

OFFICE OF THE COMMISSIONER OF EXCISE, ENTT. & L.TAX
GOVT. OF NCT OF DELHI,
L & N BLOCK, VIKAS BHAWAN, I.P. ESTATE, NEW DELHI

No.F.10/274/Ex/IMFL/2014-15 | 537

Dated: 23/6/14

ORDER

The Government has decided to revise the retailer's profit margin component w.e.f. 1st July, 2014 as follows:-

S.No.	Category of Liquor	Retailer's Profit Margin per Quart bottle
1.	Beer, Cider and Alcopop (Mixed Alcoholic Beverages)	12% of Wholesale Price (WSP)
2.	Economy brands of Indian Liquor upto MRP of Rs. 140/- excluding Delhi Medium Liquor	Rs. 4/- fixed
3.	Delhi Medium Liquor	Rs. 4.25
4.	Remaining brands of Indian Liquor	20% of WSP with ceiling of Rs. 50/-
5.	Foreign Liquor	15% of WSP with ceiling of Rs. 100/-

The retailer's profit margin in respect of packings other than Quart bottle i.e. 750 ml./700 ml./650 ml. as applicable shall be fixed proportionately for all categories of Indian Liquor and Foreign Liquor unless specified otherwise.


23/6/14

(Indu Shekhar Mishra)
Dy. Commissioner (Excise)

Copy to the following for information and necessary action please:-

1. Chairman-cum-Managing Director, DTTDC, Defence Colony, New Delhi
2. Chairman-cum-Managing Director, DSCSC, Paharganj, New Delhi
3. Chairman-cum-Managing Director, DSIIDC, Connaught Place, N. Delhi
4. Administrator & SGM, DCCWS, Moti Nagar, New Delhi.
5. All Licensees
6. PA to Commissioner Excise, 7. PA to Dy. Commissioner (Excise)
7. System Analyst kindly upload in the web site of Excise