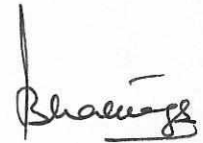


GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
OFFICE OF THE COMMISSIONER OF EXCISE, ENTERTAINMENT AND LUXURY TAX
L & N BLOCK, VIKAS BHAWAN, I. P. ESTATE, NEW DELHI
(COUNTRY LIQUOR BRANCH)

Subject: - UPLOADING OF PUBLIC NOTICE AND PRICE STRUCTURE OF COUNTRY LIQUOR FOR THE YEAR 2021-22.

Please find enclosed herewith the copy of **PUBLIC NOTICE** and **Price Structure** of Country Liquor for the year 2021-22 for uploading on the website of the department. **The new Price Structure comes into effect from 01.09.2021.**

Therefore, you are requested to take necessary action at the earliest under intimation to this branch.



G.M (EXCISE)

U. O. No. F.1(217)/EX/CL/Pricing/2021-22/ 95

Dated: 26/8/21

The Joint Director (IT),

O/o Commissioner of Excise, Entt. & Luxury Tax,

राष्ट्रीय राजधानी क्षेत्र दिल्ली सरकार
कार्यालय :-आयुक्त आबकारी, मनोरंजन एवं विलासिता कर
एल एवं एन ब्लॉक, विकास भवन, आई.पी. इस्टेट, नई दिल्ली- 110002


सार्वजनिक सूचना

राष्ट्रीय राजधानी क्षेत्र दिल्ली सरकार ने राष्ट्रीय राजधानी क्षेत्र, दिल्ली में लाइसेंसड देशी शराब विक्रेताओं के माध्यम से बेचे जाने वाले स्पाइसड देशी शराब के क्वार्ट, पिंट तथा निप आकारों के एम.आर.पी. (अधिकतम खुदरा मूल्य) में संसोधन को वित्तीय वर्ष 2021-22 के लिये निम्नानुसार अनुमोदित कर दिया है, जो कि 01.09.2021 से प्रभावी है:-

| आकार | क्वार्ट(750 मिली) | पिंट(375 मिली) | निप(180 मिली) |
|--------------------|-------------------|----------------|---------------|
| एम.आर.पी.(रु. में) | 150 रु | 75 रु | 35 रु |

अधिक जानकारी के लिए कृपया विभाग की वेबसाइट
<http://www.excise.delhigovt.nic.in> देखें।

हस्ता/-


आरवमोपी कृष्णा
आबकारी आयुक्त

राष्ट्रीय राजधानी क्षेत्र दिल्ली सरकार
कार्यालय :-आयुक्त आबकारी, मनोरंजन एवं विलासिता कर
एल एवं एन ब्लॉक, विकास भवन, आई.पी. इस्टेट, नई दिल्ली- 110002


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राष्ट्रीय राजधानी क्षेत्र दिल्ली सरकार ने राष्ट्रीय राजधानी क्षेत्र, दिल्ली में लाइसेंसड देशी शराब विक्रेताओं के माध्यम से बेचे जाने वाले स्पाइसड देशी शराब के क्वार्ट, पिंट तथा निप आकारों के एम.आर.पी. (अधिकतम खुदरा मूल्य) में संसोधन को वित्तीय वर्ष 2021-22 के लिये निम्नानुसार अनुमोदित कर दिया है, जो कि 01.09.2021 से प्रभावी है:-

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अधिक जानकारी के लिए कृपया विभाग की वेबसाइट
<http://www.excise.delhigovt.nic.in> देखें।

हस्ता/-


आरवन्नापी कृष्णा
आबकारी आयुक्त

GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
OFFICE OF THE COMMISSIONER OF EXCISE, ENT. & LUXURY TAX
L&N BLOCK, VIKAS BHAWAN, I.P. ESTATE, NEW DELHI - 110002
(COUNTRY LIQUOR BRANCH)

No.F.1(217)/EX/CL/Pricing/2021-22/ 83-92

Dated: 26/8/21

To

M/s Delhi Tourism & Transportation Dev. Corporation Ltd.

M/s Delhi State Industrial Dev. Corporation Ltd.

M/s Delhi State Civil Supplies Corporation Ltd.

M/s Delhi Consumers Cooperative Wholesale Store Ltd.

Sub: Price structure of country liquor for the year 2021-22.

