

No. 7-475/2020-EXN-
Department of Excise & Taxation
Himachal Pradesh

ORDER

In partial modification of this office letter No.7-475/2020-EXN-10532-10550 dated 29-05-2020, 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 2020-21:-

Name of	Brand Name	Ex-Brewery Price 2020-21	Handling charges for L-1C/L-1-B @Rs.8/- per case.	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 2020-21
M/s Mohan Mekien Limited Solan Brewery, B-1	Golden Eagle Beer 650 ml upto 5%	350	8.00	577	612	130	94
	Meakin 10000 Super Strong Beer 650 ml 8.25%	452	8.00	797	845	155	113
	Golden Eagle Deluxe Premium Beer	420	8.00	656	695	140	101
	Meakin 10000 Ultra Premium Super Strong Beer 8.25 %	475	8.00	823	873	155	115
M/s United Breweries Limited- L1B	Kingfisher Premium Lager 500 ML CAN Beer 5%	751	8.00	1123	1190	115	83
	Kingfisher Strong Premium 500 ML CAN Beer exceeding 5%	761	8.00	1296	1374	125	90
	Kingfisher Premium Lager Beer 650 ml 5%	447	8.00	686	728	140	103
	Kingfisher Strong Premium Beer 650 ml exceeding 5%	457	8.00	803	851	155	114

	Kingfisher Strong Premium 330 ML 8.25	474	8.00	827	876	85	59
	Kingfisher premium Lager 330 ML 5%	495	8.00	743	788	80	55
	Kingfisher Ultra CAN 500 ML upto 5%	1143	8.00	1564	1658	140	102
	Kingfisher Ultra 650 ML upto 5%	714	8.00	987	1046	175	130
	Zingaro Strong Premium Beer 650 ml 8.25%	437	8.00	780	827	150	112
	Kingfisher Ultra 330 ML upto 5%	854	8.00	1147	1216	100	73
Anheuser Busch InBev India Ltd., L-1B Bilaspur	Haywards 5000 Super Strong 650 ML 8.25 %	514	8.00	867	919	160	119
	Haywards 5000 Super Strong 500 ML (Can) 8.25	1038	8.00	1608	1704	140	104
	Foster's Lager Beer 650 ML 5%	474	8.00	717	760	145	106
	Foster's Lager Beer 500 ML (CAN) 5%	1083	8.00	1496	1586	135	99
	Budweiser Lager Beer 650 ML Bottle 5%	731	8.00	1006	1066	180	131
	Budweiser Magnum 650 Mls 8.25 %	810	8.00	1200	1272	200	149
	Budweiser Lager Beer 500 ML CAN 5%	1357	8.00	1805	1913	155	113
	Budweiser Lager Beer 330 ML 5%	1014	8.00	1327	1407	110	81
	Budweiser Magnum 500 Mls 8.25 %	1385	8.00	1998	2118	165	121
	Budweiser Magnum 330Mls 8.25 %	1100	8.00	1531	1622	125	90

M/s Devans Modern Breweries Ltd., L1-B	Godfather Super Strong High Power Beer 500 ML Can 8.25%	792	8.00	1331	1411	125	92
	Godfather Super Strong High Power Beer 650 ML Bottle 8.25	468	8.00	815	864	155	115
	Godfather Super Strong Original Quality Beer 650 ML Bottle 8.25	468	8.00	815	864	155	115
	Kotsberg Strong Premium Beer 650 ML Bottle 8.25%	568	8.00	928	983	170	125
	Kotsberg Original Pills Beer	623	8.00	884	937	165	121
M/s Carlsbergs Indai Pvt. Ltd., L-1C	Carlsberg Allmalt Premium Beer 650 ML Bottle 5%	594	8.00	852	903	160	118
	Carlsberg Allmalt Premium Beer 500 MI CAN 5%	1018	8.00	1423	1509	130	96
	Tubrog Strong Premium Beer (650 ml) Bottle 8.25%	440	8.00	784	831	155	112
	Tubrog Strong Premium Beer (500 ml CAN) 8.25%	666	8.00	1190	1261	120	86
	Carlsberg Elephant Strong Supper Premium Beer 650 MI Bottle 8.25%	498	8.00	849	900	160	118

