

## **Comparative Reduced MRP Chart**

Item Name	New MRP per Bottle (Rs.) Wef 01-04-2018 (FY 2018-2019)	Old MRP per Bottle (Rs.) (As of 31-03-2018)	Reduction in MRP in FY 2018-2019
Dansberg 16000 Super Strong Beer(650)(DEF)	65.00	70.00	5.00
Kotsberg Strong Premium Beer(650)	165.00	170.00	5.00
Kotsberg Original Pils Beer(650)	140.00	160.00	20.00
Kotsberg Original Pils Beer(650)-(DEF)	90.00	105.00	15.00
Kotsberg Premium Pils Beer Can(500)	100.00	110.00	10.00
Budweiser Premium King of Beers(650)	140.00	155.00	15.00
Budweiser Premium King of Beers(Can)(500)	105.00	115.00	10.00
Budweiser Magnum Beer(650)	175.00	180.00	5.00
Budweiser Magnum Beer(Can)(500)	135.00	140.00	5.00
Mahou Cinco Estrellas Premium Beer(650)	155.00	160.00	5.00
Mahou Clasica Premium Beer(650)	150.00	170.00	20.00
Mahou Clasica Premium Beer(330)	95.00	105.00	10.00
Royal Challenge Premium Lager Beer(650)	95.00	110.00	15.00
Fosters Lager Can Beer(500)	95.00	105.00	10.00
Foster's Lager Beer(650)	105.00	120.00	15.00
Miller High Life Mild Beer(650)	150.00	170.00	20.00
Miller High Life Mild Beer Can(500)	105.00	115.00	10.00
Miller Ace Strong Beer(650)	165.00	170.00	5.00
Miller Ace Strong Beer Can(500)	125.00	130.00	5.00
The Original Haywards 5000 Super Strong Beer(650)-(DEF)	70.00	75.00	5.00
Royal Challenge Premium Lager Beer(650)-(DEF)	60.00	65.00	5.00
King Fisher Premium Lager Beer(330)	55.00	65.00	10.00
King Fisher Premium Lager Beer(650)	95.00	110.00	15.00
King Fisher Premium Lager Beer(650)-(DEF)	60.00	70.00	10.00
King Fisher Strong Premium Beer(650)-(DEF)	70.00	75.00	5.00
Kingfisher Lager Cane Beer(500)-Inside	75.00	85.00	10.00
Kingfisher Ultra Lager Beer(330)	100.00	110.00	10.00
Kingfisher Ultra Lager Beer(650)	155.00	175.00	20.00
King Fisher Ultra Lager Beer(500)	120.00	135.00	15.00
Heineken Lager Beer(650)	175.00	195.00	20.00
Heineken Lager Beer(330)	110.00	125.00	15.00
Heineken Lager Beer(500)	140.00	155.00	15.00
King Fisher Ultra Max Premium Strong Beer(650)	175.00	180.00	5.00
King Fisher Ultra Max Premium Strong Beer(330)	110.00	115.00	5.00
Moller Premium Lager Beer Can(500)	160.00	165.00	5.00
Breezer Jamaican Passion(275)	80.00	90.00	10.00
Breezer Cranberry(275)	80.00	90.00	10.00
Breezer Orange(275)	80.00	90.00	10.00
Breezer Blackberry Crush(275)	80.00	90.00	10.00
Breezer Lemon Splash(275)	80.00	90.00	10.00
Breezer Blueberry(275)	80.00	90.00	10.00
Baccardi + Cola - Rum Mixed Drink(275)	95.00	105.00	10.00
Baccardi + Cranberry - Rum Mixed Drink(275)	95.00	105.00	10.00
Baccardi + Lemonade - Rum Mixed Drink(275)	95.00	105.00	10.00
Baccardi + Orange - Rum Mixed Drink(275)	95.00	105.00	10.00
M2 Magic Moments Electra Agent Orange Special Orange Flavour(275)	110.00	115.00	5.00

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M2 Magic Moments Electra Appletini Special Apple Flavour(275)	110.00	115.00	5.00
M2 Magic Moments Electra Cosmopolitan Special Cranberry Flavour(275)	110.00	115.00	5.00
M2 Magic Moments Electra Starry Night Martini Chocolate & Coffee Flavour(275)	110.00	115.00	5.00
