

NO.C.31017/1/2026 - COMEX
GOVERNMENT OF MIZORAM
COMMISSIONERATE OF EXCISE & NARCOTICS
OPPOSITE AIJAL CLUB, KHATLA,
MIZORAM : AIZAWL

Dated Aizawl, the 5th August, 2026

ORDER

In exercise of the power conferred under Rule 45H of the Mizoram Liquor (Prohibition) Amendment Act, 2025 the undersigned hereby fixes the retail rate of Isabella 750ml and Isabella 375ml produced at Hnahlan Grape Framing and Co-operative Society winery, with the approval of the Government of Mizoram vide Office Order No.J.23020/3/2026-E&N, Dt.15.07.2026, as shown below with immediate effect and until further orders:-

Sl. No.	Name of Wine	Quantity per Case (in bottle)	MRP per Case	Quantity per bottle (in ml)	MRP per bottle
5.	Isabella 750 ml	12	₹ 6000	750 ml	₹ 500
6.	Isabella 375 ml	12	₹ 3600	375 ml	₹ 300

Details of cost card for the above products are enclosed as Annexure-I to Annexure-II.

Sd/-Z. LALHMANGAIHA
Commissioner of Excise & Narcotics
Mizoram:Aizawl

Memo No. C.31017/1/2026- COMEX:
Copy to :

Dated Aizawl, the 5th August, 2026

1. P.S. to Minister, Excise & Narcotics Department for information.
2. Secretary to the Government of Mizoram, Excise & Narcotics Department for information.
3. All Assistant Commissioners of Excise & Narcotics for information and necessary action.
4. Manager, Hnahlan Winery for information and necessary action.
5. ✓ Web Manager for upload in the Department Website
6. Guard file.


Commissioner of Excise & Narcotics
Mizoram : Aizawl.

Annexure-I

COST CARD FOR ISABELLA (750 ml)				
Sl.No.	PARTICULARS	RATE	AMOUNT PER CASE	AMOUNT PER BOTTLE
1	Unit per case		12	12
	Qty per bottle (in ml)		750	750
	BULK LITRE		9	9
1	PRODUCTION COST		2880.00	240
2	Handling charge		₹ -	₹ -
3	BASIC (1+2)		2880.00	240
4	Manufacturer margin (add)	25.00%	720.00	60
5	ADD (3+4)		3600.00	300.00
6	ADD : VAT (+)	16.00%	576.00	48.00
7	LANDED TO WAREHOUSE		4176.00	348.00
8	Ex-Factory Price (Rounded off)		4176.00	350.00
9	Advalorem @ Rs. 10/BL	10	90.00	7.50
10	Handling charge		₹ -	₹ -
11	Transport from Factory to Stockist		₹ -	₹ -
12	Landed to Stockist (8+9+10+11)		₹ 4,266.00	₹ 357.50
13	Stockist/Distributor margin	24.00%	1024.00	₹ 85.00
14	ADD (12+13)		5290.00	442.50
	round up		5290.00	442.50
	Landed to Stockist / distributor		5290.00	442.50
15	Transport from Stockist to Retail		₹ -	₹ -
16	Landed to retail		5290.00	442.50
17	Retail margin	13.42%	710.00	59
	TOTAL (MRP)		6000.00	501.50
	MRP (rounded)		₹ 6,000.00	₹ 500.00

Annexure-II

COST CARD FOR ISABELLA (375 ml)				
Sl.No.	PARTICULARS	RATE	AMOUNT PER CASE	AMOUNT PER BOTTLE
1	Unit per case		12	12
	Qty per bottle (in ml)		375	375
	BULK LITRE		4.5	4.5
1	PRODUCTION COST		1656.00	138
2	Handling charge		₹ -	₹ -
3	BASIC (1+2)		1656.00	138
4	Manufacturer margin (add)	25.00%	414.00	34.5
5	ADD (3+4)		2070.00	172.50
6	ADD : VAT (+)	16.00%	331.20	27.60
7	LANDED TO WAREHOUSE		2400.00	200.00
8	Ex-Factory Price (Rounded off)		2400.00	202.00
9	Advalorem @ Rs. 10/BL	10	45.00	3.75
10	Handling charge		₹ -	₹ -
11	Transport from Factory to Stockist		₹ -	₹ -
12	Landed to Stockist (8+9+10+11)		₹ 2,445.00	₹ 203.75
13	Stockist/Distributor margin	25.00%	611.00	₹ 50.94
14	ADD (12+13)		3056.00	254.69
	round up		3056.00	254.69
	Landed to Stockist / distributor		3056.00	254.69
15	Transport from Stockist to Retail		₹ -	₹ -
16	Landed to retail		3056.00	254.69
17	Retail margin	17.80%	544.00	45.33
	TOTAL (MRP)		3600.00	300.02
	MRP (rounded)		₹ 3,600.00	₹ 300.00