

ORDER

The following prices of Beer and RTD are fixed as hereunder subject to the condition that it may be ensured that all these brands are registered/ renewed for the year 2023-24:-

Name of	Brand Name	Ex-Brewery Price 2023-24	Selling price from L-1C/L-1B to L-1	Selling Price from L-1 to Retailers	MRP to be Printed on labels	MSP for the year 2023-24
M/s Mohan Meakin Limited Solan Brewery, B-1	Meakin 10000 Super Strong Beer 650 ml 8.25%	452	876	929	175	128
	Golden Eagle Deluxe Premium Beer	420	726	770	160	114
	Kati Patang	1126	1524	1616	130	94
	Kati Patang Saffron Lager Beer	1126	1524	1616	130	94
	Solan No.1 Super Strong Beer	435	857	909	175	126
	Old Monk Platinum Super Strong Beer	850	1324	1403	230	167
	Kati Patang Bareilly Bold Craft Beer	670	1122	1189	205	149
	Golden Eagle Super Strong Beer	464	890	943	180	129
	The Original Lion Premium Super Strong Beer	620	1065	1129	200	144
	Golden Eagle Ultra Premium Lager Beer	714	1057	1120	195	144
	Gymkhana Gold Premium Strong Beer	600	1043	1105	195	142
	Gymkhana Gold Premium Strong Beer	781	1252	1327	110	82
	Golden Eagle Lager Beer	437	745	790	160	116
M/s United Breweries Limited- L1B	Kingfisher Premium Lager 500 ML CAN Beer 5%	799	1285	1362	135	96
	Kingfisher Strong Premium 500 ML CAN Beer exceeding 5%	809	1472	1560	145	104

	Kingfisher Premium Lager Beer 650 ml 5%	471	784	831	165	119
	Kingfisher Strong Premium Beer 650 ml exceeding 5%	493	922	978	180	132
	Kingfisher Strong Premium 330 ML 8.25	522	961	1018	95	69
	Kingfisher premium Lager 330 ML 5%	543	868	920	90	65
	Kingfisher Ultra CAN 500 ML upto 5%	1191	1726	1829	160	115
	Kingfisher Ultra 650 ML upto 5%	738	1084	1149	200	146
	Zingaro Strong Premium Beer 650 ml 8.25%	461	886	940	180	129
	Kingfisher Ultra 330 ML upto 5%	902	1272	1349	115	82
	Kingfisher Ultra Fine Lager Beer	819	1175	1246	210	154
	Kingfisher Ultra Fine Lager Beer	1233	1773	1880	160	117
	Kingfisher Ultra Fine Lager Beer	984	1364	1446	120	87
	Kingfisher Prestige Lager Beer	608	938	994	185	133
M/s United Breweries Limited- L1B	Kingfisher Prestige Lager Beer	1058	1576	1671	150	109
	Kingfisher Prestige Lager Beer	700	1045	1108	100	72
	Kingfisher Prestige Strong Beer	624	1070	1134	200	145
	Kingfisher Prestige Strong Beer	1057	1751	1856	160	116
	Kingfisher Prestige Strong Beer	752	1219	1292	110	80
	Kingfisher Prestige Strong Beer					
M/s Anheuser Busch InBev India Ltd., L-1B Bilaspur	Haywards 5000 Super Strong 650 ML 8.25 %	514	946	1003	185	134
	Haywards 5000 Super Strong 500 ML (Can) 8.25	1038	1729	1833	160	115
	Foster's Lager Beer 650 ML 5%	474	787	834	170	120
	Foster's Lager Beer 500 ML (CAN) 5%	1083	1604	1701	150	110
	Budweiser Lager Beer 650 ML Bottle 5%	755	1103	1169	205	148
	Budweiser Magnum 650 Mls 8.25 %	834	1306	1384	225	166

