd

N	1701.00	3051	3234	137
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## 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	395
	P	895.00	1545	1638	198
	N	895.00	1524	1615	96
NIGHT QUEEN DELUXE WHISKY	Q	895.00	1545	1638	395
	P	895.00	1545	1638	198
	N	895.00	1524	1615	96

## 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	728
	P	3450.00	5065	5369	369
	N	3701.00	5301	5619	187
REAL TIME INDIAN CRAFTED WHISKY	Q	900.00	1551	1644	396
	P	900.00	1551	1644	198
	N	900.00	1530	1622	96
ROYAL TRIBE INTERNATIONAL BLENDED WHISKY	Q	1663.00	3055	3238	560
	P	1663.00	3055	3238	280
	N	1725.00	3078	3263	138

## 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 WHIKSY	Q	1646.00	3036	3218	558
	P	1646.00	3036	3218	279
	N	1708.00	3058	3241	137
ARISTOCRAT PREMIUM CLASSIC WHISKY	Q	1255.00	1950	2067	431
	P	1255.00	1950	2067	216
	N	1255.00	1929	2045	105

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NORTH INDIA DISTILLERS BOTTLERS					
ARISTOCRAT PREMIUM RARE WHISKY	Q	967.00	1626	1724	403
	P	985.00	1647	1746	202
	N	996.00	1638	1736	98
ARISTOCRAT SPECIAL RESERVE XXX RUM	Q	840.00	1484	1573	390
	P	868.00	1515	1606	196
	N	902.00	1532	1624	96
ARISTOCRAT SUPERIOR WHISKY	Q	840.00	1484	1573	390
	P	862.00	1508	1598	196
	N	888.00	1516	1607	96
ARMANDO BLENDED PREMIUM WHISKY	Q	1253.00	1948	2065	431
	P	1253.00	1948	2065	215
	N	1291.00	1970	2088	106
ARMANDO SMOOTH GRAIN WHISKY	Q	654.00	1274	1350	371
	P	690.00	1315	1394	188
	N	757.00	1369	1451	93
BOXER XXX RUM	Q	536.00	1142	1211	360
	P	568.00	1178	1249	181
	N	586.00	1177	1248	88
CALENTER DELUXE V.S.O.P BRANDY	Q	1800.00	3209	3402	573
	P	1825.00	3237	3431	288
	N	1850.00	3218	3411	141
DOUBLE BLUE PREMIUM BLENDED WHISKY	Q	1260.00	1956	2073	432
	P	1280.00	1979	2098	217
	N	1300.00	1980	2099	106
EPISODE CLASSIC WHISKY	Q	948.00	1605	1701	401
	P	985.00	1647	1746	202
	N	1000.00	1642	1741	99
EPISODE DELUXE WHISKY	Q	899.00	1550	1643	396
	P	899.00	1550	1643	198
	N	899.00	1529	1621	96
EPISODE DELUXE XXX RUM	Q	919.00	1572	1666	398
	P	954.00	1612	1709	201
	N	989.00	1630	1728	98
ICE BARE IT ALL VODKA	Q	1670.00	3063	3247	560
	P	1722.00	3121	3308	283

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NORTH INDIA DISTILLERS BOTTLERS					
	N	1775.00	3134	3322	139
ICE BITE THE APPLE VODKA PREMIUM	Q	2100.00	3399	3603	556
	P	2132.00	3435	3641	280
	N	2163.00	3429	3635	137
INNATE RESERVE 9 BARREL BLEND PREMIUM WHISKY	Q	1351.00	2704	2866	529
	P	1375.00	2731	2895	266
	N	1400.00	2712	2875	130
MASTER PRIDE DELUXE WHISKY	Q	840.00	1484	1573	390
	P	863.00	1509	1600	196
	N	899.00	1529	1621	96
MASTERS PRIDE CLASSIC WHISKY	Q	890.00	1540	1632	395
	P	893.00	1543	1636	198
	N	896.00	1525	1617	96
ROYAL GREEN DELUXE BLENDED WHISKY	Q	1664.00	3056	3239	560
	P	1690.00	3085	3270	281
	N	1725.00	3078	3263	138
ROYAL PRIDE RESERVE WHISKY	Q	3360.00	4964	5262	728
	P	3450.00	5065	5369	369
	N	3700.00	5299	5617	187

