



DEPARTMENT OF STATE TAXES AND EXCISE
Government of Himachal Pradesh

No. 7-475/2025-EXN- 11159-11176 ORDER

Dated: 30-04-25

In partial modification to this office letter no. 7-475/2025-EXN-8804-8824 Dated:08-04-2025 the Maximum retail sale prices per bottle, to be printed on the labels for Beer 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.

ANHEUSER BUSCH INBEV INDIA LTD							
Name of Brand	Size	Strength % v/v	Ex- Brewery Price Fixed for 2025- 2026	Selling Price from L1B to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025- 2026	Maximum Retail Sale Price Per unit 2025-2026
BUDWEISER KING OF BEERS (650 ML, 500 ML, 330 ML)	650	5.00	715	1128.00	1196.00	149.00	195
	500	5.00	1325	1985.00	2104.00	126.00	165
	330	5.00	1002	1456.00	1543.00	90.00	120
BUDWEISER MAGNUM BEER (650 ML, 500 ML, 330 ML)	650	8.25	794	1340.00	1420.00	168.00	220
	500	8.25	1353	2205.00	2337.00	136.00	180
	330	8.25	1088	1678.00	1779.00	100.00	130
CORONA EXTRA PREMIUM BEER (330 MLS)	330	5.00	1590	2118.00	2245.00	119.00	155
HOEGAARDEN BELGIAN WITBIER BEER (330 ML) (15L, 30L, 50L)	330	5.00	1731	2276.00	2413.00	126.00	165

B 9 BEVERAGES LIMITED							
Name of Brand	Size	Strength % v/v	Ex- Brewery Price Fixed for 2025- 2026	Selling Price from L1B to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025- 2026	Maximum Retail Sale Price Per unit 2025-2026
BIRA 91 BLONDE SUMMER LAGER BEER	650	5.00	701	1113.00	1180.00	148.00	195
	500	5.00	1146	1783.00	1890.00	117.00	155

	330	5.00	901	1342.00	1423.00	85.00	115
BIRA 91 GOLD WHEAT STRONG BEER	650	8.25	870	1426.00	1512.00	175.00	230
	500	8.25	1317	2165.00	2295.00	134.00	175
BIRA 91 RISE RICE STRONG LAGER BEER	650	8.25	870	1426.00	1512.00	175.00	230
	500	8.25	1317	2165.00	2295.00	134.00	175
BIRA 91 SUPERFRESH NATURAL WHITE BEER	500	5.00	1473	2151.00	2280.00	133.00	175
	330	5.00	1372	1872.00	1984.00	108.00	145
ORIGINAL BIRA 91 BOOM SUPER STRONG BEER	650	8.25	715	1251.00	1326.00	160.00	210
	500	8.25	1007	1816.00	1925.00	118.00	155

Devans Modern Breweries Ltd.							
Name of Brand	Size	Strength % v/v	Ex-Brewery Price Fixed for 2025-2026	Selling Price from L1B to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
GODFATHER STRONG BEER	650	8.00	490	998.00	1058.00	137.00	180
	500	8.00	760	1538.00	1630.00	106.00	140
GODFATHER SUPER 8 FINEST STRONG BEER	650	8.00	730	1268.00	1344.00	161.00	210
	500	8.00	1266	2107.00	2233.00	131.00	175
GODFATHER SUPER STRONG HIGH POWER BEER	650	8.00	452	955.00	1012.00	134.00	175
	500	8.00	760	1538.00	1630.00	106.00	140
GODFATHER SUPREME FINEST STRONG BEER	650	8.00	620	1144.00	1213.00	150.00	195
	500	8.00	1003	1811.00	1920.00	118.00	155
GODFATHER THE LEGENDARY PREMIUM STRONG BEER	650	8.00	646	1174.00	1244.00	153.00	200
	500	8.00	1051	1865.00	1977.00	121.00	160
SIX FIELDS BLANCHE PREMIUM WHEAT BEER	500	5.00	1286	1941.00	2057.00	124.00	165
	330	5.00	1063	1525.00	1617.00	93.00	125
SIX FIELDS BRUTE BEER FOR THE BRAVE	650	8.00	855	1409.00	1494.00	174.00	230
	500	8.00	1361	2214.00	2347.00	136.00	180
SIX FIELDS CULT PREMIUM STRONG WHEAT BEER	650	8.00	830	1381.00	1464.00	171.00	225
SIX FIELDS CULT PREMIUM STRONG WHEAT BEER	500	8.00	1311	2158.00	2287.00	133.00	175
SIX FIELDS PILSNER RICH HOPS BEER	650	5.00	830	1258.00	1333.00	160.00	210
	500	5.00	1286	1941.00	2057.00	124.00	165
	330	5.00	1063	1525.00	1617.00	93.00	125