	Budweiser Lager Beer 500 ML CAN 5%	1405	1967	2085	170	126
	Budweiser Lager Beer 330 ML 5%	1062	1452	1539	125	90
	Budweiser Magnum 500 Mls 8.25 %	1433	2174	2304	185	135
	Budweiser Magnum 330Mls 8.25 %	1148	1665	1765	135	100
	Hoegaarden Wheat Beer 330 ml 5%	1791	2272	2409	170	127
	Corona Extra Premium Beer 330 ml 5%	1650	2114	2241	160	120
M/s Devans Modern Breweries Ltd., L1-B	Godfather Super Strong High Power Beer 500 ML Can 8.25%	840	1507	1597	145	106
	GodfatherSuper Strong High Power Beer 650 ML Bottle 8.25	492	921	977	180	132
	Godfather The Legendary Premum Strong Beer 650 ML Bottle 8.25%	686	1140	1208	205	101
	Godfather The Legendary Premum Strong Beer 500 ML Bottle 8.25%	1131	1834	1944	165	80
	Godfather Supreme Finest Strong Beer- 650 ml Bottle	660	1110	1177	205	99
	Godfather Supreme Finest Strong Beer- 500 ml Bottle 8.25%	1083	1780	1887	160	78
	Godfather Super 8 Finest Strong Beer- 650 ml Bottle 8.25%	770	1234	1308	220	106
	Godfather Super 8 Finest Strong Beer- 500 ml Bottle 8.25%	1346	2076	2200	180	87
M/s Carlsberg India, B-1	Carlsberg Strong Beer 650 ml 8.25 %	496	926	982	180	132
	Carlsberg Strong Beer 500 ml 8.25 %	686	1333	1413	135	98
	Tuborg Premium Beer	437	745	790	160	116

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	650 ml 5%					
	Tuborg Strong Beer 500 ml CAN Beer exceeding 5%	725	1377	1460	140	100
	Tuborg Strong Beer 650 ml 8.25%	464	890	943	180	129
	Carlsberg Premium Elephant Strong Danish Export Beer 650 ml 8.25%	620	1065	1129	200	144
	Carlsberg Premium Elephant Strong Danish Export Beer 500 ml 8.25%	1002	1689	1790	155	114
M/s Privilege Industries Ltd., L1-B	Budweiser Lager Beer 650 ML Bottle 5%	731	1076	1141	200	145
	Budweiser Magnum 650 Mls 8.25 %	810	1279	1356	225	163
	Budweiser Lager Beer 500 ML CAN 5%	1357	1913	2027	170	123
	Budweiser Lager Beer 330 ML 5%	1014	1398	1482	120	88
	Budweiser Magnum 500 Mls 8.25 %	1385	2120	2247	180	133
	Budweiser Magnum 330Mls 8.25 %	1100	1611	1707	135	97
M/s Anheuser Busch InBev India Ltd., L- 1B Bilaspur	Budweiser Magnum 650 Mls 8.25 %	834	1306	1384	225	166
	Budweiser Magnum 500 Mls 8.25 %	1433	2174	2304	185	135
M/s Adie Broswon Breweries L- 1B Tokki Indora Kangra	Rockberg Gold Premium Strong Beer 650 ml exceeding 5%	490	919	974	180	131
M/s Mahou India Pvt. Ltd., L1-B	Dare Devil Extra Strong Premium Beer 650 ML 8.25%	494	924	979	180	132
	Dare Devil Extra Strong Premium Beer 500 ML 8.25%	760	1417	1501	140	102
	Mahou Clasica Premium Beer 650 ML 5%	623	955	1012	185	135

	Mahou Cinco Estrellas Premium Beer 650 ML 8.25%	653	1102	1169	205	148
M/s Molson Coors India Pvt. Ltd. L- 1B,	Premium Thunder Bolt Super Strong Beer 500 ml 8.25%	803	1465	1553	145	104
	Thunder Bolt Platinum Extra Strong Beer	489	918	973	180	131
	Miller Ace American Style Strong Beer 650 Mls	759	1222	1295	215	158
	Miller Ace American Style Strong Beer 500 Mls	1095	1793	1901	160	118
	Miller Ace American Style Strong Beer 330 Mls	781	1252	1327	110	82
	Miller Hi-Life Premium Beer 650 Mls	759	1108	1174	205	148
	Miller Hi-Life Premium Beer 500 Mls	1161	1692	1794	155	114
	Miller Hi-Life Premium Beer 330 Mls	781	1136	1204	105	76
	Carling Strong Premium Beer 8.25 %	697	1152	1221	210	152
	Blue Moon Belgian White Belgian Style Wheat Ale Beer upto 5%	2258	2926	3102	225	168
	Blue Moon Belgian White Belgian Style Wheat Ale Beer upto 5%	1572	2026	2148	155	116
M/s Sona Beverages Pvt. Ltd., L- 1B Mandi	Simba Roar Extra Strong	740	1200	1272	215	156
	Simba Roar Extra Strong	1160	1867	1978	165	121
	Simba Roar Extra Strong	896	1381	1464	120	87
	Simba Wit Bold Edition Belgian Style Witbier upto 5%	1092	1482	1571	245	181

