

# Public Notice

## Subject: Maximum Price of Liquor to be sold for functions at Marriage Palaces

1. It is notified for the information of General Public that the Department of Excise and Taxation has fixed the following Maximum Sale Prices of the liquor to be supplied at the Marriage Palaces during the year 2014-15:

<b>Sr.No.</b>	<b>Name of the brand</b>	<b>Maximum Sale price fixed by department (per case)</b>
1	Fine Darbari Rare Whisky/Old Fox XXX Rum	<b>Rs. 3000</b>
2	Naina Premium Whisky	<b>Rs.3100</b>
3	Everday Gold Whisky /Blue Diamond Extra Dry Gin / John Silver's XXX Treasured Rum/ Sailor's Fine Whisky / AC Whisky / Binnies No. 1 XXX Rum/ Binnies No. 1 Dry Gin /Binnies No. Whisky	<b>Rs. 3250</b>
4	Commander N Chief Matured XXX Rum / Bonnie Special Whisky / Contessa Matured XXX Rum /Royal Arms Real Whisky/ Limanov Premium Distilled Gin	<b>Rs. 3400</b>
5	BAGPIPER/Officer Choice / Golconda Brandy / Old Monk XXX Rum / Old Smuggler Mature XXX Rum Hercules XXX Rum/ Blue Diamond Gin N Lime/ Paan Banarasi/ AC S EK C Whisky	<b>Rs. 3600</b>
6	GREEN LABEL/ 8 PM Rare Blend of Whisky Malts / Director Special Black Deluxe Whisky / Solan No. 1 Premium Whisky/ White Mischief Ultra Pure Vodka /New Improved Aristocrat Premium Whisky	<b>Rs. 3750</b>
7	MCD NO.1/ IMPERIAL BLUE Officer Choice Blue Pure Grain Whisky / Spark Green Apple Premium Grain Vodka /Red Knight Select Deluxe Whisky	<b>Rs. 4000</b>
8	Red Knight Finest Malt Blended Whisky / Seagram,s Fuel Vodka	<b>Rs. 4450</b>
9	ROYAL STAG	<b>Rs. 4700</b>
10	Royal Challenge Gold Whisky / White & Blue Premium Whisky/ Magic Moments Grain Vodka/ iice Vodka	<b>Rs. 4800</b>
11	Magic Moment Remix Flavored Vodka Raspberry/ Magic Moment Remix Flavored Vodka Lemon Grass & Ginger	<b>Rs. 5400</b>

12	IICE Flavorz Green Apple Flavoured Vodka 65.6 <sup>0</sup>	<b>Rs. 5550</b>
13	Royal Stag Barrel Select Whisky	<b>Rs. 6150</b>
14	Eristoff Triple Distilled Premium Vodka	<b>Rs. 6400</b>
15	Peter Scot Premium Malt Whisky / Smirnoff Triple Distilled Vodka/ Rowson's Reserve Rare Premium Whisky	<b>Rs. 6950</b>
16	Royal Challenge Diet Mate Premium Whisky / Haig	<b>Rs. 7100</b>
17	Smirnoff Green Apple Tripple Distiled Vodka / Bacardi Superior Original Premium Rum / Eristoff Green Apple Vodka	<b>Rs. 7250</b>
18	McDowell's Signature Rare Aged Whisky Verve Magic Moments Green Apple / Orange Premium Flavored Vodka	<b>Rs. 7400</b>
19	Blender's Pride Ultra Premium Whisky / Smirnoff Orange Triple Distilled Vodka	<b>Rs. 7550</b>
20	Antiquity Rare Premium Whisky/ Morpheus Blue XO+ Brandy	<b>Rs. 7700</b>
21	Fashion Party Collection Vodka	<b>Rs. 8100</b>
22	Signature Premium Grain Whisky	<b>Rs. 8250</b>
23	Single Malt Whisky	<b>Rs. 9400</b>
24	Rockford Reserve Fine & Rare Whisky / Antiquity Blue Ultra Premium	<b>Rs. 9700</b>
25	Blenders's Pride Reserve Collection Whisky	<b>Rs. 10100</b>
26	VAT 69 Blended Scotch Whisky	<b>Rs. 12200</b>
27	Black & White Blended Scotch Whisky	<b>Rs. 13350</b>
28	Old Smuggler Blended Scotch Whisky	<b>Rs. 13800</b>
29	100 Pipers Deluxe Blended Scotch Whisky	<b>Rs. 13900</b>
30	Teacher's Highland Cream Blended Scotch Whisky/ Whyte & Mackay Special Blended Scotch Whisky	<b>Rs. 14500</b>
31	Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky	<b>Rs. 16500</b>
32	Ballentines finest Blended Scotch	<b>Rs. 17950</b>
33	VAT 69 Black Blended Scotch Whisky / Absolut Vodka	<b>Rs. 18100</b>
34	Johnnie Walker Red Label Blended Scotch Whisky	<b>Rs. 18550</b>
35	Teacher's 50 Aged 12 Years Old Blended Scotch Whisky	<b>Rs.18950</b>
36	Black Dog Deluxe Scotch Whisky	<b>Rs. 20800</b>

37	Black Dog Deluxe Gold Reserve Aged 12 Years Old Scotch Whisky	<b>Rs. 21300</b>
38	Teacher's Origin Blended Scotch Whisky	<b>Rs. 21900</b>
39	Black Dog Triple Gold Reserve Blended Scotch Whisky	<b>Rs. 22200</b>
40	100 Pipers Blended Scotch Whisky Aged 12 years	<b>Rs. 22900</b>
41	Johnnie Walker Black Label Blended Scotch Whisky	<b>Rs. 34500</b>
42	Chivas Regal	<b>Rs. 35000</b>
43	Glenlivet	<b>Rs. 42700</b>
44	Johnnie Walker Gold Label Reserve Blended Scotch Whisky	<b>Rs. 51200</b>
45	Glennfiddich 12 year	<b>Rs. 52500</b>

2. Organizer of any function holding L-50A permit can buy liquor from any liquor vend of the excise circle in which the respective marriage palace is located.

3. Any liquor licensee found selling liquor to be served at marriage palaces at prices higher than the prescribed Maximum Sale Prices, will be liable for the penalty as given below:

<b>Sale of liquor at prices higher than the prescribed Maximum Sale Prices</b>	<b>Fine/ Penalty</b>
For the First Violation	100000/-
For the Second Violation	200000/-
For the Third Violation	Vend will be closed for a month

4. Further, if any person finds that the licensee is selling liquor to be served at marriage palaces at prices higher than the prescribed Maximum Sale Prices or the licensee is not meeting the demand for a particular brand he can lodge his complaint at the helpline No. 18002582580.

**Sd/-**

**Excise & Taxation Commissioner, Punjab**