



Circular – Andhra Pradesh

Hyderabad
Date: 21-09-2025

To
All the Distributors/Channel Partners
Heritage Foods Limited

Dear Sir/Madam,

Sub: Revised and reduced MRP (Maximum Retail Price) of Heritage Foods Limited Milk products in view of GST Rate rationalisation with effect from 22-09-2025-Reg.

Heritage Foods Limited being responsible corporate citizen, one of the first Company welcomes the GST reforms of GST 2.0 and already announced through press release stating that Heritage shall be passing on the entire benefits of GST rate rationalisation to our consumers to boost the consumption of dairy products which also empowers the rural farmers of India.

We have decided to pass on entire GST benefits to the consumers with true spirit by reducing the MRP of the milk products on which the Government has reduced the GST with effect from 22-09-2025.

We here by request all of you being Distributors and channel patterns of our Company to pass on these benefits to end consumer with same spirit.

Reduced GST products:

Product	GST	
	Existing	Revised
UHT Long shelf-life Milk	5%	0%
Paneer	5%	0%
Ghee	12%	5%
Butter	12%	5%
Cheese	12%	5%
Cold Coffee	12%	5%
Ice cream	18%	5%

We are herewith attached the SKU wise reduced MRP's of Heritage Milk products which will be effective from 22-09-2025.

We once again request you to don't break this chain and ensure that the benefits out of GST reforms are reached to the end consumers.

For Heritage Foods Limited

Authorized Signatory

Market	Product	Pack Type	Pack Size	Present MRP	New MRP	Grammage Increase
All	Cooking Butter	Carton	200g	130.00	120.00	
All	Cooking Butter	Carton	500g	320.00	300.00	
All	Cooking Butter	Carton	500g	320.00	300.00	
All	PT Butter	Carton	100g	62.00	58.00	
All	PT Butter	Carton	500g	305.00	285.00	
All	Cow Ghee	PP	200ml	155.00	145.00	
All	Cow Ghee	PP	500ml	375.00	350.00	
All	Cow Ghee	PP	1000ml	735.00	690.00	
All	Cow Ghee	Jar	50ml	50.00	45.00	
All	Cow Ghee	Jar	100ml	95.00	90.00	
All	Cow Ghee	Jar	200ml	165.00	155.00	
All	Cow Ghee	Jar	500ml	390.00	365.00	
All	Cow Ghee	Jar	1000ml	760.00	710.00	
All	Cow Ghee	Jar	5000ml	3750.00	3500.00	
All	Cow Ghee	Spout	200ml	160.00	150.00	
All	Cow Ghee	Spout	500ml	390.00	365.00	
All	Cow Ghee	Spout	750ml	575.00	540.00	
All	Cow Ghee	Spout	1000ml	765.00	720.00	
All	Buf Ghee	PP	500ml	385.00	360.00	
All	Buf Ghee	PP	1000ml	745.00	699.00	
All	Buf Ghee	Tin	5000ml	3800.00	3560.00	
All	Buf Ghee	Jar	200ml	170.00	160.00	
All	Buf Ghee	Jar	500ml	400.00	375.00	
All	Buf Ghee	Jar	1000ml	780.00	730.00	
All	Ghee Hi Aroma	Std Pack	50ml	48.00	45.00	
All	Ghee Hi Aroma	Std Pack	100ml	90.00	85.00	
All	Ghee Hi Aroma	Std Pack	200ml	160.00	150.00	
All	Cow Ghee	Al Foil	12ml	10.00	10.00	15ml
All	Cow Ghee	Al Foil	25ml	20.00	20.00	30ml
All	Ghee Hi Aroma	Al Foil	12ml	10.00	10.00	15ml
All	Ghee Hi Aroma	Al Foil	25ml	20.00	20.00	30ml
All	Ghee Hi Aroma	Jar	200ml	170.00	160.00	
All	Ghee Hi Aroma	Jar	500ml	400.00	375.00	
All	Ghee Hi Aroma	Jar	1000ml	780.00	730.00	
All	Cold Coffee	Tin	180ml	50.00	50.00	190ml
All	Cold Coffee	PP	170ml	35.00	35.00	180ml
All	Cold Coffee	PP	170ml	35.00	35.00	180ml
All	Cold Coffee	SIG	170ml	35.00	35.00	180ml
All	IC/FD	Cone	50ml	20.00	18.00	
All	IC/FD	Cone	50ml	20.00	18.00	
All	IC/FD	Cone	50ml	20.00	18.00	
All	IC/FD	Cone	50ml	20.00	18.00	
All	IC/FD	Cone	110ml	30.00	25.00	
All	IC/FD	Cone	110ml	40.00	35.00	

