

Mizoram Excise & Narcotics Department
Maximum Retail Price of Liquor w.e.f 12th December, 2016

IMFL - GENERAL BRAND (78% Ad Valorem):-

Brand	Size	Com- pany	MRP
Golf Club Finest Whisky	750ml	Karnak	138
Golf Club XXX Rum	750ml	Karnak	138
Honey Badger Rum XXX	750ml	FDBI	140
	375ml	FDBI	70

Company Legend:

- Karnak:- Karnak Distillery (P) Ltd., Assam
- FDBI:- Friends Distillery & Bottling Industry Pvt. Ltd.

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IMFL - REGULAR BRAND (75% Ad Valorem):-

Brand	Size	Company	MRP
Caravan Prestige Whisky	750ml	CMJ	140
	375ml	CMJ	70
Zino XXX Rum	750ml	CMJ	140
	375ml	CMJ	70
Zo XXX Rum	750ml	MDH	140
Stallone Classic Whisky	750ml	MDH	140
Contessa XXX Rum Blended with Matured Cane Juice	750ml	Radico	150
	375ml	Radico	75
Royal VAT Single Grain Whisky	750ml	Raizel	170
Royal VAT Dark Rum	750ml	Raizel	170
F.D. No.-1 (Prestige Whisky)	750ml	FDBI	150
	375ml	FDBI	80
Friends XXX Rum	750ml	FDBI	150
	375ml	FDBI	80
Oak Cask Whisky	750ml	FDBI	150
	375ml	FDBI	80

Company Legend:

- CMJ:- CMJ Breweries (P) Ltd., Meghalaya
- MDH:- MDH Beverages Private Limited
- Radico:- Radico Khaitan Limited
- Raizel:- Raizel Industries
- FDBI:- Friends Distillery & Bottling Industry Pvt. Ltd.

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IMFL - LUXURY BRAND (60% Ad Valorem):-

Brand	Size	Com-pany	MRP
Officer's Choice Prestige Whisky (Glass)	750ml	ABD	190
	375ml	ABD	95
Officer's Choice Prestige Whisky (Pet)	750ml	ABD	190
RED KNIGHT Select Whisky	750ml	Himalaya	280
Hercules XXX Rum	750ml	Himalaya	168
	375ml	Himalaya	85
Himalayan Pride XXX Rum	750ml	Himalaya	150
	375ml	Himalaya	75
OLD Admiral VSOP Brandy	750ml	Radico	200
8PM Smooth Indian Whisky Blended with Malt	750ml	Radico	200
	375ml	Radico	100
Bagpiper Deluxe Whisky	750ml	USL	200
	375ml	USL	100
McDowell's No. 1 Celebration Matured XXX Rum	750ml	USL	170
	375ml	USL	85
McDowell No. 1 Reserve Whisky	750ml	USL	235
	375ml	USL	117
White Mischief Vodka	750ml	USL	235
	375ml	USL	118

Company Legend:

- ABD:- Allied Blenders & Distillers Pvt. Ltd.
- Himalaya:- Himalaya Distilleries Ltd.
- Radico:- Radico Khaitan Limited
- USL:- United Spirits Limited

IMFL - LUXURY BRAND :- (...contd...)

Brand	Size	Company	MRP
Royal Casino whisky	750ml	UBD	160
	375ml	UBD	80
Hornbill Superior Rum	750ml	UBD	160
	375ml	UBD	80
Queensland Whisky	750ml	AABC	160
	375ml	AABC	80
Kingston Rum	750ml	AABC	160
	375ml	AABC	80
Old Monk Deluxe Rum Very Old Vatted(Pet)	750ml	MM	170
Old Monk Deluxe Rum Very Old Vatted	750ml	MM	190
Old Monk Deluxe Rum Very Old Vatted	375ml	MM	95
Doctor's Triple Crown Brandy	750ml	MM	200
Big Ben Deluxe London Dry Gin	750ml	MM	200
Armada Matured XXX Dark Rum	750ml	CMJ	170
	375ml	CMJ	85
Royal Patiala Whisky	750ml	Kaya	190
	375ml	Kaya	95
Whitefield Extra Reserve Brandy Blended With Finest Grape Spirits	750ml	Radico	184
Brihan's Grape Brandy Blend of Matured Grape Brandies	750ml	Radico	182
Whytehall Classic Deluxe Whisky	750ml	Radico	224
8PM Bermuda XXX Original Caribbean Rum	750ml	Radico	190
Black Cat Matured Rum	750ml	Radico	200

Company Legend.

