



## Circular – Zone4

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	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	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
Z4	Paneer	PP	200gms	95.00	90.00	
Z4	Paneer	PP	180gms	95.00	90.00	
Z4	Paneer	PP	500gms	225.00	215.00	
Z4	Paneer	PP	1000gms	400.00	380.00	
Z4	Paneer	PP	5000gms	1790.00	1700.00	
Z4	Buf Ghee	Ceka	900ml	650.00	610.00	
Z4	Buf Ghee	Ceka	450ml	330.00	310.00	
Z4	Buf Ghee	Ceka	1000ml	685.00	640.00	
Z4	Buf Ghee	Ceka	500ml	365.00	340.00	
Z4	Buf Ghee	Ceka	200ml	150.00	140.00	
Z4	Buf Ghee	Ceka	1000ml	685.00	640.00	
Z4	Buf Ghee	Ceka	500ml	365.00	340.00	
Z4	Buf Ghee	Tub	5000ml	3300.00	3090.00	
Z4	Cow Ghee	Ceka	1000ml	685.00	640.00	
Z4	Cow Ghee	Jar	500ml	365.00	340.00	
Z4	Cow Ghee	Jar	1000ml	720.00	675.00	
Z4	Cow Ghee	Jar	200ml	165.00	154.00	
Z4	Buf Ghee	Ceka	1000ml	685.00	640.00	
Z4	Buf Ghee	Ceka	500ml	365.00	340.00	
Z4	Buf Ghee	Ceka	500ml	365.00	340.00	
Z4	Buf Ghee	Ceka	1000ml	685.00	640.00	
Z4	Buf Ghee	Ceka	200ml	150.00	140.00	