M/s A B Grain Spirits Pvt.Ltd.

Name of Brand	Size	Strength % v/v	Ex- Brewery Price Fixed for 2025- 2026	Selling Price from L1B to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025- 2026	Maximum Retail Sale Price Per unit 2025-2026
DONNA BOLD STRONG BEER	650	8.00	739	1278.00	1355.00	162.00	215
	500	8.00	1205	2039.00	2161.00	128.00	170
	330	8.00	918	1486.00	1575.00	91.00	120
KIBBA 4 SUPERIOR MILD BEER	650	5.00	763	1182.00	1253.00	154.00	200
	500	5.00	1206	1851.00	1962.00	120.00	160
	330	5.00	943	1390.00	1473.00	87.00	115
ROCKBERG GOLD PREMIUM BEER STRONG	650	8.00	532	1045.00	1108.00	142.00	185
	500	8.00	881	1674.00	1774.00	112.00	150
	330	8.00	817.88	1374.00	1456.00	86.00	115

Medusa Beverages Pvt .Ltd.

Name of Brand	Size	Strength % v/v	Ex- Brewery Price Fixed for 2025- 2026	Selling Price from L1B to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025- 2026	Maximum Retail Sale Price Per unit 2025-2026
MEDUSA EXTRA PREMIUM STRONG BEER	650	8.25	784	1329.00	1409.00	167.00	220
	500	8.25	1242	2080.00	2205.00	130.00	170
	330	8.25	836	1394.00	1478.00	87.00	115
MEDUSA PREMIUM STRONG BEER	650	8.25	789	1334.00	1414.00	167.00	220
	500	8.25	1219	2054.00	2177.00	129.00	170
	330	8.25	815	1370.00	1452.00	86.00	115

MOLSON COORS INDIA PVT LTD

Name of Brand	Size	Strength % v/v	Ex- Brewery Price Fixed for 2025- 2026	Selling Price from L1B to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025- 2026	Maximum Retail Sale Price Per unit 2025-2026
BLUE MOON BELGIAN WHITE BELGIAN STYLE WHEAT ALE BEER	500	5.00	2178	2944.00	3121.00	168.00	220
	330	5.00	1512	2030.00	2152.00	115.00	150

CARLING STRONG PREMIUM BEER	650	8.00	657	1186.00	1257.00	154.00	200
MILLER ACE STRONG BEER	650	8.00	719	1256.00	1331.00	160.00	210
	500	8.00	1015	1825.00	1935.00	119.00	155
MILLER HIGH LIFE PREMIUM BEER	500	5.00	1081	1710.00	1813.00	114.00	150
PREMIUM THUNDERBOLT SUPER STRONG BEER	500	8.00	723	1496.00	1586.00	104.00	140
THUNDER BOLT PLATINUM EXTRA STRONG BEER	650	8.00	449	952.00	1009.00	133.00	175