- AABC:- Associated Alcohol and Beverages Company
- MM:- Mohan Meakin Limited
- CMJ:- CMJ Breweries (P) Ltd., Meghalaya
- Kaya:- Kaya Spirits OPC (P) Ltd
- Radico:- Radico Khaitan Limited
- UBD:- United Brothers Distilleries Pvt. Ltd.

IMFL - LUXURY BRAND :- (...contd...)

Brand	Size	Com-pany	MRP
Aristocrat XXX Rum (Pet bottle)	750ml	Jagatjit	170
	375ml	Jagatjit	85

Company Legend:

- Jagatjit:- Jagatjit Industries Ltd.

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IMFL - PREMIUM BRAND (50% Ad Valorem):-

Brand	Size	Com-pany	MRP
Officer's Choice Blue Pure Grain Whisky	750ml	ABD	230
	375ml	ABD	115
Officer's Choice BLACK Exquisite & Rare Whisky	750ml	ABD	330
	375ml	ABD	170
Jolly Roger Premium XXX Rum	750ml	ABD	230
Signature Rare Aged Whisky	750ml	USL	500
	375ml	USL	250
Royal Challenge Finest Premium Whisky	750ml	USL	350
	375ml	USL	170
Glen Cask Whisky	750ml	AABC	240
	375ml	AABC	120
Golfer's Shot-Oak Barrel Aged Whisky	750ml	ADI	500
	375ml	ADI	250
White and Blue Premium Whisky	750ml	ADI	330
	375ml	ADI	170
White Hills Reserve Whisky	750ml	ADI	240
	375ml	ADI	120
Rare Reserve Whisky Castle Hill	750ml	Raizel	240

Company Legend.

- AABC:- Associated Alcohol and Beverages Company
- ABD:- Allied Blenders & Distillers Pvt. Ltd.
- ADI:- Alcobrew Distilleries India Pvt. Ltd.
- Pernod-R :- Pernod Ricard India Pvt.Ltd.
- Raizel:- Raizel Industries
- USL:- United Spirits Limited

IMFL - PREMIUM BRAND:- (...contd...)

Brand	Size	Com-pany	MRP
Bacardi Carta Blanca Superior White Rum	750ml	Bacardi	550
	375ml	Bacardi	280
Bacardi Black Deluxe Rum	750ml	Bacardi	300
	375ml	Bacardi	150
Magic Moments Pure Grain Vodka	750ml	Radico	240
	375ml	Radico	120
Magic Moments Remix Flavoured Vodka-Green Apple	750ml	Radico	330
	375ml	Radico	170
Magic Moments Remix Flavoured Vodka-Chocolate	750ml	Radico	330
	375ml	Radico	170
Morpheus XO Blended Premium Brandy	750ml	Radico	500
	375ml	Radico	250
Regal Talons Rare Generation Whisky	750ml	Radico	240
	375ml	Radico	120
Pluton Bay Rare Exotic Rum	750ml	Radico	330
	375ml	Radico	170
Castle Pride Whisky	750ml	M&F	300
	375ml	M&F	150
Africaana Whisky	750ml	Overseas	400
Peooz Vodka	750ml	Overseas	350
Whiskin Craft Special Reserve Grain Whisky Blended with Scotch	750ml	Whiskin	400
	375ml	Whiskin	200
Dignity Pure Grain Whisky	750ml	Whiskin	230
	375ml	Whiskin	115

Company Legend:

- Bacardi:- Bacardi India Pvt. Ltd.
- M&F:- Mayell & Fraser Pvt. Ltd.
- Overseas:- Overseas Beverages Pvt. Ltd., Goa
- Radico:- Radico Khaitan Limited
- Whiskin:- Whiskin Spirits Private Limited

IMFL - PREMIUM BRAND:- (...contd...)

