

Frequently Asked Questions-4

Q. As per Department of Consumer Affairs' Advisory dated 9th September, 2025 manufacturers, packers or importers of pre-packaged commodities were permitted to revise retail sale price on unsold stock, manufactured/packed or imported prior to rate revision by way of putting sticker /stamping or online printing after complying with certain conditions, such as, advertising in two newspapers.

Is re stickering /stamping or online printing on unsold stock, manufactured/packed or imported prior to rate revision and advertising in two newspapers mandatory?

The Department of Consumer Affairs has issued an Advisory dated 18th September, 2025 in supersession of earlier advisory dated 9th September 2025. The gist of the advisory is as under:

- Manufacturers/packers/importers/ their representatives to voluntarily affix additional revised price sticker, on unsold packages manufactured before 22nd September, 2025, and are lying with them, provided the original price declaration on the package is not obstructed.
- The requirement to issue advertisement about revised prices in two newspapers has been waived off.
- Manufacturers/ packers/ importers are now required to send circulars to wholesale dealers/ retailers, etc about revised prices with copy thereof endorsed to Director, Legal Metrology of the Central Government and Controller, Legal Metrology of all States/ UTs and to ensure price compliance at the retailer level.
- Manufacturers/packers/importers shall take immediate measures to sensitise dealers/ retailers/ consumers about revision in GST rates through all possible channels of communication including electronic, print and social media.

The link to the Advisory is below:

[GST revision Permission by Central Govt under Rules 33 of the Legal Metrology Packaged Commodities Rules 2011 to relax provisions contained in Rule 183 whatsn ews.pdf](#)