SONA BEVERAGES PRIVATE LIMITED							
Name of Brand	Size	Strength % v/v	Ex-Brewery Price Fixed for 2025-2026	Selling Price from L1B to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
SIMBA JUNGLE STOUT	500	5.00	1540	2227.00	2361.00	137.00	180
	330	5.00	1256	1742.00	1847.00	103.00	135
SIMBA ROAR EXTRA STRONG	650	8.25	700	1234.00	1308.00	158.00	210
	500	8.25	1080	1898.00	2012.00	122.00	160
	330	8.25	836	1394.00	1478.00	87.00	115
SIMBA ROAR SERIES LIGHT PREMIUM LAGER BEER	650	5.00	700	1111.00	1178.00	147.00	195
	500	5.00	1006	1626.00	1724.00	110.00	145
	330	5.00	800	1229.00	1303.00	80.00	105
SIMBA WIT BOLD EDITION BELGIAN-STYLE WITBIER	650	5.00	1052	1507.00	1597.00	182.00	240
	500	5.00	1240	1889.00	2002.00	122.00	160
	330	5.00	948	1395.00	1479.00	87.00	115

TITE BEVERAGES PRIVATE LIMITED							
Name of Brand	Size	Strength % v/v	Ex-Brewery Price Fixed for 2025-2026	Selling Price from L1B to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
KIBBA 4 SUPERIOR MILD BEER	650	5.00	763	1182.00	1253.00	154.00	200
	500	5.00	1206	1851.00	1962.00	120.00	160
	330	5.00	943	1390.00	1473.00	87.00	115
KIBBA 6 SUPERIOR STRONG BEER	650	6.00	739	1278.00	1355.00	162.00	215
	500	6.00	1205	2039.00	2161.00	128.00	170
	330	6.00	918	1486.00	1575.00	91.00	120

United Breweries Ltd (Dharuhera Source)							
Name of Brand	Size	Strength % v/v	Ex-Brewery Price Fixed for 2025-2026	Selling Price from L1B to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
HEINEKEN LAGER BEER	650	5.00	978	1424.00	1509.00	175.00	230
	500	5.00	1644	2344.00	2485.00	142.00	185
	330	5.00	1150	1623.00	1720.00	97.00	130
KINGFISHER PREMIUM LAGER BEER	500	5.00	719	1303.00	1381.00	96.00	125
KINGFISHER STRONG PREMIUM BEER	500	8.00	729	1503.00	1593.00	105.00	140
KINGFISHER ULTRA LAGER BEER	650	5.00	710	1123.00	1190.00	148.00	195
	500	5.00	1270	1923.00	2038.00	123.00	160
	330	5.00	940	1386.00	1469.00	87.00	115
KINGFISHER ULTRA MAX	650	8.00	790	1336.00	1416.00	167.00	220

PREMIUM STRONG BEER	500	8.00	1350	2202.00	2334.00	135.00	180
	330	8.00	1098	1689.00	1790.00	100.00	130
KINGFISHER ULTRA PREMIUM BEER	650	5.00	698	1109.00	1176.00	147.00	195
	330	5.00	842	1276.00	1353.00	82.00	110

United Breweries Ltd (Ludhiana Source)							
Name of Brand	Size	Strength % v/v	Ex-Brewery Price Fixed for 2025- 2026	Selling Price from L1B to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
KINGFISHER PREMIER MALT BEER	650	5.00	522	911.00	966.00	130.00	170
	500	5.00	985	1602.00	1698.00	109.00	145
	330	5.00	598	1002.00	1062.00	70.00	95
KINGFISHER PREMIUM LAGER BEER	650	5.00	431	809.00	858.00	121.00	160
	500	5.00	719	1303.00	1381.00	96.00	125
	330	5.00	483	872.00	924.00	64.00	85
KINGFISHER PRESTIGE LAGER BEER	650	5.00	568	963.00	1021.00	134.00	175
	330	5.00	640	1049.00	1112.00	72.00	95
KINGFISHER PRESTIGE STRONG BEER	650	8.00	584	1104.00	1170.00	147.00	195
	330	8.00	692	1232.00	1306.00	80.00	105
KINGFISHER STRONG PREMIER MALT BEER	650	8.00	563	1080.00	1145.00	145.00	190
	500	8.00	1016	1826.00	1936.00	119.00	155
	330	8.00	639	1172.00	1242.00	77.00	105
KINGFISHER STRONG PREMIUM BEER	650	8.25	453	956.00	1013.00	134.00	175
	500	8.00	729	1503.00	1593.00	105.00	140

