

Mizoram Excise & Narcotics Department
Maximum Retail Price (MRP) of Liquor w.e.f 1st June, 2017

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

Brand	Size	Com- pany	MRP
Caravan Prestige Whisky	750ml	CMJ	150
	375ml	CMJ	75
Zino XXX Rum	750ml	CMJ	150
	375ml	CMJ	75
Royal VAT Single Grain Whisky	750ml	Raizel	170

Company Legend:

- CMJ:- CMJ Breweries (P) Ltd., Meghalaya
- Radico:- Radico Khaitan Limited
- Raizel:- Raizel Industries

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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
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
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 Ultra Pure 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	Com-pany	MRP
Old Monk Deluxe Rum Very Old Vatted (PET)	750ml	MM	170
Old Monk Deluxe Rum Very Old Vatted	750ml	MM	190
	375ml	MM	95
Doctor's Triple Crown Brandy	750ml	MM	200
Armada Matured XXX Dark Rum	750ml	CMJ	170
	375ml	CMJ	85
Aristocrat XXX Rum	750ml	Jagatjit	170
	375ml	Jagatjit	85

Company Legend:

- MM:- Mohan Meakin Limited
- CMJ:- CMJ Breweries (P) Ltd., Meghalaya
- Radico:- Radico Khaitan Limited
- 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
	375ml	ABD	115
Signature Rare Aged Whisky	750ml	USL	500
	375ml	USL	250
Royal Challenge Finest Premium Whisky	750ml	USL	350
	375ml	USL	170
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
	375ml	Raizel	120

Company Legend:

- 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
M2 Magic Moments Remix Smooth Green Apple Flavoured Vodka	750ml	Radico	330
	375ml	Radico	170
M2 Magic Moments Remix Smooth Chocolate Flavoured Vodka	750ml	Radico	330
	375ml	Radico	170
Regal Talons Deluxe Rare Generation Whisky	750ml	Radico	240
	375ml	Radico	120
M2 Magic Moments Grain Vodka	750ml	Radico	300
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

Company Legend:

- Bacardi:- Bacardi India Pvt. Ltd.
- Radico:- Radico Khaitan Limited
- 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 Pure Grain Whisky	750ml	Jagatjit	240
	375ml	Jagatjit	120
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
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	585
Smirnoff Espresso Triple Distilled Vodka	750ml	USL	585
Black Dog Triple Gold Reserve	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
Black & White Blended Scotch Whisky	750ml	USL	1200
	375ml	USL	620

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
100 Pipers Blended Scotch Whisky, Aged 12 Years	750ml	Pernod-R	1725
100 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

Company Legend:

- Pernod-R:- Pernod Ricard India Pvt.Ltd.

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BIO

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 Blue Label Blended Scotch Whisky	750ml	USL	17,500
Johnnie Walker Double Black Label Blended Scotch Whisky	750ml	USL	4,000
Johnnie Walker Black Label Blended Scotch Whisky	750ml	USL	3,300
Johnnie Walker Red Label Blended Scotch Whisky	750ml	USL	1,700
Ciroc Snap Frost Vodka	750ml	USL	3,600
The Singleton Single Malt Scotch Whisky of Glen Ord	700ml	USL	3,700
Ketel One Vodka	750ml	USL	1,800

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	MRP
Breezer-Cranberry	275ml	Bacardi	60
Breezer-Jamaican Passion	275ml	Bacardi	60
Breezer-Orange	275ml	Bacardi	60
Breezer-Blackberry Crush	275ml	Bacardi	60
Magpie Opus Royal Lager Beer	500ml	CMJ	70
Magpie Opus Wheat Biere Speciale	330ml	CMJ	65
Mahou Clasica Premium Beer	500ml	Mahou	80
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
Tuborg Strong Premium Beer	650ml	Carlsberg	90
Carlsberg Elephant Strong Super Premium Beer	500ml	Carlsberg	80
Tuborg Strong Premium Beer	500ml	Carlsberg	70
Red Indian Premium Strong Beer	500ml	CMJ	55
Nutcracker 9000 Premium Strong Beer	500ml	CMJ	60
Savage Super Strong Beer	500ml	CMJ	60
Magpie Opus Royal Strong Beer	500ml	CMJ	70
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-CAN	500 ml	UB	70
Godfather Strong Beer	500ml	Devans-M	65
Godfather Electra Premium Quality Beer Super Strong	650ml	Devans-M	90
Godfather Electra Premium Quality Beer Super Strong(Can)	500ml	Devans-M	70
Kotsberg Strong Super Premium Beer	500ml	Devans-M	80

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

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

Brand	Size	Com- pany	MRP
Dare Devil Extra Strong Premium Beer	500ml	Mahou	70
Mahou Cinco Estrellas Premium Beer	500ml	Mahou	90
M2 Magic Moments Electra Appletini Special Apple Flavoured low alcoholic Beverage	275ml	Radico	80
M2 Magic Moments Electra Agent Orange Special Orange Flavoured low alcoholic Beverage	275ml	Radico	80
M2 Magic Moments Electra Cosmopolitan Special Cranberry Flavoured low alcoholic Beverage	275ml	Radico	80

Company Legend:

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

Note: VAT - 16%
derived from VAT at

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WINE - I (30% Ad Valorem):-

Brand	Size	Com- pany	MRP
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
Sula Seco Methode Classique (Sparkling Wine)	750ml	Sula	795
Sula Vineyards Chenin Blanc (White Wine)	750ml	Sula	700
Sula Vineyards 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.