Market	Product	Pack Type	Pack Size	Present MRP	New MRP	Grammage Increase
All	IC/FD	Cone	110ml	45.00	40.00	
All	IC/FD	Cone	110ml	40.00	35.00	
All	IC/FD	Juicy	60ml	10.00	9.00	
All	IC/FD	Juicy	60ml	10.00	9.00	
All	IC/FD	Bars/Sticks	35ml	10.00	10.00	40ml
All	IC/FD	Bars/Sticks	60ml	20.00	18.00	
All	IC/FD	Bars/Sticks	60ml	20.00	18.00	
All	IC/FD	Bars/Sticks	60ml	20.00	18.00	
All	IC/FD	Bars/Sticks	60ml	50.00	45.00	
All	IC/FD	Bars/Sticks	60ml	50.00	45.00	
All	IC/FD	Bars/Sticks	60ml	55.00	50.00	
All	IC/FD	Family Pack	700ml	120.00	105.00	
All	IC/FD	Family Pack	700ml	125.00	110.00	
All	IC/FD	Family Pack	700ml	140.00	125.00	
All	IC/FD	Family Pack	700ml	145.00	130.00	
All	IC/FD	Family Pack	700ml	145.00	130.00	
All	IC/FD	Bulk	4 ltr	650.00	580.00	
All	IC/FD	Bulk	4 ltr	650.00	580.00	
All	IC/FD	Bulk	4 ltr	650.00	580.00	
All	IC/FD	Bulk	4 ltr	700.00	620.00	
All	IC/FD	Bulk	4 ltr	750.00	670.00	
All	IC/FD	Bulk	4 ltr	760.00	675.00	
All	IC/FD	Family Pack	700ml	160.00	140.00	
All	IC/FD	Family Pack	700ml	160.00	140.00	
All	IC/FD	Bars/Sticks	60ml	35.00	30.00	
All	IC/FD	Bars/Sticks	60ml	20.00	18.00	
All	IC/FD	Bars/Sticks	60ml	20.00	18.00	
All	IC/FD	Bulk	4 ltr	670.00	600.00	
All	IC/FD	Bulk	4 ltr	750.00	670.00	
All	IC/FD	Bulk	4 ltr	500.00	445.00	
All	IC/FD	Bulk	4 ltr	500.00	445.00	
All	IC/FD	Cone	110ml	35.00	30.00	
All	IC/FD	Bars/Sticks	60ml	30.00	25.00	
All	IC/FD	Bars/Sticks	60ml	25.00	22.00	
All	IC/FD	Bars/Sticks	60ml	15.00	13.00	
All	IC/FD	Bars/Sticks	60ml	15.00	13.00	
All	IC/FD	Family Pack	700ml	150.00	135.00	
All	IC/FD	Cup	120ml	40.00	35.00	
All	IC/FD	Cup	120ml	40.00	35.00	
All	IC/FD	Juicy	60ml	10.00	9.00	
All	IC/FD	Cone	50ml	20.00	18.00	
All	IC/FD	Cassatta	125ml	50.00	45.00	
All	IC/FD	Family Pack	2 ltr	280.00	250.00	
All	IC/FD	Family Pack	2 ltr	300.00	265.00	

