

Emami lowers price of hair oil brand

OUR BUREAU

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Keeping in line with a reduction in tax rates post the roll-out of GST, FMCG major Emami, on Friday, announced a 6-9 per cent price cut across its hair oil brand "7 Oils In One".

Under the GST regime, common use products like hair oil, soaps and toothpaste have been kept under the tax slab of 18 per cent against effective tax rate of 22-24 per cent that was in force during the previous VAT regime.

"As a result of reduction in the tax rate of hair oil post GST, we have decided to pass on the benefits to our consumers and have dropped the price of Emami 7 Oils in One across SKUs for production done under the GST regime," the company statement said.

Under the new pricing scheme, a 50-ml of the brand will now be priced at ₹30 (₹32 earlier); the 100-ml will be priced at ₹55 (instead of ₹60), while the 200-ml bottle will be ₹105 (against ₹115).