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	671
	N	8501.00	10701	11343	366
SEAGRAM'S 100 PIPERS EXCEPTIONAL BLENDED SCOTCH WHISKY AGED 12 YEARS	Q	11989.00	14672	15552	1591
SEAGRAMS BLERNDERS PRIDE RESERVE COLLECTION EXCLUSIVE WHISKY	Q	4590.00	6348	6729	856
	Q	4590.00	6348	6729	856
	P	4822.00	6609	7006	497
	P	4822.00	6609	7006	497
	N	4999.00	6761	7167	279



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**PERNOD RICARD INDIA PVT LTD**

N	4999.00	6761	7167	279
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**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	743
	P	3545.00	5172	5482	373
	N	3860.00	5479	5808	191
SEAGRAMS BLENDERS PRIDE RESERVE COLLECTION EXCLUSIVE WHISKY	Q	4590.00	6348	6729	856
	Q	4590.00	6348	6729	856
	P	4822.00	6609	7006	497
	P	4822.00	6609	7006	497
	N	4999.00	6761	7167	279
	N	4999.00	6761	7167	279
SEAGRAM'S IMPERIAL BLUE SUPERIOR GRAIN WHISKY	Q	1322.00	2671	2831	526
	P	1322.00	2671	2831	263
	N	1322.00	2624	2781	128
SEAGRAM'S ROYAL STAG BARREL SELECT WHISKY	Q	2362.00	3841	4071	629
	P	2594.00	4102	4348	326
	N	2790.00	4276	4533	164
SEAGRAM'S ROYAL STAG CLASSIC WHISKY	Q	1740.00	3142	3331	567
	P	1740.00	3142	3331	284
	N	1810.00	3173	3363	140

**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	560
	Q	1663.00	3055	3238	560
	P	1663.00	3055	3238	280
	P	1663.00	3055	3238	280
	N	1725.00	3078	3263	138
	N	1725.00	3078	3263	138
BATCH 9 SELECT CASK RESERVE COLLECTION	Q	1260.00	1956	2073	432
		1260.00	1956	2073	216



PREMIER ALCOBEV PRIVATE LIMITED					
WHISKY	N	1260.00	1935	2051	105
CAPTAIN MORGAN SELECT THE ORIGINAL RUM	Q	1590.00	2973	3151	552
	P	1590.00	2973	3151	276
	N	1590.00	2926	3102	134
CLASS 21 GRAIN VODKA	Q	964.00	1623	1720	402
	P	991.00	1653	1752	202
	N	1019.00	1664	1764	99
DIRECTOR SPECIAL BLACK DELUXE WHISKY	Q	1049.00	1719	1822	411
	P	1049.00	1719	1822	205
	N	1049.00	1697	1799	100
KNIGHT STORM DELUXE GRAIN WHISKY	Q	899.00	1550	1643	396
	P	899.00	1550	1643	198
	N	899.00	1529	1621	96
KNIGHT STORM SUPERIOR GRAIN WHISKY	Q	839.00	1482	1571	390
	P	839.00	1482	1571	195
	N	839.00	1461	1549	95
MCDOWELL'S GREEN LABEL THE RICH BLEND WHISKY	Q	999.00	1662	1762	406
	P	1000.00	1664	1764	203
	N	1000.00	1642	1741	99
MCDOWELL'S NO.1 CELEBRATION CLASSIC XXX RUM	Q	965.00	1624	1721	402
	P	1000.00	1664	1764	203
	N	1000.00	1642	1741	99
MCDOWELL'S NO.1 CLASSIC BLEND WHISKY	Q	1260.00	1956	2073	432
	P	1260.00	1956	2073	216
	N	1260.00	1935	2051	105
MC DOWELL'S NO.1 DELUXE WHISKY ORIGINAL	Q	1350.00	2703	2865	529
	P	1350.00	2703	2865	264
	N	1450.00	2768	2934	131
MCDOWELL'S NO.1 ORIGINAL BLENDED WHISKY	Q	1350.00	2703	2865	529
	P	1350.00	2703	2865	264
	N	1450.00	2768	2934	131
MCDOWELL'S NO.1 SELECT WHISKY ORIGINAL	Q	1260.00	1956	2073	432
	P	1260.00	1956	2073	216
	N	1260.00	1935	2051	105