M2 Magic Moments Electra Mojito Special Lemon & Mint Flavour(275)	110.00	115.00	5.00
Officer's Choice Blue Deluxe Grain Whisky(750)-(DEF)	295.00	300.00	5.00
Old Smuggler Blended Scotch Whisky(180)	440.00	445.00	5.00
Old Smuggler Blended Scotch Whisky(750)	1670.00	1695.00	25.00
Old Smuggler Blended Scotch Whisky(750)-(DEF)	1040.00	1260.00	220.00
White & Blue Premium Whisky(750)-(DEF)	345.00	355.00	10.00
Golfer's Shot Barrel Aged Whisky(750)-(DEF)	515.00	550.00	35.00
White Hills Reserve Whisky(750)-(DEF)	300.00	305.00	5.00
Bacardi Limon Original Citrus Rum(375)	405.00	410.00	5.00
Grey Goose Vodka(750)	3850.00	4000.00	150.00
Camino Real Tequila(750)	2115.00	2200.00	85.00
Bombay Sapphire Distilled London Dry Gin(750)	2370.00	2470.00	100.00
Dewar's White Label Blended Scotch Whisky(750)	1985.00	2070.00	85.00
Bacardi Limon Original Citrus Rum(750)-(DEF)	430.00	470.00	40.00
Bacardi Classic Black Original Premium Crafted Rum(750)-(DEF)	285.00	295.00	10.00
Willim Lawson's Blended Scotch Whisky(180)	420.00	430.00	10.00
Willim Lawson's Blended Scotch Whisky(375)	845.00	860.00	15.00
Willim Lawson's Blended Scotch Whisky(750)	1675.00	1700.00	25.00
Jeam Beam Kentucky Straight Burbon Whisky(750)	1835.00	1910.00	75.00
Sauza Tequila Silver (1000)	2645.00	2755.00	110.00
Sauza Tequila Gold(1000)	2880.00	2995.00	115.00
Laphroaigislay Single Malt Scotch Whisky 10YrsOld(750)	4645.00	4825.00	180.00
Teacher's 50-12 Years Old Blended Scotch Whisky(180)	570.00	580.00	10.00
Teacher's 50-12 Years Old Blended Scotch Whisky(375)	1120.00	1140.00	20.00
Teacher's 50-12 Years Old Blended Scotch Whisky(750)	2190.00	2230.00	40.00
Teacher's 50 Blended Scotch Whisky(12Yrs Aged)(750)-(DEF)	1380.00	1655.00	275.00
Teacher's Highland Cream Blended scotch Whisky(180)	455.00	465.00	10.00
Teacher's Highland Cream Blended scotch Whisky(375)	875.00	890.00	15.00
Teacher's Highland Cream Blended scotch Whisky(750)	1710.00	1735.00	25.00
Teacher's Highland Cream Blended scotch Whisky(1000)	2230.00	2265.00	35.00
Teacher's Highland Cream Blended scotch Whisky(750)-(DEF)	1065.00	1285.00	220.00
Teachers Origin Blended Scotch Whisky(375)	1255.00	1280.00	25.00
Teachers Origin Blended Scotch Whisky(750)	2470.00	2520.00	50.00
Teachers Origin Blended Scotch Whisky(750)-(DEF)	1565.00	1870.00	305.00
Ac Black Pure Grain Whisky(750)-(DEF)	315.00	320.00	5.00
King Henry VIII Blended Scotch Whisky(750)	1710.00	1735.00	25.00
King Henry VIII Blended Scotch Whisky(750)-(DEF)	1065.00	1285.00	220.00
Royal Pride Exquisite Whisky(750)-(DEF)	520.00	565.00	45.00
Peter Scot Malt Whisky(750)-(DEF)	505.00	545.00	40.00
Red Knight Finest Blended Malt Whisky(750)-(DEF)	335.00	345.00	10.00
Red Knight Premium Whisky(750) - (DEF)	415.00	435.00	20.00

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Impression Whisky(750)-(DEF)	295.00	300.00	5.00
Artic Pure Italian Luxury Vodka(750)	940.00	945.00	5.00
Artic Pure Italian Luxury Vodka(750)(DEF)	565.00	610.00	45.00
The Rockford Reserve Fine & Rare Whisky(180)	290.00	295.00	5.00