Brand	Size	Com-pany	MRP
Imperial Blue Authentic Grain Whisky	750ml	Pernod-R	240
	375ml	Pernod-R	120
Royal Stag Classic Whisky	750ml	Pernod-R	330
	375ml	Pernod-R	170
Blenders Pride Select Premium Whisky	750ml	Pernod-R	500
	375ml	Pernod-R	250
Oaken Glow Premium Whisky	750ml	Pernod-R	460
	375ml	Pernod-R	230
Royal Stag Barrel Select Whisky	750ml	Pernod-R	400
	375ml	Pernod-R	200
Fuel Vodka	750ml	Pernod-R	240
	375ml	Pernod-R	120
Fuel Vodka Green Apple	750ml	Pernod-R	300
	375ml	Pernod-R	150
Fuel Vodka Orange	750ml	Pernod-R	300
	375ml	Pernod-R	150
Blenders Pride Rare Premium Whisky (For Paramilitary forces only)	750ml	Pernod-R	500
Royal Stag Deluxe Whisky (For Paramilitary forces only)	750ml	Pernod-R	330
Lord Nelson XXX Matured Rum	750ml	Radico	230
After Dark Fine Grain Whisky	750ml	Radico	408
Brihan's Tropicana Export Quality XXX Matured White Rum	750ml	Radico	286
M2 Magic Moments Remix Flavoured Vodka Raspberry	750ml	Radico	298
M2 Magic Moments Remix Flavoured Vodka Orange	750ml	Radico	335
M2 Magic Moments Grain Vodka	750ml	Radico	300
M2 Magic Moments Remix Flavoured Vodka Green Apple	750ml	Radico	335
Brihan's Napoleon Brandy	750ml	Radico	285

Company Legend:

- Pernod-R :- Pernod Ricard India Pvt.Ltd.
- Radico:- Radico Khaitan Limited

IMFL - PREMIUM BRAND:- (...contd...)

Brand	Size	Com-pany	MRP
Gladius Blended 10 year Old Gold Reserva Rum	750ml	Gemini	280
	375ml	Gemini	140
A.C. Black Whisky	750ml	Jagatjit	240
	375ml	Jagatjit	120
Royal Pride Whisky	750ml	Jagatjit	500
	375ml	Jagatjit	250
Old Monk Gold Reserve Rum	750ml	MM	275
	375ml	MM	140
Old Monk Apple Rum	375ml	MM	150
Old Monk Lemon Rum	375ml	MM	150
Old Monk Orange Rum	375ml	MM	150
Old Monk White Rum	375ml	MM	150

Company Legend:

- Gemini:- Gemini Distilleries (Patiala) Pvt Ltd, Punjab
- Jagatjit:- Jagatjit Industries Ltd.
- MM:- Mohan Meakin Limited

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IMFL - CLASSIC PREMIUM BRAND
(48% Ad Valorem):-

Brand	Size	Com-pany	MRP
Teacher's 50 Blended Scotch Whisky	750ml	Beam	1925
Teacher's Highland Cream Blended Scotch Whisky	750ml	Beam	1300
Teacher's Origin Blended Scotch Whisky	750ml	Beam	2100
Jim Beam Kentucky Straight Bourbon Whiskey	750ml	Beam	1700
Artic Pure Italian Luxury Vodka	750ml	Modi	750
The Rockford Reserve Fine & Rare Whisky	750ml	Modi	700
Rockford Classic Finest Blended Whisky	750ml	Modi	600
Vat69 Blended Scotch Whisky	750ml	USL	1150
	375ml	USL	575
Smirnoff Triple Distilled Vodka	750ml	USL	530
	375ml	USL	280
Smirnoff Green Apple Triple Distilled Vodka	750ml	USL	550
Smirnoff Espresso Triple Distilled Vodka	750ml	USL	550
Black Dog Triple Gold Reserve Blended Scotch Whisky	750ml	USL	1750
	375ml	USL	890
Antiquity Blue Ultra Premium Whisky	750ml	USL	680
	375ml	USL	340
Signature Premier Grain Whisky	750ml	USL	550
	375ml	USL	275

Company Legend:

- Beam:- Beam Global Spirits & Wine (I) Pvt. Ltd.
- Modi:- Modi Distillery (A unit of Modi Industries Ltd.), UP
- USL:- United Spirits Limited

IMFL - CLASSIC PREMIUM BRAND :- (...contd...)