**PREMIER ALCOBEV PRIVATE LIMITED**

OFFICER'S CHOICE BLUE PURE GRAIN WHISKY	Q	1259.00	1955	2072	432
	P	1259.00	1955	2072	216
	N	1259.00	1934	2050	105
OFFICER'S CHOICE PRESTIGE WHISKY	Q	930.00	1585	1680	399
	P	956.00	1614	1711	201
	N	982.00	1622	1719	98
OFFICERS CHOICE SUPERIOR WHISKY	Q	900.00	1551	1644	396
	P	900.00	1551	1644	198
	N	900.00	1530	1622	96
OLD SNIPER CLASSIC XXX RUM BLENDED WITH MALT	Q	999.00	1662	1762	406
	P	1000.00	1664	1764	203
	N	1000.00	1642	1741	99
PREMIERS CLUB PLATINUM WHISKY	Q	1307.00	2654	2813	524
	P	1313.00	2661	2821	262
	N	1319.00	2621	2778	128
PREMIERS CLUB RARE GRAIN WHISKY	Q	999.00	1662	1762	406
	P	999.00	1662	1762	203
	N	999.00	1641	1739	99
PREMIUM ROMANOV VODKA	Q	999.00	1662	1762	406
	P	1000.00	1664	1764	203
	N	1000.00	1642	1741	99
PREMIUM ROMANOV VODKA APPLE FLAVOURED	Q	1213.00	1903	2017	427
	P	1235.00	1928	2044	215
	N	1257.00	1931	2047	105
ROYAL CHALLENGE FINE RESERVE WHISKY	Q	1663.00	3055	3238	560
	P	1663.00	3055	3238	280
	N	1726.00	3079	3264	138
ROYAL CHALLENGE PREMIUM RESERVE WHISKY	Q	1740.00	3142	3331	567
	P	1775.00	3181	3372	285
	N	1799.00	3161	3351	140
SIGNATURE RARE AGED WHISKY	Q	3218.00	4804	5092	714
	P	3303.00	4900	5194	361
	N	3514.00	5090	5395	182
STERLING RESERVE B7 FINE BLENDED WHISKY	Q	1740.00	3142	3331	567
	P	1740.00	3142	3331	284



PREMIER ALCOBEV PRIVATE LIMITED					
	N	1800.00	3162	3352	140
STRERLING RESERVE B7 ORIGINAL BLENDED WHISKY	Q	1663.00	3055	3238	560
	P	1663.00	3055	3238	280
	N	1725.00	3078	3263	138

RR BOTTLERS AND DISTILLERS					
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
STAR WALKER ULTRA PREMIUM BLENDED WHISKY	Q	3360.00	4964	5262	728

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	707
	Q	3150.00	4728	5012	707
ASHWA PREMIUM WHISKY	Q	3360.00	4964	5262	728
	N	3705.00	5305	5623	187
BIO VODKA REAL APPLE	Q	2260.00	3727	3951	619
	P	2350.00	3828	4058	314
	N	2505.00	3955	4192	157
DAILY SPECIAL CRAFTED WHISKY	Q	1663.00	3055	3238	560
	P	1690.00	3085	3270	281
	N	1740.00	3094	3280	138

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	436
	N	3689.00	5287	5604	246
Bacardi Carta Blanca Ultra Classic Superior White Rum	Q	3404.00	5014	5315	738
	P	3490.00	5110	5417	431
	N	3579.00	5163	5473	244



