

Mizoram Excise & Narcotics Department
Maximum Retail Price of Liquor w.e.f 26th September, 2016

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

Brand	Size	Com-pany	Sourcing	MRP
Golf Club Finest Whisky	750ml	Karnak		138
Golf Club XXX Rum	750ml	Karnak		138

Company Legend:

- Karnak:- Karnak Distillery (P) Ltd., Assam

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

Brand	Size	Com-pany	Sourcing	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

Company Legend:

- CMJ:- CMJ Breweries (P) Ltd., Meghalaya

- MDH:- MDH Beverages Private Limited

- Radico:- Radico Khaitan Limited

- Raizel:- Raizel Industries

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

F.D. No.-1 (Prestige Whisky)	750ml	FDBI		150
F.D. No.-1 (Prestige Whisky)	375ml	FDBI		80
Friends XXX Rum	750ml	FDBI		150
Friends XXX Rum	375ml	FDBI		80

Company Legend:

- FDBI:- Friends Distillery & Bottling Industry Pvt. Ltd.

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

Brand	Size	Company	Sourcing	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
Royal Casino whisky	750ml	UBD		160
	375ml	UBD		80
Hornbill Superior Rum	750ml	UBD		160
	375ml	UBD		80
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
- UBD:- United Brothers Distilleries Pvt. Ltd.
- USL:- United Spirits Limited

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

Brand	Size	Com- pany	Sourcing	MRP
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

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

Brand	Size	Company	Sourcing	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		175

Company Legend:

- ABD:- Allied Blenders & Distillers Pvt. Ltd.
- Pernod-R :- Pernod Ricard India Pvt.Ltd.
- USL:- United Spirits Limited

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

Brand	Size	Com- pany	Sourcing	MRP
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
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
Rare Reserve Whisky Castle Hill	750ml	Raizel		240

Company Legend:

- AABC:- Associated Alcohol and Beverages Company
- ADI:- Alcobrew Distilleries India Pvt. Ltd.
- Bacardi:- Bacardi India Pvt. Ltd.
- Radico:- Radico Khaitan Limited
- Raizel:- Raizel Industries

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

Brand	Size	Com- pany	Sourcing	MRP
Castle Pride Whisky	750ml	M&F		300
	375ml	M&F		150
Africaana Whisky	750ml	Overseas		400
Peooz Vodka	750ml	Overseas		350
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

Company Legend:

- M&F:- Mayell & Fraser Pvt. Ltd.
- Overseas:- Overseas Beverages Pvt. Ltd., Goa
- Pernod-R :- Pernod Ricard India Pvt.Ltd.

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

Brand	Size	Com- pany	Sourcing	MRP
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:

- Radico:- Radico Khaitan Limited

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

Brand	Size	Com-pany	Sourcing	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	Sourcing	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	Sourcing	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 Cabarnet	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		150
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	Com-pany	Sourcing	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	Sourcing	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
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	Sourcing	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

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

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

Brand	Size	Company	Sourcing	MRP
Champwine	375ml	CPI		60

Company Legend:

- CPI:- Champhai Winery, Mizoram

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WINE - I (30% Ad Valorem):-

Brand	Size	Company	Sourcing	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	Sourcing	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.