The Rockford Reserve Fine & Rare Whisky(375)	575.00	580.00	5.00
The Rockford Reserve Fine & Rare Whisky(750)	1150.00	1160.00	10.00
The Rockford Reserve Fine & Rare Whisky(750)-(DEF)	700.00	770.00	70.00
Rockford Classic Finest Blended Whisky(750)(DEF)	515.00	555.00	40.00
The Hawkston Noble Reserve Superior Quality Whisky(750)-(DEF)	375.00	390.00	15.00
Old Monk Gold Reserve Rum(750)-(DEF)	255.00	265.00	10.00
Old Monk White Rum(750)-(Def)	295.00	310.00	15.00
Solan Number One Black Rare & Premium Whisky(750)-(DEF)	345.00	355.00	10.00
Sula Vineyards Cabernet Shiraz(375)	435.00	445.00	10.00
Sula Vineyards Cabernet Shiraz(750)	790.00	810.00	20.00
Sula Vineyards Chenin Blanc(375)	375.00	385.00	10.00
Sula Vineyards Chenin Blanc(750)	680.00	690.00	10.00
Dia White Wine(750)	455.00	460.00	5.00
Sula Satori Merlot Malbec(750)	765.00	785.00	20.00
Sula Blush Zinfandel(750)	595.00	600.00	5.00
Sula Brut Rose Methode Traditionelle(750)	1360.00	1420.00	60.00
Sula Brut Methode Traditionnelle(750)	1145.00	1190.00	45.00
Sula Dindori Reserve Shiraz(750)	1145.00	1190.00	45.00
Sula Zinfandel Rose(750)	705.00	725.00	20.00
Dia Red Wine(750)	455.00	460.00	5.00
Remy Martin Fine Champagne Cognac VSOP(700)	6960.00	7685.00	725.00
Cointreau(700)	3130.00	3450.00	320.00
Don Alejandro(750)	2550.00	2655.00	105.00
Sula Seco Rose Methode Classique(750)	770.00	795.00	25.00
Sula Vineyards Raising(750)	1010.00	1055.00	45.00
Sula Mosaic Grenache Syrah(750)	600.00	610.00	10.00
Sula Mosaic Chenin Sauvignon(750)	600.00	610.00	10.00
Old Monk Gold Reserve Rum(750)-(DEF)	255.00	265.00	10.00
Old Monk White Rum(750)-(Def)	295.00	310.00	15.00
Solan Number One Black Rare & Premium Whisky(750)-(DEF)	345.00	355.00	10.00
Blue Patrol Premium Whisky(750)-(DEF)	340.00	350.00	10.00
Chivas Regal Aged 12yrs Blended Scotch Whisky(750)	4430.00	4600.00	170.00
Ballantine's Fines Blended Scotch Whisky(750)	2060.00	2145.00	85.00
Seagram's 100 Pipers Deluxe Blended Scotch Whisky(180)	470.00	475.00	5.00
Seagram's 100 Pipers Deluxe Blended Scotch Whisky(375)	905.00	920.00	15.00
Seagram's 100 Pipers Deluxe Blended Scotch Whisky(750)	1790.00	1825.00	35.00
Seagram's Blenders Pride Reserve Collection Whisky(375)	550.00	555.00	5.00
Seagram's Blenders Pride Reserve Collection Whisky(750)	1100.00	1110.00	10.00
Absolut Vodka(750)	2070.00	2155.00	85.00
The Glenlivet Single Malt Scotch Whisky 12 Years of Age(750)	5410.00	5615.00	205.00
Seagram's 100 Pipers Blended Scotch Whisky Aged 12yrs(750)	2395.00	2445.00	50.00
Absolute Citron Vodka(750)	2255.00	2350.00	95.00

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Absolute Pepper Vodka(750)	2255.00	2350.00	95.00
Jameson Irish Whisky(750)	2630.00	2735.00	105.00
Seagram's Royal Stag Deluxe Whisky(750)-(DEF)	365.00	380.00	15.00
Seagram' Blenders Pride Rare Premium Whisky(750)-(DEF)	555.00	600.00	45.00
Chivas Regal Aged 18yrs Blended Scotch Whisky(750)	9930.00	10295.00	365.00
The Glenlivet Single Malt Scotch Whisky 18 Years of Age(700)	12390.00	12840.00	450.00
