Dated: 27th July'2018

NOTICE TO DEALERS

Thank you for being a valued member of Berger Paints India Limited. You must be as happy as we are to have learnt that the Government of India has kindly reduced the GST on paints, varnishes and putties from 28% to 18%. We have long held that paints protect buildings and walls and prevent them from deterioration. It is therefore a necessity. We expect that this reduction will help increase consumption of paints and go a long way to protect buildings, which are national assets. However, this casts an obligation, both moral and legal, on all of us to pass on the benefit to the recipients.

We are therefore reducing the MRP of the products with effect from 27th July'2018 and the revised MRP is available at https://www.bergerpaints.com. If you want, please request our sales team to forward you a soft copy of the same in a manner convenient to you. You may also download the same from our website. A printed copy of the revised price list will also be sent to you as soon as possible.

We are sure that you will do your part for the benefit of the end consumers (as well as for the long term benefit of the painting fraternity which includes all of us) by selling the goods at the revised MRP or lower. Further, the benefit of decrease in the rate of tax should also be passed on by way of reduction in the prices recovered from the customers. You will be aware of the responsibility cast under Section 171 of the CGST Act, 2017 in this respect. For your ready reference, the operative portion reads as under:

“Any reduction in rate of tax on any supply of goods or services or the benefit of input tax credit shall be passed on to the recipient by way of commensurate reduction in prices.”

Needless to state, on or after 27th July'2018, you will charge GST at the rate of 18% instead of 28% on the specified goods.

For your convenience, we are also sharing a customer communication to be prominently displayed at your outlet. We are also making suitable announcements by way of newspaper notices for informing the public at large. In case of any question on the matter, you may ask our Field Sales Staff or e-mail us at consumerfeedback@bergerindia.com and we shall get back to you as soon as possible. We look forward to your continued support and a long and fruitful association with you.

For and on behalf of Berger Paints India Limited

(Indrajit Amal Majumdar)
Vice President - Retail
Dated: 27th July'2018

NOTICE TO DEALERS

Thank you for being a valued member of Berger Paints India Limited. You must be as happy as we are to have learnt that the Government of India has kindly reduced the GST on paints, varnishes and putties from 28% to 18%. We have long held that paints protect buildings and walls and prevent them from deterioration. It is therefore a necessity. We expect that this reduction will help increase consumption of paints and go a long way to protect buildings, which are national assets. However, this casts an obligation, both moral and legal, on all of us to pass on the benefit to the recipients.

We are therefore reducing the MRP of the products with effect from 27th July'2018 and the revised MRP is available at https://www.bergerpaints.com. If you want, please request our sales team to forward you a soft copy of the same in a manner convenient to you. You may also download the same from our website. A printed copy of the revised price list will also be sent to you as soon as possible.

We are sure that you will do your part for the benefit of the end consumers (as well as for the long term benefit of the painting fraternity which includes all of us) by selling the goods at the revised MRP or lower. Further, the benefit of decrease in the rate of tax should also be passed on by way of reduction in the prices recovered from the customers. You will be aware of the responsibility cast under Section 171 of the CGST Act, 2017 in this respect. For your ready reference, the operative portion reads as under:

"Any reduction in rate of tax on any supply of goods or services or the benefit of input tax credit shall be passed on to the recipient by way of commensurate reduction in prices."

Needless to state, on or after 27th July'2018, you will charge GST at the rate of 18% instead of 28% on the specified goods.

For your convenience, we are also sharing a customer communication to be prominently displayed at your outlet. We are also making suitable announcements by way of newspaper notices for informing the public at large. In case of any question on the matter, you may ask our Field Sales Staff or e mail us at consumerfeedback@bergerindia.com and we shall get back to you as soon as possible. We look forward to your continued support and a long and fruitful association with you.

For and on behalf of Berger Paints India Limited

(Sanjay Chowdhury)
Business Head - Protection

BERGER PAINTS INDIA LIMITED
Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2249 9008/9729, www.bergerpaints.com
CIN - L51434WB1923PLC004793, E-mail : consumerfeedback@bergerindia.com
Dated: 27th July’2018

NOTICE TO DEALERS

Thank you for being a valued member of Berger Paints India Limited. You must be as happy as we are to have learnt that the Government of India has kindly reduced the GST on paints, varnishes and putties from 28% to 18%. We have long held that paints protect buildings and walls and prevent them from deterioration. It is therefore a necessity. We expect that this reduction will help increase consumption of paints and go a long way to protect buildings, which are national assets. However, this causes an obligation, both moral and legal, on all of us to pass on the benefit to the recipients.

We are therefore reducing the MRP of the products with effect from 27th July’2018 and the revised MRP is available at https://www.bergerpaints.com. If you want, please request our sales team to forward you a soft copy of the same in a manner convenient to you. You may also download the same from our website. A printed copy of the revised price list will also be sent to you as soon as possible.

We are sure that you will do your part for the benefit of the end consumers (as well as for the long term benefit of the painting fraternity which includes all of us) by selling the goods at the revised MRP or lower. Further, the benefit of decrease in the rate of tax should also be passed on by way of reduction in the prices recovered from the customers. You will be aware of the responsibility cast under Section 171 of the CGST Act, 2017 in this respect. For your ready reference, the operative portion reads as under:

"Any reduction in rate of tax on any supply of goods or services or the benefit of input tax credit shall be passed on to the recipient by way of commensurate reduction in prices."

Needless to state, on or after 27th July’2018, you will charge GST at the rate of 18% instead of 28% on the specified goods.

For your convenience, we are also sharing a customer communication to be prominently displayed at your outlet. We are also making suitable announcements by way of newspaper notices for informing the public at large. In case of any question on the matter, you may ask our Field Sales Staff or e mail us at consumerfeedback@bergerindia.com and we shall get back to you as soon as possible. We look forward to your continued support and a long and fruitful association with you.

For and on behalf of Berger Paints India Limited

(Sudip Dasgupta)
Sr. General Manager, Auto & GI

BERGER PAINTS INDIA LIMITED
Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2240 9069/9729, www.bergerpaints.com
CIN - L51434WB1923PLC004793, E-mail : consumerfeedback@bergerindia.com