Brand	Size	Com-pany	MRP
Old Smuggler Blended Scotch Whisky	750ml	ADI	1200
Black Bow Whisky	750ml	Overseas	550
100 Pipers Blended Scotch Whisky, Aged 12 Years	750ml	Pernod-R	1725
Hundred Pipers Exquisite Blended Scotch Whisky	750ml	Pernod-R	1200
	375ml	Pernod-R	620
Blenders Pride Reserve Collection Whisky	750ml	Pernod-R	700
	375ml	Pernod-R	350
Hundred Pipers Deluxe Blended Scotch Whisky (For Paramilitary forces only)	750ml	Pernod-R	1200

Company Legend:

- ADI:- Alcobrew Distilleries India Pvt. Ltd.
- Overseas:- Overseas Beverages Pvt. Ltd., Goa
- Pernod-R:- Pernod Ricard India Pvt.Ltd.

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Brand	Size	Com-pany	MRP
Chivas Regal Premium Scotch Aged 12 Yrs	750ml	Pernod-R	3,300
Ballentine's Finest Blended Scotch Whisky	750ml	Pernod-R	1,650
Jameson Irish Whiskey	750ml	Pernod-R	2,150
Absolut Vodka	750ml	Pernod-R	1,650
Jacob's Creek Classic Chardonnay	750ml	Pernod-R	1,300
Jacob's Creek Classic Shiraz Cabernet	750ml	Pernod-R	1,300
Johnnie Walker Black Label Blended Scotch Whisky	750ml	USL	3,300
Johnnie Walker Red Label Blended Scotch Whisky	750ml	USL	1,700
Johnnie Walker Blue Label Blended Scotch Whisky	750ml	USL	17,500
Johnnie Walker Double Black Label Blended Scotch Whisky	750ml	USL	4,000
Ciroc Snap Frost Vodka	750ml	USL	3,600
Ketel One Vodka	750ml	USL	1,800
The Singleton Single Malt Scotch Whisky of Glen Ord	700ml	USL	3,700
Glenfiddich Single Malt Scotch Whisky 12 Years Old	700ml	Axis	4,898
Jack Daniel's Tennessee Whiskey	750ml	Axis	3,920
XXX Siglo Treinta Tequila Silver	750ml	Axis	1,900
Carlo Rossi California White Wine 750ml	750ml	Axis	1,400
Carlo Rossi California Red Wine 750ml	750ml	Axis	1,400
Budweiser King of Beers	500ml	Brindco	100
Corona Extra	335ml	Brindco	180
Hoegaarden wit Blanche	330ml	Brindco	190

Company Legend:

- Axis :- Axis Enterprises, Assam
- Pernod-R :- Pernod Ricard India Pvt.Ltd.
- USL:- United Spirits Limited
- Brindco:- Brindco Sales Private Limited

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BEER - I (36% Ad Valorem):-

Brand	Size	Company	MRP
Breezer-Cranberry	275ml	Bacardi	60
Breezer-Jamaican Passion	275ml	Bacardi	60
Breezer-Orange	275ml	Bacardi	60
Breezer-Blackberry Crush	275ml	Bacardi	60
Druk Supreme Premium Lager Beer	650ml	Bhutan	75
Druk Supreme Premium Lager Beer	500ml	Bhutan	65
Carlsberg All Malt Premium Beer	650ml	Carlsberg	100
Kaltenberg Royal Lager Beer	500ml	CMJ	100
Magpie Opus Royal Lager Beer	500ml	CMJ	80
Magpie Opus Wheat Biere Speciale	330ml	CMJ	65
Kotsberg Premium Pils	650ml	Devans-M	100
	500ml	Devans-M	80
Mahou Clasica Premium Beer	500ml	Mahou	80
Foster's Lager Beer	650ml	SAB-M	95
Foster's Lager Can Beer	500ml	SAB-M	70
Kingfisher Premium Lager Beer	650 ml	UB	85
Kingfisher Premium Lager Beer (Can)	500 ml	UB	65

Company Legend:

- Bacardi:- Bacardi India Pvt. Ltd.
- Bhutan:- Bhutan Brewery Private Limited
- Carlsberg:- Carlsberg India, Pvt. Ltd.
- CMJ:- CMJ Breweries (P) Ltd.
- Devans-M:- Devans Modern Breweries Ltd.
- Mahou:- Mahou India Pvt. Ltd., Haryana
- SAB-M:- SAB Miller India Ltd., Maharashtra
- UB:- United Breweries Ltd.