Something Special Blended Scotch Whisky(750)	2035.00	2075.00	40.00
Absolut Vodka(200)	585.00	605.00	20.00
Seagram's Blenders Pride Reserve Collection Whisky(180)	275.00	280.00	5.00
Seagram's Blenders Pride Reserve Collection Whisky(375)	550.00	555.00	5.00
Seagram's Blenders Pride Reserve Collection Whisky(750)	1100.00	1110.00	10.00
Pluton Bay Rare Exotic Rum(750)-(DEF)	310.00	330.00	20.00
Regal Talons Rare Generation Whisky(750) -(DEF)	320.00	330.00	10.00
Mansion House Deluxe Whisky(750)-(DEF)	340.00	350.00	10.00
Madiraa Gold Dark XXX Rum(750)-(DEF)	270.00	280.00	10.00
Senate Royale Blue Grain Whisky(750)-(DEF)	300.00	305.00	5.00
Power 50 Honey Touch(300)	60.00	80.00	20.00
Power 50 Honey Touch(600)	110.00	145.00	35.00
RDX 50 Double Caramel(300)	60.00	80.00	20.00
RDX 50 Double Caramel(600)	110.00	145.00	35.00
Signature Rare Whisky(750)(DEF)	440.00	460.00	20.00
Royal Challenge Finest Premium Whisky(750)-(DEF)	380.00	390.00	10.00
Antiquity Blue Ultra Premium Whisky(750)	1000.00	1005.00	5.00
Antiquity Blue Ultra PremiumWhisky(750)-(DEF)	600.00	655.00	55.00
Antiquity Blue Ultra PremiumWhisky(750)-(DEF)	605.00	655.00	50.00
Mc Dowell's No.1 Platinum Superior Whisky(750)-(DEF)	325.00	330.00	5.00
Black Dog Deluxe Gold Reserve Aged 12 Years Blended Scotch Whisky(180)	605.00	620.00	15.00
Black Dog Deluxe Gold Reserve Aged 12 Years Blended Scotch Whisky(375)	1195.00	1220.00	25.00
Black Dog Deluxe Gold Reserve Aged 12 Years Blended Scotch Whisky(750)	2390.00	2440.00	50.00
Black Dog Deluxe Gold Reserve Aged 12 Years Blended Scotch Whisky(750)-(DEF)	1515.00	1810.00	295.00
Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky(180)	465.00	470.00	5.00
Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky(375)	890.00	905.00	15.00
Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky(750)	1745.00	1770.00	25.00
Black Dog Centenary Black Reserve Aged & Rare Blended Scotch Whisky(750)-(DEF)	1090.00	1315.00	225.00
Black Dog Tripple Gold Reserve Tripple Matured Blended Scotch Whisky(180)	605.00	620.00	15.00
Black Dog Tripple Gold Reserve Tripple Matured Blended Scotch Whisky(375)	1195.00	1220.00	25.00
Black Dog Tripple Gold Reserve Tripple Matured Blended Scotch Whisky(750)	2390.00	2440.00	50.00
Black & White Blended Scotch Whisky(750)	1705.00	1735.00	30.00
Vat 69 Blended Scotch Whisky(180)	440.00	445.00	5.00

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Vat 69 Blended Scotch Whisky(375)	840.00	850.00	10.00
Vat 69 Blended Scotch Whisky(750)	1675.00	1700.00	25.00
Vat 69 Blended Scotch Whisky(750)-(DEF)	1045.00	1260.00	215.00
Smirnoff Triple Distilled Vodka(750)-(DEF)	440.00	465.00	25.00
Johnnie Walker Black Label Blended Scotch Whisky(750)	4015.00	4170.00	155.00
Johnnie Walker Black Label Blended Scotch Whisky(750)-(DEF)	2630.00	3195.00	565.00
Johnnie Walker Red Label Blended Scotch Whisky(750)	2005.00	2085.00	80.00
Johnnie Walker Red Label Blended Scotch Whisky(750)-(DEF)	1290.00	1545.00	255.00
Johnnie Walker Gold Label Reserve Blended Scotch Whisky(750)	6155.00	6385.00	230.00
