

Government Mandates Retail Sale Price (RSP) Display on All Pan Masala Packs

New Legal Metrology amendments to enhance consumer transparency and support GST compliance

All pack sizes brought under mandatory Retail Sale Price and declaration requirements from 1 February 2026

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The Department of Consumer Affairs has notified the **Legal Metrology (Packaged Commodities) Second (Amendment) Rules, 2025 through G.S.R. 881(E)**, making it mandatory for all pan masala packs of every size and weight to display the Retail Sale Price (RSP) and all other declarations required under the **Legal Metrology (Packaged Commodities) Rules, 2011**.

The amended rules will come into force on **1 February 2026**, from which date all manufacturers, packers and importers of pan masala must ensure full compliance. The notification has been issued by Shri Anupam Mishra, Joint Secretary, Department of Consumer Affairs.

Key Changes Introduced

- **Mandatory RSP on all pan masala packs:** Small packs of 10 grams or less, which were previously exempted, must now print the Retail Sale Price on their labels.
- **Full compliance with mandatory declarations:** All pan masala packages must display every declaration required under the Legal Metrology (Packaged Commodities) Rules, 2011.
- **Removal of earlier exemption:** The previous proviso under Rule 26(a), which allowed small pan masala packs to avoid certain declarations, has now been withdrawn with the insertion of a new proviso specific to pan masala.

The amendment significantly strengthens consumer protection by ensuring that buyers have transparent and clear pricing information for every pack size, prevents misleading or deceptive pricing on smaller packs, enables consumers to make better informed purchasing decisions

GST Compliance and Revenue Collection

By mandating RSP on all packages, the amendment facilitates the effective implementation of RSP-based GST levy on pan masala, enabling:

- Seamless enforcement of GST Council decisions.
- Proper tax assessment and revenue collection across all pack sizes, including the smallest units.

RT/ARC

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