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BEER - II (38% Ad Valorem):-

Brand	Size	Com-pany	MRP
Carlsberg Elephant Strong Super Premium Beer	650ml	Carlsberg	100
Tuborg Strong Premium Beer	650ml	Carlsberg	90
Carlsberg Elephant Strong Super Premium Beer	500ml	Carlsberg	80
Tuborg Strong Premium Beer	500ml	Carlsberg	70
Magpie Opus Royal Strong Beer	650ml	CMJ	90
Red Indian Premium Strong Beer	500ml	CMJ	65
Nutcracker 9000 Premium Strong Beer	500ml	CMJ	60
Savage Super Strong Beer	500ml	CMJ	60
Magpie Opus Royal Strong Beer	500ml	CMJ	80
Kaltenberg Royal Strong Beer	500ml	CMJ	100
Savawm American Strong Beer	500ml	CMJ	65
Kingfisher Strong Premium Beer	650 ml	UB	85
Kingfisher Strong Premium Beer (Can)	500 ml	UB	65
Kingfisher Blue Premium Beer	650 ml	UB	90
Kingfisher Blue Premium Beer	330 ml	UB	50
Kingfisher Blue Premium Beer-CAN	500 ml	UB	70

Company Legend:

- CMJ:- CMJ Breweries (P) Ltd.
- Carlsberg:- Carlsberg India, Pvt. Ltd.
- UB:- United Breweries Ltd.

BEER - II :- (...contd...)

Brand	Size	Com-pany	MRP
Druk 11000 Super Strong Beer	500ml	Bhutan	55
Druk 11000 Super Strong Beer	650ml	Bhutan	70
Godfather Strong Beer	500ml	Devans-M	65
Godfather Electra Premium Quality Beer Super Strong(Can)	500ml	Devans-M	70
Kotsberg Strong Super Premium Beer	650ml	Devans-M	100
	500ml	Devans-M	80
Dare Devil Extra Strong Premium Beer	500ml	Mahou	70
Mahou Cinco Estrellas Premium Beer	500ml	Mahou	90
Haywards 5000 Super Strong Beer	650ml	SAB-M	90
Haywards 5000 Super Strong Can Beer	500ml	SAB-M	65
Foster's Gold Strong Can Beer	500ml	SAB-M	70
Magic Moments Electra Cosmopolitan Cranberry Flavour	275ml	Radico	80
Magic Moments Electra Appletini Apple Flavour	275ml	Radico	80
Magic Moments Electra Agent Orange Orange Flavour	275ml	Radico	80

Company Legend:

- Bhutan:- Bhutan Brewery Private Limited
- Devans-M:- Devans Modern Breweries Ltd.
- Mohan-M:- Mohan Meakin Limited
- Mahou:- M/s Mahou India Pvt. Ltd., Haryana
- SAB-M:- SAB Miller India Ltd., Maharashtra
- Radico:- Radico Khaitan Limited

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LOCAL WINE (Advalorem = Rs 7 per litre):-

Brand	Size	Com-pany	MRP
Champwine	375ml	CPI	60

Company Legend:

- CPI:- Champhai Winery, Mizoram

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WINE - I (30% Ad Valorem):-

Brand	Size	Com-pany	MRP
John Exshaw Premium Sweet Red Wine	750ml	FSWL	300
Four Seasons Classics Chenin Blanc White Wine	750ml	FSWL	400
Vinho Porto Port Wine	750ml	Raizel	200

Company Legend:

- FSWL:- Four Seasons Wines Ltd

- Raizel:- Raizel Industries

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WINE - II (25% Ad Valorem):-

Brand	Size	Com-pany	MRP
Four Seasons Classics Shiraz Red Wine	750ml	FSWL	500
Four Seasons Barrique Reserve Collection Cabernet Sauvignon Red Wine	750ml	FSWL	900
Sula Seco Methode Classique (Sparkling Wine)	750ml	Sula	795
Sula Chenin Blanc (White Wine)	750ml	Sula	700
Sula Cabernet Shiraz (Red Wine)	750ml	Sula	870
Dia White Wine	750ml	Sula	525
Madera Nashik Valley Red Wine	750ml	Sula	525

Company Legend:

- FSWL:- Four Seasons Wines Ltd, Maharashtra
- Sula - Sula Vineyards Pvt. Ltd.

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