Market	Product	Pack Type	Pack Size	Present MRP	New MRP	Grammage Increase
All	IC/FD	Bulk	4 ltr	900.00	800.00	
All	IC/FD	Cone	110ml	45.00	40.00	
All	IC/FD	Cone	110ml	45.00	40.00	
All	IC/FD	Cup	125ml	50.00	45.00	
All	IC/FD	Sticks	70ml	35.00	30.00	
All	IC/FD	Cone	35ml	10.00	9.00	
All	IC/FD	Cone	35ml	10.00	9.00	
All	IC/FD	Sticks	80ml	75.00	67.00	
All	IC/FD	Kulfi	50ml	30.00	25.00	
All	IC/FD	Kulfi	100ml	55.00	50.00	
All	IC/FD	Cup	50ml	10.00	9.00	
All	IC/FD	Cup	50ml	10.00	9.00	
All	IC/FD	Cup	50ml	10.00	9.00	
All	IC/FD	Cup	50ml	10.00	9.00	
All	IC/FD	Cup	70ml	20.00	18.00	
All	IC/FD	Cup	70ml	20.00	18.00	
All	IC/FD	Sticks	60ml	10.00	9.00	
All	IC/FD	Tubs	450ml	140.00	125.00	
All	IC/FD	Tubs	450ml	140.00	125.00	
All	IC/FD	Tubs	450ml	150.00	135.00	
All	IC/FD	Tubs	450ml	160.00	140.00	
All	IC/FD	Tubs	450ml	160.00	140.00	
All	IC/FD	Tubs	450ml	140.00	125.00	
All	IC/FD	Tubs	450ml	140.00	125.00	
All	IC/FD	Tubs	950ml	220.00	195.00	
All	IC/FD	Tubs	950ml	250.00	220.00	
All	IC/FD	Tubs	950ml	270.00	240.00	
All	IC/FD	Tubs	950ml	300.00	265.00	
All	IC/FD	Tubs	950ml	300.00	265.00	
All	IC/FD	Cone	110ml	45.00	40.00	
All	IC/FD	Cone	50ml	35.00	30.00	
All	IC/FD	Tubs	90ml	45.00	40.00	
All	IC/FD	Tubs	90ml	45.00	40.00	
All	IC/FD	Tubs	90ml	45.00	40.00	
All	IC/FD	Tubs	90ml	45.00	40.00	
All	IC/FD	Tubs	90ml	45.00	40.00	
All	IC/FD	Tubs	90ml	45.00	40.00	
All	IC/FD	Tubs	90ml	45.00	40.00	
All	IC/FD	Tubs	90ml	45.00	40.00	
All	IC/FD	Sticks	60ml	20.00	18.00	
All	IC/FD	Ball	100ml	45.00	40.00	
All	IC/FD	Ball	100ml	45.00	40.00	
All	IC/FD	Ball	100ml	45.00	40.00	
All	IC/FD	Cup	90ml	25.00	22.00	

Market	Product	Pack Type	Pack Size	Present MRP	New MRP	Grammage Increase
All	IC/FD	Bars/Sticks	60ml	30.00	25.00	
All	Cheese	Slices	100g	80.00	75.00	
All	Cheese	Slices	200g	145.00	135.00	
All	Cheese	Slices	480g	295.00	275.00	
All	Cheese	Cubs	200g	145.00	135.00	
All	Cheese	Cubs	120g	95.00	90.00	
All	Cheese	Blocks	200g	135.00	125.00	
All	Cheese	Blocks	400g	245.00	230.00	
All	Cheese	Blocks	1000g	555.00	520.00	
All	Cheese	Mozerella	500g	300.00	280.00	
All	UHT Milk	Tetra	1000ml	75.00	72.00	
All	UHT Milk	Tetra	1000ml	75.00	72.00	
All	UHT Milk	Tetra	200ml	16.00	15.00	
All	UHT Milk	SIG	110ml	10.00	10.00	115ml
AP1	Paneer	PP	200g	100.00	95.00	
AP1	Paneer	PP	500g	235.00	225.00	
AP1	Paneer	PP	1000g	470.00	450.00	
AP1	Paneer	PP	200g+200g	180.00	170.00	
AP1	UHT Milk	Special-TM	475ml	29.00	28.00	480ml
AP1	UHT Milk	Special-TM	170ml	12.00	12.00	175ml
AP1	UHT Milk	Special-DTM	475ml	27.00	26.00	480ml
AP1	UHT Milk	Special-DTM Cow	170ml	12.00	12.00	175ml
AP1	UHT Milk	Special-DTM	80ml	8.00	8.00	85ml
AP1	UHT Milk	Special-DTM	135ml	10.00	10.00	140ml
AP1	UHT Milk	Special-TM	500ml	30.00	29.00	500ml