It is informed that new wholesale rates for the procurement of Country Liquor have been finalized for the year 2021-22. Following suppliers have been selected as per quota mentioned against each for supply of Country Liquor at the wholesale rate (Weighted Average Price) of Rs. 375/- per case for the year 2021-22:

| S. NO | NAME OF THE L-33/33 LICENSEE (M/S) | WEIGHTED AVERAGE PRICE QUOTED PER CASE (9 BL) (In Rs.) | BRAND NAME | % OF SUPPLY OFFERED/GRANTED |
|--------------|---|--|---------------------------|-----------------------------|
| 1 | M/S ROCK AND STORM BOTTLEERS PVT. LTD. | 375/- | BAHUBALI | 19 |
| 2 | M/S QUEEN DISTILLERS & BOTTLEERS PVT. LTD. | 375/- | GULAB | 17 |
| 3 | M/S FROST FALCON DISTILLERIES LTD | 375/- | MURTHAL NO. 1 | 16 |
| 4 | M/S SUPER DISTILLERS PVT. LTD. | 375/- | SUPER HIMMAT SANTRA | 16 |
| 5 | M/S EMPIRE ALCOBREV PRIVATE LTD. | 375/- | EMPIRE NO. 1 MOTA SANTARA | 16 |
| 6 | M/S HARYANA ORGANICS (A UNIT OF M/s GLOBUS SPIRITS) | 375/- | NARANGI | 16 |
| TOTAL | | | | 100 |



The Competent Authority has approved the following price structure for the year 2021-22, for all of the above mentioned L-3/33 License holders:

Weighted Average Price (WAP): Rs. 375/- per case (9 Bulk Liter) for all Six (06) L-3/33 licensees:-

| COMPONENTS OF MRP | PARTICULAR | QUARTS (750 ML) | PINTS (375 ML) | NIPS (180 ML) |
|-------------------|---------------------------------------|--------------------|-------------------|------------------|
| 1 | WAP (per case) (₹) | 375 | 375 | 375 |
| 2 | WAP (per unit) (₹) | 31.25 | 15.625 | 7.5 |
| 3 | Excise Duty (₹) @ 245% of WSP | 76.56 | 38.28 | 18.37 |
| 4 | Retail Margin 6% (₹) | 9.0 | 4.5 | 2.1 |
| 5 | VAT (₹) | 30 | 15 | 7 |
| 6 | Excise on Account of Rounding off (₹) | 3.19 | 1.595 | 0.03 |
| 7 | MRP (₹) | 150.00 | 75.00 | 35.00 |
| 8 | Total Excise Revenue (₹) (3+6) | 79.75 | 39.875 | 18.4 |

Further, as per clause 16(c) of Terms & Conditions of the tender for the year 2021-22, local transportation charges @ 2.50 per case shall be charged by L-3/33 Licensees from the L-8 Licensees in addition to the wholesale price.

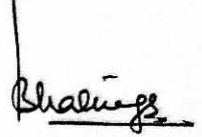
Also, as per Clause 28 of Terms & Conditions of the tender for the year 2021-22, the stock left at the BWH of the 07 (Seven) existing L-3/33 licensees at the end of the licensing year 2020-21, shall be supplied to the Corporation at Rs. 348/- per case (09 BL) by M/s Rock & Storm Bottlers Pvt. Ltd. & Rs. 359/- per case (9 BL) by other 06 L-3/33 licensees for sale through retail vends in the new licensing year 2021-22 and subsequently, shall be sold by Corporation vends on the new prices (as mentioned above) Further, the difference amount may be deposited in Excise Exchequer by the concerned for Corporations. **The New Price Structure shall come into effect from 01.09.2021 (Wednesday).**

[Handwritten signature]

Further, the four (04) Corporations are further directed to take following action:-

1. To change MRP on bottles as per New Price Structure for the year 2021-22 by affixing stickers.
2. To display the new MRP in front of all vendis in Hindi & English.

Yours faithfully,



G.M (EXCISE)

Dated: 26/8/21

No.F.1(217)/EX/CL/Pricing/2021-22/ 83 - 92

Copy to:

1. PA to Commissioner (VAT), GNCT of Delhi.
2. PPS to Commissioner (Excise)
3. PA to Dy. Commissioner (Excise)-I
4. Jt. Director (IT), Excise Department for uploading on the official website of Excise Department.
5. Bond Inspector, Country Liquor
6. All L-3/33 licensees
7. Asstt. Commissioner (ESCIMS) for further necessary action.



G.M (EXCISE)