

MRP/ Grammage changes post GST Rate Reduction

8th January 2018

As a responsible company, we are committed to pass on the benefits of reduction in GST rates to consumers and make the applicable changes to prices/increase grammage expeditiously.

Post the GST rate reduction on Nov 15, we have carried out an in-depth examination of our portfolio and the stock-keeping units (SKUs) through which we sell to the trade. This examination has provided us an opportunity to land the benefit across different products in our portfolio.

While a large number of packs with the reduced MRP / Increased grammage are in the market, below is a snapshot of the key packs where we have reduced the MRP/ Increased grammage post reduction in the GST rates on Nov 15th

In the interest of transparency to our customers and the consumers at large, we will update this list as and when other products are available for sale to the market with the revised MRP/ Increased grammage.

Category	Sub Category	Pack Description	Type of Network	Current MRP	Current Grammage	New MRP	New Grammage
Personal Care	Skin Care	PONDS WHITE BEAUTY 25G	Price Change	79	25	64	23
Personal Care	Skin Care	PONDS DREAMFLOW TALCUM POWDER 50G	Price Change	39	50	37	50
Personal Care	Skin Care	PONDS WB DAILY LIGHTENING CREAM 35 GMS	Price Change	149	35	140	35
Personal Care	Skin Care	PONDS WHITE BEAUTY FOAM 100ML	Price Change	165	100	140	100
Personal Care	Skin Care	PONDS WHITE BEAUTY PWG FOAM 50G	Price Change	86	50	75	50
Personal Care	Skin Care	PONDS WHITE BEAUTY FACE WASH 20GM	Price Change	28	15	25	15
Personal Care	Skin Care	FAIR & LOVELY FACE WASH 50G	Price Change	65	50	55	50
Personal Care	Skin Care	FAIR & LOVELY MULTI VITA CREAM BIGNOSE 9G	Grammage Change	8	9	8	10
Personal Care	Skin Care	PONDS WHITE BEAUTY 9 G	Grammage Change	10	7	10	8
Personal Care	Hair Care	SUNSILK BLACK SHAMPOO BOTTLE 400ML	Price Change	204	340	165	340
Personal Care	Hair Care	SUNSILK PINK SHAMPOO BOTTLE 400 ML	Price Change	204	340	165	340
Personal Care	Hair Care	CLINICPLUS SHAMPOO BOTT 200ML	Price Change	80	175	75	175
Personal Care	Hair Care	CLINICPLUS SHAMPOO BOTT 400ML	Price Change	165	340	145	340
Personal Care	Hair Care	CLINICPLUS SHAMPOO SACHET RS.1	Grammage Change	1	6	1	7
Personal Care	Hair Care	SUNSILK BLACK SHAMPOO SACHET RE.1	Grammage Change	1	5	1	6
Personal Care	Deodorants	DENIM SHAVING CREAM (T) 70G	Price Change	72	78	65	78
Personal Care	Deodorants	AXE GOLD TEMPTATION DEO 150 ML	Price Change	225	150	200	150
Personal Care	Deodorants	AXE SIGNATURE BODY PERFUME INTENSE 122 ML	Price Change	225	122	190	122
Personal Care	Deodorants	AXE SIGNATURE BODY PERFUME SUAVE 122 ML	Price Change	225	122	190	122
Personal Care	Deodorants	AXE SIGNATURE BODY PERFUME ROGUE 122 ML	Price Change	225	122	190	122
Personal Care	Deodorants	AXE SIGNATURE BODY PERFUME MYSTERIOUS 122 ML	Price Change	225	122	190	122
Personal Care	Deodorants	AXE SIGNATURE BODY PERFUME CHAMPION 122 ML	Price Change	225	122	190	122
Personal Care	Deodorants	AXE SIGNATURE BODY PERFUME MAVERICK 122 ML	Price Change	225	122	190	122
Personal Care	Lakme	LAKME CORAL COMPACT CONT. 9G	Price Change	150	9	140	9
Personal Care	Lakme	LAKME MARBLE COMPACT CONT. 9G	Price Change	150	9	140	9
Personal Care	Lakme	LAKME PEARL COMPACT CONT. 9G	Price Change	150	9	140	9
Personal Care	Lakme	LAKME PERFCT FINISH CORAL FNDTNBOTT 27ML	Price Change	150	27	140	27
Personal Care	Lakme	LAKME PERFCT FINISH MARBLE FNDTN 27ML	Price Change	150	27	140	27
Personal Care	Lakme	LAKME PERFCT FINISH PEARL FNDTNBOTT 27ML	Price Change	150	27	140	27
Personal Care	Lakme	LAKME PERFCT FINISH SHELL FNDTNBOTT 27ML	Price Change	150	27	140	27
Personal Care	Lakme	LAKME SHELL COMPACT CONT. 9G	Price Change	150	9	140	9
Personal Care	Lakme	NEW LAKME ABS MAT SN MOUSSE16H 25G01IVRY FAIR	Price Change	775	25	700	25
Personal Care	Lakme	NEW LAKME ABS MAT SN MOUSSE16H 25G03GLDN MD	Price Change	775	25	700	25
Personal Care	Lakme	LAKME EYECONIC KAJAL 0.35G	Price Change	199	0	170	0.35
Personal Care	Lakme	LAKME LIP LOVE LIP CARE CHERRY 3.8GM	Price Change	200	4	180	3.80
Personal Care	Lakme	LAKME 9T05 P + M COMPACT IVORY CREAM 9G	Price Change	600	9	550	9
Personal Care	Lakme	LAKME 9T05 P + M COMPACT SILAKMEY GOLDEN 9G	Price Change	600	9	550	9