KINGFISHER ULTRA LAGER BEER	650	5.00	710	1123.00	1190.00	148.00	195
	500	5.00	1270	1923.00	2038.00	123.00	160
	330	5.00	940	1386.00	1469.00	87.00	115
KINGFISHER ULTRA MAX PREMIUM STRONG BEER	650	8.00	790	1336.00	1416.00	167.00	220
	500	8.00	1350	2202.00	2334.00	135.00	180
	330	8.00	1098	1689.00	1790.00	100.00	130
KINGFISHER ULTRA PREMIUM BEER	650	5.00	698	1109.00	1176.00	147.00	195
	330	5.00	848	1283.00	1360.00	82.00	110

United Breweries Ltd (Bombay Source)							
Name of Brand	Size	Strength % v/v	Ex-Brewery Price Fixed for 2025- 2026	Selling Price from L1B to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2025-2026	Maximum Retail Sale Price Per unit 2025-2026
HEINEKEN LAGER BEER	650	5.00	978	1424.00	1509.00	175.00	230
	500	5.00	1644	2344.00	2485.00	142.00	185
	330	5.00	1150	1623.00	1720.00	97.00	130
KINGFISHER PREMIUM MALT BEER	650	5.00	522	911.00	966.00	130.00	170
	500	5.00	985	1602.00	1698.00	109.00	145
	330	5.00	598	1002.00	1062.00	70.00	95
KINGFISHER PREMIUM LAGER BEER	650	5.00	431	809.00	858.00	121.00	160
	500	5.00	719	1303.00	1381.00	96.00	125
	330	5.00	483	872.00	924.00	64.00	85
KINGFISHER PRESTIGE LAGER BEER	650	5.00	568	963.00	1021.00	134.00	175
	330	5.00	640	1049.00	1112.00	74.00	100

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KINGFISHER PRESTIGE STRONG BEER	650	8.00	584	1104.00	1170.00	147.00	195
	330	8.00	692	1232.00	1306.00	82.00	110
KINGFISHER STRONG PREMIUM MALT BEER	650	8.00	563	1080.00	1145.00	145.00	190
	500	8.00	1016	1826.00	1936.00	119.00	155
	330	8.00	639	1172.00	1242.00	77.00	105
KINGFISHER STRONG PREMIUM BEER	650	8.25	453	956.00	1013.00	134.00	175
	500	8.00	729	1503.00	1593.00	105.00	140
KINGFISHER ULTRA LAGER BEER	650	5.00	710	1123.00	1190.00	148.00	195
	500	5.00	1270	1923.00	2038.00	123.00	160
	330	5.00	940	1386.00	1469.00	87.00	115
KINGFISHER ULTRA MAX PREMIUM STRONG BEER	650	8.00	790	1336.00	1416.00	167.00	220
	500	8.00	1350	2202.00	2334.00	135.00	180
	330	8.00	1098	1689.00	1790.00	100.00	130
KINGFISHER ULTRA PREMIUM BEER	650	5.00	698	1109.00	1176.00	147.00	195
	330	5.00	842	1276.00	1353.00	82.00	110

By Order

Commissioner of State Taxes and Excise

Himachal Pradesh

Dated: 30-04-25

Ednst No. 7-475/2025-EXN- 11159 - 11176

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.

Addl. Commissioner of State Taxes and Excise (D)
Himachal Pradesh

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