

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

10/274/Ex/IMFL/2014-15 | 537

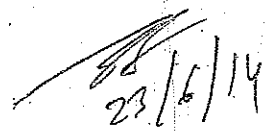
Dated: 23/6/14

ORDER

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

Sl	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. 50 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)