



DEPARTMENT OF STATE TAXES AND EXCISE
Government of Himachal Pradesh

ORDER

No. 7-475/2024-EXN- **9111-9131**

Dated: **30-03-2024**

The minimum retail sale prices per bottle, to be printed on the labels for Beer Brands and RTD Brands, from L1-B/L1-C to L1 and from L1 to retailers for the year 2024-25 are fixed as follows, with the condition that all these brands are registered/renewed.

Mohan Meakin Limited						
Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
GOLDEN EAGLE LAGER BEER	650	5.00	437.00	780	827	131
GOLDEN EAGLE SUPER STRONG BEER	650	8.25	464.00	925	981	144
GOLDEN EAGLE ULTRA PREMIUM LAGER BEER	650	5.00	714.00	1092	1158	158
GYMKHANA GOLD PREMIUM STRONG BEER	650	8.25	600.00	1078	1143	157
	330	8.25	781.00	1288	1365	88
KATI PATANG BAREILLY BOLD CRAFT STRONG BEER	650	8.00	670.00	1157	1226	164
KATI PATANG BAREILLY EXTRA BOLD CRAFT STRONG BEER	650	8.00	550.00	1022	1083	152
KATI PATANG SAFFRON LAGER BEER	330	5.00	1126.00	1560	1654	100
MEAKIN 10000 SUPER STRONG BEER	650	8.25	452.00	911	966	142
THE ORIGINAL LION PREMIUM SUPER STRONG BEER	650	8.25	620.00	1100	1166	159
M/s Carlsberg India Pvt.Ltd.						
Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25

OPPO F19 Pro

0.10.10.61/HPE/central/index.php/labelRegister/printCostSheetFinal

2024.03.30 17:54

M/s Carlsberg India Pvt.Ltd.

CARLSBERG PREMIUM ELEPHANT STRONG DANISH EXPORT BEER	650	8.25	620.00	1100	1166	159
	500	8.25	1002.00	1743	1848	125
TUBORG PREMIUM BEER	650	5.00	437.00	780	827	131
	650	8.25	464.00	925	981	144
TUBORG STRONG BEER	500	8.25	725.00	1431	1517	111

ANHEUSER BUSCH INBEV INDIA LTD

Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
BUDWEISER KING OF BEERS (650 ML, 500 ML, 330 ML)	650	5.00	755.00	1138	1206	162
	500	5.00	1405.00	2021	2142	137
	330	5.00	1062.00	1488	1577	97
BUDWEISER MAGNUM BEER (650 ML, 500 ML, 330 ML)	650	8.25	834.00	1341	1421	180
	500	8.25	1433.00	2228	2362	146
	330	8.25	1148.00	1700	1802	107
CORONA EXTRA PREMIUM BEER (330 MLS)	330	5.00	1650.00	2149	2278	126
HOEGAARDEN BELGIAN WITBIER BEER (330 ML) (15L, 30L, 50L)	330	5.00	1791.00	2308	2446	133

B9 BEVERAGES PRIVATE LIMITED

Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
BIRA 91 BLONDE SUMMER LAGER BEER	650	5.00	741.00	1122	1189	161
	500	5.00	1226.00	1819	1928	128
	330	5.00	961.00	1374	1456	92
BIRA 91 GOLD WHEAT STRONG BEER	650	8.25	910.00	1427	1513	188
	500	8.25	1397.00	2187	2318	144
BIRA 91 RISE RICE STRONG LAGER BEER	650	8.25	910.00	1427	1513	188
	500	8.25	1397.00	2187	2318	144
BIRA 91 SUPERFRESH NATURAL WHITE BEER	500	5.00	1553.00	2187	2318	144
	330	5.00	1432.00	1904	2018	116
ORIGINAL BIRA 91 BOOM SUPER	650	8.25	755.00	1252	1327	173

B 9 BEVERAGES PRIVATE LIMITED

STRONG BEER	500	8.25	1087.00	1838	1948	129
-------------	-----	------	---------	------	------	-----

Devans Modern Breweries Ltd.

Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
GODFATHER STRONG BEER	650	8.00	530.00	999	1059	150
	500	8.00	840.00	1561	1655	117
GODFATHER SUPER 8 FINEST STRONG BEER	650	8.00	770.00	1269	1345	174
	500	8.00	1346.00	2130	2258	142
GODFATHER SUPER STRONG HIGH POWER BEER	650	8.00	492.00	956	1013	146
	500	8.00	840.00	1561	1655	117
GODFATHER SUPREME FINEST STRONG BEER	650	8.00	660.00	1145	1214	163
	500	8.00	1083.00	1834	1944	129
GODFATHER THE LEGENDARY PREMIUM STRONG BEER	650	8.00	686.00	1175	1246	166
	500	8.00	1131.00	1888	2001	131
SIX FIELDS BLANCHE PREMIUM WHEAT BEER	20000	5.00	4245.00	5504	5834	7741
	5000	5.00	2976.00	3716	3939	2446
	500	5.00	1366.00	1977	2096	135
	330	5.00	1123.00	1557	1650	100
SIX FIELDS BRUTE BEER FOR THE BRAVE	650	8.00	895.00	1410	1495	187
	500	8.00	1441.00	2237	2371	146
SIX FIELDS CULT PREMIUM STRONG WHEAT BEER	20000	8.00	4245.00	5796	6144	8051
	5000	8.00	2976.00	3862	4094	2524
	650	8.00	870.00	1382	1465	184
	500	8.00	1391.00	2180	2311	144
SIX FIELDS PILSNER RICH HOPS BEER	650	5.00	870.00	1268	1344	174
	500	5.00	1366.00	1977	2096	135
	330	5.00	1123.00	1557	1650	100

Medusa Beverages Pvt .Ltd.

Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
MEDUSA EXTRA	650	8.25	824.00	1330	1410	179
PREMIUM STRONG	500	8.25	1322.00	2103	2229	141

2024.03.30 17:56

Medusa Beverages Pvt .Ltd.

BEER	330	8.25	896.00	1417	1502	94
MEDUSA PREMIUM STRONG BEER	650	8.25	829.00	1336	1416	180
	500	8.25	1299.00	2077	2202	139
	330	8.25	875.00	1393	1477	93

MOLSON COORS INDIA PVT LTD

Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
BLUE MOON BELGIAN WHITE BELGIAN STYLE WHEAT ALE BEER	500	5.00	2258.00	2980	3159	179
	330	5.00	1572.00	2062	2186	123
CARLING STRONG PREMIUM BEER	650	8.00	697.00	1187	1258	167
MILLER ACE STRONG BEER	650	8.00	759.00	1257	1332	173
	500	8.00	1095.00	1847	1958	129
MILLER HIGH LIFE PREMIUM BEER	500	5.00	1161.00	1746	1851	125
PREMIUM THUNDERBOLT SUPER STRONG BEER	500	8.00	803.00	1519	1610	115
THUNDER BOLT PLATINUM EXTRA STRONG BEER	650	8.00	489.00	953	1010	146

SONA BEVERAGES PRIVATE LIMITED

Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
SIMBA JUNGLE STOUT	500	5.00	1620.00	2263	2399	148
	330	5.00	1316.00	1774	1880	110
SIMBA ROAR EXTRA STRONG	650	8.25	740.00	1235	1309	171
	500	8.25	1160.00	1921	2036	133
	330	8.25	896.00	1417	1502	94
SIMBA ROAR SERIES LIGHT PREMIUM LAGER BEER	650	5.00	740.00	1121	1188	161
	500	5.00	1086.00	1662	1762	121
	330	5.00	860.00	1261	1337	87
SIMBA WIT BOLD EDITION BELGIAN-	650	5.00	1092.00	1517	1608	196
	500	5.00	1320.00	1925	2041	133

OPPO F19 PRO

2024.03.30 17:57

SONA BEVERAGES PRIVATE LIMITED

STYLE WITBIER	330	5.00	1008.00	1427	1513	95
---------------	-----	------	---------	------	------	----

TITE BEVERAGES PRIVATE LIMITED

Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
KIBBA 4	650	5.00	803.00	1192	1264	167
SUPERIOR MILD BEER	500	5.00	1286.00	1887	2000	131
	330	5.00	1003.00	1422	1507	94
KIBBA 6 SUPERIOR STRONG BEER	650	6.00	779.00	1279	1356	175
	500	6.00	1285.00	2061	2185	139
	330	6.00	978.00	1509	1600	98

United Breweries Ltd (Bombay Source)

Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
HEINEKEN LAGER BEER	650	5.00	1018.00	1434	1520	189
	500	5.00	1724.00	2380	2523	153
	330	5.00	1210.00	1654	1753	105
KINGFISHER PREMIUM LAGER BEER	500	5.00	799.00	1339	1419	107
KINGFISHER STRONG PREMIUM BEER	500	8.00	809.00	1526	1618	115
KINGFISHER ULTRA LAGER BEER	650	5.00	750.00	1133	1201	162
	500	5.00	1350.00	1959	2077	134
	330	5.00	1000.00	1418	1503	94
KINGFISHER ULTRA MAX PREMIUM STRONG BEER	650	8.00	830.00	1337	1417	180
	500	8.00	1430.00	2224	2357	146
	330	8.00	1158.00	1712	1815	107
KINGFISHER ULTRA PREMIUM BEER	650	5.00	738.00	1119	1186	161
	650	5.00	738.00	1119	1186	161
	650	5.00	738.00	1119	1186	161
	650	5.00	738.00	1119	1186	161
	330	5.00	908.00	1315	1394	90
	330	5.00	908.00	1315	1394	90
	330	5.00	902.00	1308	1386	89

