



Date: September 17, 2025

IMPORTANT NOTICE TO NETWORK PARTNERS

Reduction in GST Rate on Cement – Effective September 22, 2025

In his Independence Day address, the Hon'ble Prime Minister announced next-generation GST reforms aimed at accelerating economic growth. In line with this vision, the GST Council, during its 56th meeting held on September 3, 2025, recommended a reduction in the GST rate on cement (Tariff Heading 2523) from **28% to 18%**, effective **September 22, 2025**.

To ensure smooth implementation of this change, we request your co-operation in adhering to the following guidelines:

1. Reduction in Sale Price

Effective September 22, 2025, all supplies of **grey cement and white cement** will attract the revised GST rate of **18%**. As a responsible and reputed organization, **UltraTech** is committed to passing on the full benefit of this reduction to its dealers and customers. Accordingly, the prices of grey and white cement are being revised to reflect the reduced GST rate.

We urge all our Network Partners to similarly pass on the benefit to your customers by appropriately reducing your sale prices.

2. Invoicing and GST Rate

All tax invoices for supplies made **on or after September 22, 2025**, must reflect the new GST rate of **18%**, regardless of the purchase date of the cement. Please ensure your billing systems are updated to reflect this change from 22.09.2025.

3. Change in MRP

To comply with the GST rate reduction, UltraTech has revised the **MRP of cement bags**, effective September 22, 2025, and the same will be printed on the cement bags. A copy of the **revised MRP list** is attached.

Between now and September 21, 2025, all cement bags despatched from the Plant will carry both the old and the revised MRP. This dual labeling ensures that your existing stock remains compliant and facilitates a smooth transition from the old MRP to the new one without any operational challenges. We will move to **only New MRP** once the existing bags stock is exhausted on or after September 22, 2025.

Please note, as per the **Legal Metrology (Packaged Commodities) Rules, 2011**, products must not be sold at a price higher than the printed MRP.

4. Display of Notice

You are requested to **display a copy of this communication prominently** at your business premises.

Additionally, please share this notice with your network and advise them to:

- Pass on the benefit of the reduced GST rate to their customers.
- Display this communication at their respective business locations.

We appreciate your continued support and cooperation in ensuring compliance and delivering value to our customers.



UltraTech Cement Limited

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MRP (Incl. of all Taxes) - Rs./Bag

Grade	All India Excl. CHATTISGARH/ JAMMU KASHMIR/ North East/Himachal Pradesh		CHATTISGARH		JAMMU KASHMIR		North East		Himachal Pradesh	
	New MRP wef 22.09.2025	Old MRP upto 21.9.2025	New MRP wef 22.09.2025	Old MRP upto 21.9.2025	New MRP wef 22.09.2025	Old MRP upto 21.9.2025	New MRP wef 22.09.2025	Old MRP upto 21.9.2025	New MRP wef 22.09.2025	Old MRP upto 21.9.2025
PPC	500.00	550.00	410.00	450.00	640.00	700.00	580.00	630.00	590.00	640.00
PSC	500.00	550.00	410.00	450.00	640.00	700.00	580.00	630.00		
PCC	500.00	550.00	410.00	450.00	640.00	700.00	580.00	630.00		
PPC Laminated/ Paper	530.00	575.00	430.00	475.00	660.00	725.00	600.00	660.00	600.00	660.00
PSC Laminated	530.00	575.00	430.00	475.00	660.00	725.00	600.00	660.00		
PCC Laminated	530.00	575.00	430.00	475.00	660.00	725.00	600.00	660.00		
PSC Paper	530.00	575.00	430.00	475.00	660.00	725.00	600.00	660.00		
PPC Super HDPE	550.00	600.00	460.00	500.00	690.00	750.00	620.00	680.00	600.00	660.00
PPC Super Laminated	550.00	600.00	470.00	510.00	690.00	750.00	620.00	680.00	600.00	660.00
PCC Super LPP	550.00	600.00	470.00	510.00			600.00	660.00		
PCC Premium LPP	550.00	600.00					630.00	690.00		
PPC Super+ LPP / Paper	550.00	600.00			690.00	750.00			600.00	660.00
PCC- Weather Plus Laminated	570.00	620.00	480.00	530.00	700.00	770.00	640.00	700.00		
PPC- Weather Plus Laminated / Paper	570.00	620.00	480.00	530.00	700.00	770.00	640.00	700.00	630.00	685.00
Birla Super OPC53 PP	570.00	620.00								
Birla Super OPC53 LPP	570.00	620.00								
OPC 53	570.00	620.00	470.00	520.00	700.00	770.00	640.00	700.00	620.00	680.00
OPC 43	570.00	620.00	470.00	520.00	700.00	770.00	640.00	700.00	620.00	675.00
OPC 53 Laminated/ Paper	570.00	620.00	470.00	520.00	700.00	770.00	640.00	700.00	620.00	680.00
OPC 43 Laminated/ Paper	570.00	620.00	470.00	520.00	700.00	770.00	640.00	700.00	620.00	675.00
OPC53 Birla Shakti Cement (W) PP	570.00	620.00								
OPC43 Birla Shakti Cement (W) PP	570.00	620.00								
PPC Birla Shakti Cement (Y) PP	500.00	550.00								
PPC Birla Shakti Cement (Y) LPP	530.00	575.00								
PPC Birla Shakti Cement Conquerete (Y) PP	550.00	600.00								
PPC Birla Shakti Cement Conquerete (Y) LPP	550.00	600.00								