

HUL to Pass on Gains to Consumers, Suppliers & Dealers



MUMBAI: Hindustan Unilever, the country's largest consumer goods company, said it is prepared for

implementing GST and will pass on the benefits to consumers and its ecosystem of suppliers, dealers and retailers. "We have a special task force that has been set up within the company. We are ensuring that we are in close touch not only with our suppliers, dealers and retailers, but also with government to make sure we land in the best place as possible because in the long run it is a win-win for everyone," HUL chairman Harish Manwani said. "We are committed to passing on the net benefits of GST," Manwani said during its 84th annual general meeting. Most consumer companies are seeking clarity on the impact of the new tax regime on their cost of operations so that they tweak product pricing. As a result, companies expect prices to change only after a month. HUL is also embroiled in a tussle over margins with the country's largest grocer Future Group, which has threatened to downplay its brands on shop shelves unless the margins are protected in absolute terms. "We are in conversation with all our customers including Future Group and we are positive that we will land this in the right place," Manwani said.

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