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REGULATORY ALERT

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Updated Advisory for change in MRP due
to GST rates revision

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Updated Advisory for revision of MRP due to GST rate changes

The Department of Consumer Affairs (Weights and Measures Unit) at Ministry of Consumer Affairs, Food and Public Distribution ('Government') has issued advisory dated September 18, 2025, providing relaxations in declaration of revised MRP post changes in GST rates of various goods. This Advisory also provides for communication of revisions due to increase/ decrease of tax.

Background

The Government had issued Advisory dated September 9, 2025, mandating affixation of additional labels and circulation of newspaper advertisements due to GST revisions for information to consumers. Considering, the practical challenges faced by the Industry, the Government has now issued an updated Advisory dated September 18, 2025, providing relaxation in such re-labelling requirements.

Guidelines on MRP revision

- i. Revision of MRP label through additional labels is now voluntary
- ii. Re-labelling activity, if any, may be done through representatives of manufacturers/ packers/ importers
- iii. Requirement to publish two advertisements in one or more newspaper has been waived off. In-turn, the following compliance would be required:
 - Circulation of notice to dealers/ retailers etc.
 - Circulation of notice to Director, Legal Metrology at Centre level and Controllers, Legal Metrology at State levels
 - Information regarding revision in prices to be communicated to dealers/ retailers/ consumers on immediate basis. Such communication has to be through all possible channels including electronic, print and social media.
 - Declaration of revised Unit Sale Price, where applicable, is not mandatory
- iv. Any unexhausted packaging material (prior to GST revision) may now be consumed up to March 31, 2026, post corrections in MRP on account of implementation of GST.

DHRUVA INSIGHT

The National Pharmaceutical Pricing Authority had already issued similar guidelines for drugs/ formulations and medical devices vide its directions dated September 12 and 13, 2025. Businesses should take immediate measures to ensure compliance with the revised guidelines and roll out appropriate communications to business and government stakeholders at the earliest.

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