



Venky's (India) Limited
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Celebrating 25 years
Date: 17th September 2025

To,

All Distributors/Dealers/Retailers

Subject: Revision in MRP of Venky's Chicken in Minutes ("CIM") products.

Reference: Press release- 56th meeting of the GST Council - 3rd September 2025.

This is to inform you that as per recommendation of the 56th GST Council meeting held on 3rd September 2025, GST rate applicable to Venky's Chicken in Minutes ("CIM") products has reduced from 12% to 5%, which will be effective from 22nd September 2025.

Accordingly, Invoicing of CIM products up to 21st September will continue to be processed at the current GST rate of 12% and from 22nd September, invoices for above products will reflect the newly revised, lower GST rate of 5%.

In this regard, we wish to clarify that the GST credit you have earned on CIM products bought at the earlier 12% rate is still fully available to you.

Even though the selling rate may change to 5%, your right to claim the input credit remains unchanged. It remains available for adjustment as usual. Therefore, there will be no financial loss or implication.

Present MRP effective till 21st September 2025 of the products produced before 22nd September 2025 and the reduced MRP with the effect of reduced GST shall be effective from 22nd September 2025 as per the list is annexed with this letter.

In compliance with above, effective from 22nd September 2025, you are requested to ensure:

- That you inform the revised MRP to all your trade partners to whom you supply so that they sell all the Venky's Chicken in Minutes ("CIM") products as per the revised MRP as per the list annexed with this letter.
- That the benefit of reduction of MRP is passed on to the customer by billing at the revised price.

Section 171(1) of CGST Act, 2017 mandates that the benefit of GST rate reduction must be passed on by way of reduction in prices and hence it is an offence to sell stock to any consumer at a price exceeding the price specified in current price or the price indicated on the label of the pack, whichever is lower.

Kindly note that anyone who fails to comply with the above will do at its own risk and will be individually liable for the consequences.

Thanking you,

Yours faithfully,

(Dr. Vijay R. Tijare)
General Manager



Encl. 1. Revised price list