OPPO F19 Pro

2024.03.30 17:57

United Breweries Ltd (Bombay Source)

330	5.00	902.00	1308	1386	89
-----	------	--------	------	------	----

United Breweries Ltd (Bombay Source)

Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from LIB and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
KINGFISHER PREMIUM LAGER BEER	650	5.00	471.00	819	868	134
	330	5.00	543.00	904	958	71
KINGFISHER STRONG PREMIUM BEER	650	8.25	493.00	958	1015	147
KINGFISHER ULTRA PREMIUM BEER	650	5.00	738.00	1119	1186	161
	650	5.00	738.00	1119	1186	161
	650	5.00	738.00	1119	1186	161
	650	5.00	738.00	1119	1186	161
	330	5.00	908.00	1315	1394	90
	330	5.00	908.00	1315	1394	90
	330	5.00	902.00	1308	1386	89
330	5.00	902.00	1308	1386	89	

United Breweries Ltd (Ludhiana Source)

Name of Brand	Size	Strength	Ex-Brewery Price fixed for 2024-25	Selling Price from LIB and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
KINGFISHER PREMIUM LAGER BEER	650	5.00	471.00	819	868	134
	330	5.00	543.00	904	958	71
KINGFISHER STRONG PREMIUM BEER	650	8.25	493.00	958	1015	147
KINGFISHER ULTRA PREMIUM BEER	650	5.00	738.00	1119	1186	161
	650	5.00	738.00	1119	1186	161
	650	5.00	738.00	1119	1186	161
	650	5.00	738.00	1119	1186	161
	330	5.00	908.00	1315	1394	90
	330	5.00	908.00	1315	1394	90
	330	5.00	902.00	1308	1386	89
330	5.00	902.00	1308	1386	89	

OPPO F19 Pro

2024.03.30 17:57

RTD BEVERAGES

Bacardi India Pvt Ltd

Name of Brand	Size	Strength	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
Bacardi Extra Gold + Cranberry	275	8.00	1114.00	1543	1636	92
Bacardi Extra Gold + Lemonade	275	8.00	1114.00	1543	1636	92
Bacardi Extra Gold + Orange	275	8.00	1114.00	1543	1636	92
Breezer Extra Gold Crisp Watermelon Mint	275	4.80	1031.00	1331	1411	78
Breezer Extra Gold Delicious Blackberry Crush	275	4.80	1031.00	1331	1411	78
Breezer Extra Gold Exotic Jamaican Passion	275	4.80	1031.00	1331	1411	78
Breezer Extra Gold Tangy Cranberry	275	4.80	1031.00	1331	1411	78
Breezer Extra Gold Tasty Blueberry	275	4.80	1031.00	1331	1411	78
BREEZER ULTRA CLASSIC ZESTY ORANGE	275	4.80	1031.00	1331	1411	78

SALUD BEVERAGES PRIVATE LIMITED

Name of Brand	Size	Strength	EDP/Depot Price fixed for 2024-25	Selling Price from L1B and L1-C to L1	Selling Price from L1 to Retailers	Minimum Retail Sale Price Per unit 2024-25
SALUD FIESTA	275	8.00	2369.00	2955	3132	154

3:39 PM

SALUD BEVERAGES PRIVATE LIMITED

SALUD STRONG CRANBERRY	275	8.00	2369.00	2955	3132	154
------------------------	-----	------	---------	------	------	-----

**Commissioner of State Taxes and Excise
Himachal Pradesh**

Ednst No. 7-475/2024-EXN- 9111 - 9131

Dated: 30-03-2024

Copy for Information and Necessary action is forwarded to:-

1. The Addl./Jt. Commissioner State Taxes and Excise, South Zone, North Zone, Central Zone Shimla, Palampur and Mandi.
2. The Addl. Commissioner State Taxes and Excise (IT) HQ with the direction to upload the same on the official website.
4. The Jt. Commissioner State Taxes and Excise, Flying Squad South Zone, North Zone, Central Zone Shimla, Palampur, Una.
5. The Dy. Commissioner State Taxes and Excise Shimla, Solan, Sirmour, Bilaspur, Mandi, Kullu Hamirpur, Kangra, Una and Chamba
5. The Assistant Commissioner State Taxes and Excise - Incharge District Kinnaur.
6. All concerned License Holders.

**Commissioner of State Taxes and Excise
Himachal Pradesh**

