

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 2020-21.

Please find enclosed herewith the copy of **PUBLIC NOTICE** and **Price Structure** of Country Liquor for the year 2020-21 for uploading on the website of the department. **The new Price Structure comes into effect from 09.09.2020.**

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



G.M (EXCISE)

U. O. No. F.1(206)/EX/CL/2020-21/207

Dated 7/9/2020

The Joint Director (IT),
O/o Commissioner of Excise, Entt. & Luxury Tax,

Recd
07.09.2020

AP

राष्ट्रीय राजधानी क्षेत्र दिल्ली सरकार
उत्पाद शुल्क, मनोरंजन एवं विलासिता कर आयुक्त का कार्यालय
एल एवं एन ब्लॉक, विकास भवन, आई.पी. एस्टेट, 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, प्वाइन्ट तथा निप आकारों के एम.आर.पी. (अधिकतम खुदरा मूल्य) में संशोधन को निम्नानुसार अनुमोदित कर दिया है, जो कि 09.09.2020 से प्रभावी है:-

| आकार एम.आर.पी. (रु. में) | क्वार्ट (750 मिली) 140 रु. | पाइन्ट (375 मिली) 70 रु. | निप (180 मिली) 35 रु. |
|-----------------------------|-------------------------------|-----------------------------|--------------------------|
|-----------------------------|-------------------------------|-----------------------------|--------------------------|

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

हस्ता /-

रणजीत सिंह
(रणजीत सिंह)

उपायुक्त (उत्पाद शुल्क)

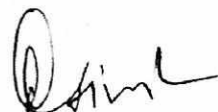
GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
OFFICE OF THE COMMISSIONER OF EXCISE, ENTT. & LUXURY TAX
L & N BLOCK, VIKAS BHAWAN, I.P. ESTATE, NEW DELHI-110002

PUBLIC NOTICE

The Government of National Capital Territory of Delhi has approved the revision of the MRP (Maximum Retail Price) of Quarts (750 ml.), Pints (375 ml.) and Nips (180 ml.) of Spiced Country Liquor to be sold through the Licensed Country Liquor Vends in the National Capital Territory of Delhi for the year 2020-21 w.e.f. 09th September, 2020 as per details given below:

| Sizes | Quart (750 ml.) | Pint (375 ml.) | Nip (180 ml.) |
|--------------|-----------------|----------------|---------------|
| MRP (in Rs.) | 140 | 70 | 35 |

For more details please visit the Department's Website <http://www.excise.delhigovt.nic.in/>



(Ranjeet Singh)
Dy. Commissioner (Excise)

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(206)/EX/CL/2020-21/206

Dated: 7/9/2020

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 2020-21.

It is informed that new wholesale rates for the procurement of Country Liquor have been finalized for the year 2020-21. 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. 348/- per case & Rs. 359/- per case for the year 2020-21:

| 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 BOTTLERS PVT. LTD. | 348/- | BAHUBALI | 33 |
| 2 | M/S QUEEN DISTILLERS & BOTTLERS PVT. LTD. | 359/- | GULAB | 15 |
| 3 | M/S FROST FALCON DISTILLERIES LTD | 359/- | MURTHAL NO. 1 | 11 |
| 4 | M/S SUPER DISTILLERS PVT. LTD. | 359/- | SUPER HIMMAT SANTRA | 11 |
| 5 | M/S EMPIRE ALCOBREV PRIVATE LTD. | 359/- | EMPIRE NO. 1 MOTA SANTARA | 10 |
| 6 | M/S HARYANA ORGANICS (A UNIT OF GLOBUS SPIRITS) | 359/- | NARANGI | 10 |
| 7 | M/S CO-OPERATIVE COMPANY LTD | 359/- | SHABNAM ANGOORI | 10 |



TOTAL

100

The Competent Authority has approved the following price structure for the year 2020-21, for all of the above mentioned L-3/33 License holders:

Weighted Average Price (WAP): Rs. 348/- per case (9 Bulk Liter) for M/s Rock & Storm Bottlers Pvt. Ltd.

| COMPONENTS OF MRP | PARTICULAR | QUARTS (750 ML) | PINTS (375 ML) | NIPS (180 ML) |
|-------------------|---------------------------------------|--------------------|-------------------|------------------|
| 1 | WAP (per case) (₹) | 348 | 348 | 348 |
| 2 | WAP (per unit) (₹) | 29 | 14.5 | 6.96 |
| 3 | Excise Duty (₹) @ 245% of WSP | 71.05 | 35.52 | 17.05 |
| 4 | Retail Margin 6% (₹) | 8.4 | 4.2 | 2.1 |
| 5 | VAT (₹) | 28 | 14 | 7 |
| 6 | Excise on Account of Rounding off (₹) | 3.55 | 1.78 | 1.89 |
| 7 | MRP (₹) | 140.00 | 70.00 | 35.00 |
| 8 | Total Excise Revenue (₹) (3+6) | 74.6 | 37.3 | 18.94 |

Weighted Average Price (WAP): Rs. 359/- per case (9 Bulk Liter) for other 06 licensees

| COMPONENTS OF MRP | PARTICULAR | QUARTS (750 ML) | PINTS (375 ML) | NIPS (180 ML) |
|-------------------|-------------------------------|--------------------|-------------------|------------------|
| 1 | WAP (per case) (₹) | 359 | 359 | 359 |
| 2 | WAP (per unit) (₹) | 29.92 | 14.96 | 7.18 |
| 3 | Excise Duty (₹) @ 245% of WSP | 73.3 | 36.65 | 17.6 |
| 4 | Retail Margin 6% | 8.4 | 4.2 | 2.1 |

| | | | | |
|---|---------------------------------------|--------|-------|-------|
| | (₹) | | | |
| 5 | VAT (₹) | 28 | 14 | 7 |
| 6 | Excise on Account of Rounding off (₹) | 0.38 | 0.19 | 1.12 |
| 7 | MRP (₹) | 140.00 | 70.00 | 35.00 |
| 8 | Total Excise Revenue (₹) (3+6) | 73.68 | 36.84 | 18.72 |

Further, as per clause 16(c) of Terms & Conditions of the tender for the year 2020-21, 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.

The Corporations are further directed to submit the closing stock position as on 07.09.2020, available with L-8 vends and the differential amount on that stock may be deposited in Excise as well as VAT. **The new Price Structure shall come into effect from 09.09.2020.** The Corporations are further directed to take following action:-

1. To change MRP on bottles by affixing stickers.
2. To display the new MRP in front of all vends in Hindi & English.

Yours faithfully,



G.M (EXCISE)

Dated: 7/9/2020

No.F.1(206)/EX/CL/2020-21/206

Copy to:

1. Commissioner (VAT), GNCT of Delhi.
2. PPS to Commissioner (Excise)
3. PA to Dy. Commissioner (Excise)-II
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)