

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

LOK SABHA
UNSTARRED QUESTION NO. 1621
TO BE ANSWERED ON 29.07.2026

MRP PRINTED ON CONSUMER GOODS

1621. SHRI BHASKAR MURLIDHAR BHAGARE:
SMT. SUPRIYA SULE:
PROF. VARSHA EKNATH GAIKWAD:
DR. AMOL RAMSING KOLHE:
SHRI MOHITE PATIL DHAIRYASHEEL RAJSINH:

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION** be pleased to state:

- (a) whether the Government is aware that the Maximum Retail Price (MRP) printed on certain consumer goods is often substantially higher than the actual selling price in the market;
- (b) if so, the number of complaints received from Maharashtra during the last three years regarding misleading MRPs, excessive discounts or unfair pricing practices along with the action taken thereon;
- (c) whether the Government has examined the feasibility of requiring manufacturers to disclose the ex-factory price or cost of production, in addition to the MRP, on product packaging to enhance price transparency and if so, the details thereof;
- (d) whether the Government utilizes cost audit reports or pricing data for monitoring unreasonable price mark-ups and protecting consumers; and
- (e) if so, the details of the policy measures taken by the Government to promote transparent pricing practices, prevent misleading discount claims and strengthen consumer protection across the country?

ANSWER

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B.L.VERMA)

(a) to (e): The Government is committed to ensuring transparency in pricing and protecting the interests of consumers. The Maximum Retail Price (MRP) declared on a pre-packaged commodity is required to be inclusive of all taxes. The Legal Metrology (Packaged Commodities) Rules, 2011 provides that no packaged commodity can be sold to a consumer at a price higher than the declared MRP. The Rules also mandate important declarations on packages, including the name and address of the manufacturer/ packer/ importer, name of the commodity, net quantity, month and year of manufacture, MRP, unit sale price and consumer care details, thereby enabling consumers to make informed purchasing decisions.

Enforcement of the provisions of the Legal Metrology Act, 2009 and the rules made thereunder is primarily undertaken by the Legal Metrology Departments of the States/UTs. Complaints relating to violation of the provisions of the Legal Metrology (Packaged Commodities) Rules, 2011, including sale of pre-packaged commodities above the declared MRP or incorrect declarations on packages, are dealt with by the Legal Metrology Authorities of the States/UTs in accordance with law. Consumers can also lodge complaints through the National Consumer Helpline for appropriate redressal.

As regards the proposal for declaration of ex-factory price, cost of production or any other price in addition to MRP, the matter had earlier been examined by an Expert Committee constituted under the Chairmanship of Dr. M. Govinda Rao, the then Director, National Institute of Public Finance and Policy, pursuant to the directions of the Hon'ble High Court of Kerala. The Committee examined the feasibility of declaring a normative price for pre-packaged commodities applicable throughout the country and the requirement of declaring an additional price along with MRP. The Committee concluded that prescribing a normative price or requiring declaration of an additional price, such as the first-point price, was neither feasible nor desirable, inter alia, due to difficulties in accurately determining and enforcing such prices across diverse products and markets.

The Committee was of the view that consumer interests would be better served through greater competition, effective market mechanisms and strengthening of institutions responsible for promoting fair competition. The recommendations of the Committee were accepted by the Government.
