

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

No. F.1(247)/EX/CL/Pricing/2023-24/342-351

Dated: 31/12/2024

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 2024-25.**

It is informed that new wholesale rates for the procurement of Country Liquor have been finalized for the year 2024-25. 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. 505/- per case for the tender year 2024-25.

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 High Field Distillers & Bottlers Pvt. Ltd.	Rs. 505/-	LAL GULAB	17%
2	M/s Haryana Organics (A Unit of Globus Spirits Ltd.)	Rs. 505/-	NARANGI	18%
3	M/s Empire Alcobrev (P) Ltd.	Rs. 505/-	EMPIRE No.1 MOTA SANTARA SPICED COUNTRY LIQUOR	15%
4	M/s Rock & Storm Bottlers Pvt. Ltd.	Rs. 505/-	BAHUBALI	15%
5	M/s Qucen Distillers & Bottlers (P) Ltd.	Rs. 505/-	GULAB	13%
6	M/s Super Distilleries Pvt. Ltd.	Rs. 505/-	SUPER HIMMAT SANTRA	12%
7	M/s High Spirits Food and Beverages	Rs. 505/-	SHAHI ORANGE	10%
<b>Total</b>				<b>100%</b>

The Competent Authority has approved the following price structure for the year 2024-25, for all of the above mentioned Seven (07) L-3/33 License holders:

  
31/12/24


Weighted Average Price (WAP): Rs. 505/- per case (9 Bulk Litre) for all Seven(07) L-3/33 licensees:-				
Components of MRP	PARTICULARS	QUARTS (750 ML) 12 Bottles per case	PINTS (375 ML) 24 Bottles per case	NIPS (180 ML) 50 Bottle per case
1	WAP (Per Case)	505.00	505.00	505.00
2	WAP (Per unit)	42.08	21.04	10.10
3	Excise Duty @245% of WAP	103.10	51.55	24.75
4	Retail Margin 6% of MRP	12.00	6.00	3.00
5	VAT @25% (2+3+4)	40.00	20.00	10.00
6	Excise on account of Rounding Off	2.82	1.41	2.15
7	MRP(2+3+4+5+6)	200.00	100.00	50.00
8	Total Excise Revenue(3+6)	105.92	52.96	26.90

Further, as per Clause 11.2 (d) of Terms & Conditions of the tender for the year 2024-25, local transportation charges @ Rs. 2.50/- per case shall be charged by L-3/33 licensee from the L-8/L-8 & L-14 in addition to the wholesale price. **The New Price Structure shall come into effect from 01.01.2025.**

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 2024-25 by affixing stickers.
2. To display the new MRP in front of all vends in Hindi & English.

Yours faithfully


  
G.M. (Excise) 21/12/24

No. F.1(247)/EX/CL/Pricing/2023-24/

Dated:

Copy to:

1. PPS to Commissioner (VAT), GNCT of Delhi
2. PPS to Commissioner (Excise)
3. PS to Dy. Commissioner (Excise)
4. Joint Director (IT), Excise Department for uploading on the official website of Excise Department.
5. Bond Inspector, Country Liquor for information.
6. All L-3/33 Licensees for information.

  
G.M. (Excise) 31/12/24