	Carlsberg Elephant Strong Supper Premium Beer 500 ML Can 8.25%	687	8.00	1213	1286	120	87
	Tuborg Green Beer 650 ML 5%	420	8.00	656	695	140	101
	Tuborg Green Beer 500 ML 5%	690	8.00	1054	1117	110	80
	Carlsberg Strong Beer 650 ml 8.25 %	496	8.00	847	898	160	117
	Carlsberg Strong Beer 500 ml 8.25 %	686	8.00	1212	1284	120	87
	Tuborg Premium Beer 650 ml 5%	419	8.00	655	694	140	100
	Tuborg Strong Beer 500 ml CAN Beer exceeding 5%	665	8.00	1188	1259	120	85
	Tuborg Strong Beer 650 ml 8.25%	439	8.00	782	829	150	112
M/s Privilege Industries Ltd., L1-B	Budweiser Lager Beer 650 ML Bottle 5%	731	8.00	1006	1066	180	131
	Budweiser Magnum 650 Mls 8.25 %	810	8.00	1200	1272	200	149
	Budweiser Lager Beer 500 ML CAN 5%	1357	8.00	1805	1913	155	113
	Budweiser Lager Beer 330 ML 5%	1014	8.00	1327	1407	110	81
	Budweiser Magnum 500 Mls 8.25 %	1385	8.00	1998	2118	165	121
	Budweiser Magnum 330Mls 8.25 %	1100	8.00	1531	1622	125	90
M/s Anheuser Busch InBev	Budweiser Magnum 650 Mls 8.25 %	810	8.00	1200	1272	200	149

India Ltd., L-1B Bilaspur	Budweiser Magnum 500 Mls 8.25 %	1385	8.00	1998	2118	165	121
M/s Adie Broswon Breweries L-1B Tokki Indora Kangra	Rockberg Gold Premium Strong Beer 650 ml exceeding 5%	490	8.00	840	890	160	117
M/s Mahou India Pvt. Ltd., L1-B	Dare Devil Extra Strong Premium Beer 650 ML 8.25%	494	8.00	845	895	160	117
	Dare Devil Extra Strong Premium Beer 500 ML 8.25%	760	8.00	1295	1373	125	90
	Mahou Clasica Premium Beer 650 ML 5%	623	8.00	884	937	165	121
	Mahou Cinco Estrellas Premium Beer 650 ML 8.25%	653	8.00	1023	1085	180	133
M/s Molson Coors India Pvt. Ltd. L-1B,	Premium Thunder Bolt Super Strong Beer 500 ml 8.25%	755	8.00	1289	1367	125	90
	Thunder Bolt Platinum Extra Strong Beer	441	8.00	785	832	155	112
	Miller Ace American Style Strong Beer 650 Mls	711	8.00	1089	1154	190	139
	Miller Ace American Style Strong Beer 500 Mls	1047	8.00	1618	1715	145	104
	Miller Ace American Style Strong Beer 330 Mls	733	8.00	1011	1071	95	67
	Miller Hi-Life Premium Beer 650 Mls	711	8.00	983	1042	175	129

	Miller Hi-Life Premium Beer 500 Mls	1113	8.00	1530	1622	140	101
	Miller Hi-Life Premium Beer 330 Mls	733	8.00	1011	1071	95	67
	Carling Strong Premium Beer 8.25 %	673	8.00	1046	1109	185	135
M/s Doon Valley Breweries Ltd, L-1-B	99000 Premium Strong Beer 650 Mls 8.25	482	8.00	831	881	160	116
	Eisenberg Strong Premier Beer 8.25	482	8.00	831	881	160	116
M/s Himalayan Ales Pvt. Ltd., L-1B Nerchowk Balh Distt. Mandi.	White Rhino Brewing Co. Premium Lager Beer	1429	8.00	1794	1901	140	101
	White Rhino Brewing Co. Premium Wheat Beer	1429	8.00	1794	1901	140	101
M/s Amara Breweries Pvt Ltd., L-1B Village Haripur Sandholi Baddi	Ginberg Super Strong Beer 650 ml exceeding 5%	484	8.00	833	883	160	116
	RTD Beverages.		8.00				
M/s Bacardi India Pvt. Ltd., L-1B	Bacardi Orange Cranberry, Jamican Passion, Balck Berry Crush Breezer upto 4.8 % (275 ML)	1031	8.00	1280	1356	100	71
	Bacardi Plus, Cola Plus, Lemonade, Cranberry Plus, Bacardi Plus upto 8% (275 ML)	1114	8.00	1499	1589	115	85

M/s Radico Khaitan Ltd., L-1B	M2 Magic Moments Electra 8.0 Cosmopolitan Special Cranberry Flavour Low Alcoholic Beverage	1155	8.00	1545	1638	120	87
	M2 Magic Moments Electra 8.0 Cosmopolitan Special Lemon & Mint Flavur Low Alcoholic Beverage	1155	8.00	1545	1638	120	87

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Commissioner of State Taxes & Excise
Himachal Pradesh

Ednst. No. No. 7-475/2020-EXN-11577-96

Dated: 08^{June} May, 2020

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
5. Assistant Commissioner of State Taxes and Excise- Incharge, Distt. Kinnaur.
6. All Concerned


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