Talisker Single Malt Scotch Whisky(750)	5390.00	5595.00	205.00
Smirnoff Lime Triple Distilled Vodka(750)-(DEF)	460.00	490.00	30.00
Smirnoff Espresso Triple Distilled Vodka(750)-(DEF)	460.00	490.00	30.00
Vat 69 Black Blended Scotch Whisky(750)	2185.00	2225.00	40.00
Grover Cabernet Shiraz(375)	355.00	360.00	5.00
Grover Cabernet Shiraz(750)	675.00	685.00	10.00
Zampa Soiree Brut Methode Traditionaelle(750)	1205.00	1255.00	50.00
Grover Sauvignon Blanc (750)	675.00	685.00	10.00
Grover Vineyards La Reserve Red Wine(750)	835.00	855.00	20.00
Grover La Reserve Michel Rolland(750)	1065.00	1100.00	35.00
Grover Vijay Amritraj Reserve Collection Wine(750)	1440.00	1505.00	65.00
Grover Rose Wine(750)	735.00	750.00	15.00
Cutty Sark Blended Scotch Whisky(090)	235.00	240.00	5.00
Cutty Sark Blended Scotch Whisky(180)	470.00	475.00	5.00
Cutty Sark Blended Scotch Whisky(375)	910.00	925.00	15.00
Cutty Sark Blended Scotch Whisky(750)	1780.00	1810.00	30.00
Cutty Sark Blended Scotch Whisky(750)-(DEF)	1115.00	1340.00	225.00
Cutty Sark Blended Scotch Whisky(1000)	2310.00	2345.00	35.00
BOOTZ Dark Jamaica Rum(750)-(DEF)	335.00	355.00	20.00
Bols Premier X.O.Excellence Brandy(750)	895.00	900.00	5.00
Four Seasons CLASSICS Sauvignon Blanc White Wine(750)	600.00	605.00	5.00
Four Seasons CLASSICS Cabernet Sauvignon Blanc Red Wine(750)	650.00	660.00	10.00
Kingmon Royal Barrel Finest Aged Whisky(750)	910.00	915.00	5.00
Royal Bhutan Matured Rum(180)	110.00	115.00	5.00
Royal Bhutan Matured Rum(375)	220.00	230.00	10.00
Royal Bhutan Matured Rum(750)	425.00	450.00	25.00
Royal Green Deluxe Blended Whisky(750)-(DEF)	340.00	350.00	10.00
Double Blue Premium Blended Whisky(750)-(DEF)	300.00	305.00	5.00
Gladius Blended 10 Years Old Gold Reserva Rum(750)-(DEF)	270.00	280.00	10.00
Eclipse Premium Whisky(750)	1315.00	1330.00	15.00
Carnival Grande Premium XXX Rum(750)-(DEF)	230.00	235.00	5.00
Three Royals Special Reserve Finest Premium Whisky(750)	890.00	895.00	5.00
Special 7(300)	70.00	85.00	15.00
Special 7(600)	120.00	155.00	35.00
Special 7 Lemon Flavour(300)	65.00	80.00	15.00
Special 7 Orange Flavour(300)	65.00	80.00	15.00
Sol Cerveza (330)	170.00	175.00	5.00

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Edelweiss Weissbier(330)	170.00	175.00	5.00
Fratelli MS(750)	1190.00	1240.00	50.00
Fratelli Cabernet Franc Shiraz(750)	855.00	880.00	25.00
Fratelli Gran Cuvee Brut(750)	1420.00	1485.00	65.00
Fratelli Chardonnay(750)	1050.00	1090.00	40.00
Fratelli Classic Shiraz(750)	680.00	695.00	15.00
Fratelli Classic Chenin(750)	680.00	695.00	15.00
Fratelli Classic Merlot(750)	770.00	795.00	25.00
Fratelli Merlot(750)	1190.00	1240.00	50.00
Stolichnaya Vodka(750)	2070.00	2155.00	85.00
Jagermeister Herbal Liqueur(750)	3795.00	3940.00	145.00
Tequila Blanco Don Anjel(750)	2015.00	2095.00	80.00
Scottish Leader Blended Scotch Whisky(750)	1980.00	2060.00	80.00
Skyy Vodka(750)	2075.00	2160.00	85.00
Glengrant Single malt Scotch Whisky Aged 10 Years(750)	5670.00	5885.00	215.00