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Bacardi India Pvt Ltd					
BACARDI LIMON ORIGINAL CITRUS RUM	Q	3555.00	5183	5494	753
	P	3590.00	5223	5536	436
	N	3689.00	5287	5604	246
BLACK BY BACARDI ORIGINAL PREMIUM CRAFTED RUM	Q	3151.00	4729	5013	713
	P	3151.00	4729	5013	414
	N	3151.00	4682	4963	233
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	436
OAKSMITH GOLD INTERNATIONAL BLENDED WHISKEY	Q	4129.00	5829	6179	810
	P	4255.00	5971	6329	469
	N	4536.00	6240	6614	268
TEACHER 50 SCOTCH	Q	10564.00	13069	13853	1449
	P	10917.00	13466	14274	800
	N	11022.00	13537	14349	429
TEACHER HIGHLAND CREAM	Q	7665.00	9807	10395	1161
	P	7886.00	10056	10659	649
	N	7989.00	10125	10733	353
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	437

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**KHODAY INDIA LIMITED**

RED KNIGHT FINEST BLENDED MALT WHISKY	Q	3006.00	4566	4840	698
	P	3051.00	4616	4893	409
	N	3123.00	4650	4929	232

**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	671
	N	8501.00	10701	11343	366
SEAGRAM'S 100 PIPERS EXCEPTIONAL BLENDED SCOTCH WHISKY AGED 12 YEARS	Q	11989.00	14672	15552	1591
SEAGRAMS BLERNDERS PRIDE RESERVE COLLECTION EXCLUSIVE WHISKY	Q	4590.00	6348	6729	856
	Q	4590.00	6348	6729	856
	P	4822.00	6609	7006	497
	P	4822.00	6609	7006	497
	N	4999.00	6761	7167	279
	N	4999.00	6761	7167	279

**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 OAKEN GLOW BLENDED PREMIUM WHISKY	Q	3502.00	5124	5431	747
	P	3502.00	5124	5431	431
	N	3491.92	5065	5369	242

**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
INDRI SINGLE MALT INDIAN WHISKY	Q	22500.00	26497	28087	2635
WHISTLER BARREL AGED BLENDED MALT WHISKY	Q	3360.00	4964	5262	733
	P	3450.00	5065	5369	429
	N	3701.00	5301	5619	247



## 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	417
	N	3472.00	5043	5346	241
MORPHEUS XO BLENDED PREMIUM BRANDY	Q	3345.00	4947	5244	732
	P	3345.00	4947	5244	423
	N	3445.00	5013	5314	240
ROYAL RANTHAMBORE HERITAGE COLLECTION ROYAL CRAFTED RESERVE WHISKY	Q	8995.00	11303	11981	1293
	P	8995.00	11303	11981	704
	N	8995.00	11256	11931	378

## 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	494
	N	4881.00	6628	7026	276
BLACK DOG CENTENARY BLACK RESERVE AGED & RARE BLENDED SCOTCH WHISKY	Q	8604.00	10864	11516	1254
	P	8244.00	10459	11087	667
	N	8338.00	10517	11148	362
BLACK DOG CENTENARY BLACK RESERVE AGED & RARE BLENDED SCOTCH WHISKY CELEBRATION EDITION	Q	8604.00	10864	11516	1254
	P	8223.00	10435	11061	666
	N	8318.00	10495	11125	361
BLACK DOG TRIPLE GOLD RESERVE BLENDED SCOTCH WHISKY	Q	12111.00	14809	15698	1603
	P	12505.00	15252	16167	879
	N	12768.00	15501	16431	472
BLACK DOG TRIPLE GOLD RESERVE BLENDED SCOTCH WHISKY CELEBRATION EDITION	Q	12111.00	14809	15698	1603
	P	12485.00	15230	16144	878
	N	12749.00	15480	16409	472
BLACK & WHITE BLENDED SCOTCH WHISKY	Q	8831.00	11119	11786	1277
	P	9137.00	11463	12151	711



## United Spirits Limited

	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 SMIRNOFF FLS	Q	3413.00	5024	5325	739
	P	3387.00	4994	5294	368
	N	3659.00	5253	5568	187
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- 9090-9110

Dated: 30-03-2024

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.
3. The Jt. Commissioner State Taxes and Excise, Flying Squad South Zone, North Zone, Central Zone Shimla, Palampur, Una.
4. 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.

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Commissioner of State Taxes and Excise  
Himachal Pradesh