	Simba Wit Bold Edition Belgian Style Witbier upto 5%	1320	1871	1983	165	122
	Simba Wit Bold Edition Belgian Style Witbier upto 5%	1008	1391	1475	120	88
M/s Sona Beverages Pvt. Ltd., L- 1B Mandi	Simba Roar Series Light Premium Lager Beer	740	1086	1151	200	146
	Simba Roar Series Light Premium Lager Beer	1086	1608	1704	150	110
	Simba Roar Series Light Premium Lager Beer upto 5%	860	1225	1298	110	80
	Simba Jungle Stout upto 5%	1620	2209	2341	185	137
	Simba Jungle Stout upto 5%	1316	1738	1842	140	103
M/s Tite Beverages Pvt. Ltd., L-1B, Distt. Mandi.	Kibba 6 Superior Strong Beer	779	1244	1319	220	160
	Kibba 6 Superior Strong Beer	1285	2007	2128	175	128
	Kibba 6 Superior Strong Beer	978	1474	1562	125	91
	Kibba 4 Superior Mild Beer upto 5%'	803	1157	1226	210	152
	Kibba 4 Superior Mild Beer upto 5%	1286	1833	1943	165	120
	Kibba 4 Superior Mild Beer	1003	1386	1469	120	87
	Rockberg Gold Premium Strong Beer 650 ml exceeding 5%	508	939	996	185	133
	Rockberg Gold Premium Strong Beer 650 ml exceeding 5%	894	1567	1661	150	108
	Rockberg Gold Premium Strong Beer 650 ml exceeding 5%	589	1036	1098	100	72
M/s Medusa Beverages Pvt. Ltd., L- 1B, Mandi.	Medusa Premium Strong Beer 650 ml	829	1300	1378	225	165
	Medusa Premium Strong Beer 500 ml	1299	2023	2144	175	128
	Medusa Premium Strong Beer 330 ml	875	1358	1439	120	86

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M/s B-9 Beverages Pvt. Ltd., L- 1B, Una Distt.	Bira Blonde Summer Lager Beer 650 ml 5%	741	1087	1152	200	146
	Bira Blonde Summer Lager Beer 500 ml 5%	1226	1765	1871	160	117
	Bira Blonde Summer Lager Beer 330 ml 5%	961	1338	1419	115	85
	Original Bira 91 Boom Super Strong Beer 650 ml 8.25 %	755	1218	1291	215	158
	Original Bira 91 Boom Super Strong Beer 500 ml 8.25 %	1087	1785	1892	160	118
	Bira 91 Gold Wheat Strong Beer 650 ml 8.25 %	910	1392	1475	235	173
	Bira 91 Gold Wheat Strong Beer 500 ml 8.25 %	1397	2133	2261	180	133
	Bira 91 Superfresh Natural White Beer 500 ml	1553	2133	2261	180	133
	Bira 91 Superfresh Natural White Beer 330 ml	1432	1869	1981	150	109
	Bira 91 Rise Rice Strong Lager Beer 650 ml 8%	1199	1716	1819	275	202
	Bira 91 Rise Rice Strong Lager Beer 500 ml 5%	1841	2632	2790	210	155
	RTD Beverages.					
M/s Bacardi India Pvt. Ltd., L-1B	Bacardi Orange Cranberry, Jamican Passion, Balck Berry Crush Breezer upto 4.8 % (275 ML)	1031	1317	1396	105	75
	Bacardi Plus, Cola Plus, Lemonade, Cranberry Plus, Bacardi Plus upto 8% (275 ML)	1114	1529	1620	120	88
M/s Radico Khaitan Ltd., L-1B	M2 Magic Moments Electra 8.0 Cosmopolitan Special Cranberry Flavour Low Alcoholic	1155	1575	1669	120	86

Beverage						
M2 Magic Moments Electra 8.0 Cosmopolitan Special Lemon & Mint Flavur Low Alcoholic Beverage	1155	1575	1669	120	86	


Commissioner of State Taxes & Excise
Himachal Pradesh

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Copy for information and Necessary action is forwarded to:-

1. The Addl. / Jt. Commissioner of State Taxes and Excise, South Zone, North Zone, Central Zone Shimla, Palampur & Mandi.
2. Jt. Commissioner of State Taxes and Excise, Flying Squad South Zone, North Zone, Central Zone Shimla, Palampur & Una.
4. All Dy. Commissioners of State Taxes and Excise, Himachal Pradesh
5. Assistant Commissioner of State Taxes and Excise- Incharge, Distt. Kinnaur.
6. All Concerned


Commissioner of State Taxes & Excise
Himachal Pradesh