Category	Sub Category	Pack Description	Type of Network	Current MRP	Current Grammage	New MRP	New Grammage
Home Care	Laundry	WHEEL BLUE POWDER 500 GM	Price Change	26	500	24	500
Home Care	Laundry	WHEEL BLUE POWDER 1KG	Price Change	52	1000	48	1000
Home Care	Laundry	WHEEL GREEN POWDER 1KG	Price Change	52	1000	48	1000
Home Care	Laundry	ALA BLEACH 500ML	Price Change	58	500	52	500
Home Care	Laundry	RIN ADVANCED POWDER 1 KG	Price Change	75	1000	70	1000
Home Care	Laundry	SURF EXCEL BLUE POWDER 500G	Price Change	56	500	52	500
Home Care	Laundry	SURF EXCEL BLUE POWDER 1.5KG	Price Change	180	1500	162	1500
Home Care	Laundry	SURF EXCEL BLUE POWDER 4KG	Price Change	479	4000	432	4000
Home Care	Laundry	SURF EXCEL QUICK WASH POWDER 500G	Price Change	100	500	93	500
Home Care	Laundry	SURF EXCEL QW 1K	Price Change	199	1000	185	1000
Home Care	Laundry	SURF EXCEL MATIC TOP LOAD 2 KG	Price Change	435	2000	405	2000
Home Care	Laundry	SURF EXCEL BLUE POWDER 3.3 KG	Price Change	360	3000	324	3000
Home Care	Laundry	SURF EXCEL MATIC FRONT LOAD 2 KG	Price Change	480	2000	450	2000
Home Care	Laundry	SURF EXCEL MATIC FRONT LOAD 1 KG	Price Change	242	1000	225	1000
Home Care	Laundry	RIN ADVANCED POWDER 1 KG	Price Change	82	1000	76	1000
Home Care	Laundry	SURF EXCEL BLUE PWD 1KG	Price Change	112	1000	104	1000
Home Care	Laundry	WHEEL GREEN POWDER RS.10	Grammage Change	10	170	10	180
Home Care	Laundry	WHEEL BLUE POWDER 01 RS.10	Grammage Change	10	170	10	180
Home Care	Laundry	WHEEL BLUE POWDER Rs 5	Grammage Change	5	65	5	70
Home Care	Laundry	SUNLIGHT EB POWDER RS.10	Grammage Change	10	125	10	135
Home Care	Laundry	COMFORT BLUE BOTTLE 200 ML	Grammage Change	55	200	55	220
Home Care	Laundry	SURF EXCEL QUICK WASH POWDER RS 10	Grammage Change	10	60	10	70
Home Care	Laundry	SURF EXCEL EASYWASH RS10	Grammage Change	10	90	10	100
Home Care	Household Care	VIM BAR POLY MP RS 45	Price Change	48	600	45	600
Home Care	Household Care	VIM BAR POLY 300 GM	Price Change	22	300	20	300
Home Care	Household Care	VIM BAR NSD RS 5	Grammage Change	5	80	5	90
Home Care	Household Care	VIM BAR POLY RS 10	Grammage Change	10	150	10	165
Home Care	Household Care	VIM BAR POLY MP RS 30	Grammage Change	30	480	30	520
Foods	Foods	BEST FOODS VEG MAYONNAISE BAG 1KG	Price Change	145	1000	137	1000
Foods	Foods	AROMAT SEASONING 500G	Price Change	210	500	198	500
Foods	Foods	KNORR LIME SEASONING MIX 500G	Price Change	232	500	220	500
Refreshments	Coffee	BRU INSTANT 50 GM	Price Change	95	50	85	50
Refreshments	Coffee	BRU INSTANT POLY RS.2	Grammage Change	2	2	2	2
Refreshments	Coffee	BRU INSTANT POLY RS.10	Grammage Change	10	8	10	10
Refreshments	Coffee	BRU INSTANT POLY RS.3	Grammage Change	3	3	3	3