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Heritage Foods announces GST rate cut through price reductions across dairy portfolio

The MRP on long shelf-life UHT Milk has been reduced by Rs 3 per litre with no price change for fresh milk etc

By **Sanjiv Das** | September 18, 2025



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Heritage Foods announced substantial price reductions across its product portfolio, passing on the full benefits of the Government of India's recent GST rationalisation to consumers ahead of the festive season.

Following the GST Council’s landmark decision, effective September 22, 2025, Heritage Foods is passing on the entire benefit of the GST rate rationalisation on to the consumers and has reduced prices across multiple dairy categories. This consumer-first move ensures that families across India can continue to enjoy their festive celebrations with high-quality dairy products at more affordable prices.

“The GST rate rationalisation for India’s dairy industry is both timely and welcome,” said Brahmani Nara, Executive Director, Heritage Foods. “By easing the tax burden on staples like paneer, ghee, butter, and cheese, the Government has made it possible for us to pass on the full benefit to our consumers. For us at Heritage, this isn’t just about lower prices—it’s about ensuring that the purity of our products is known for becomes even more accessible to families across India. Dairy is central to every celebration, from festive sweets to daily meals, and with these reductions, the authentic taste and purity of dairy will bring added cheer to homes this season.”

As part of the revised pricing, the MRP on long shelf-life UHT Milk has been reduced by Rs 3 per litre with no price change for fresh milk, as the category is exempted from GST. The MRP on ghee has been reduced by Rs 50 per litre, while butter is lower by Rs 50 per kg. The MRP on cheese has also gone down by Rs 50 per kg, with paneer also being lowered by ₹25 per kg. In the ice cream segment, the MRP of the 950 ml pack is lower by Rs 35 per pack, while the 700ml pack is now lowered by Rs 20 per pack.

Read online: https://nuffoodsspectrum.in/news/30/22722/heritage-foods-announces-gst-rate-cut-through-price-reductions-across-dairy-portfolio.html
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