

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

**LOK SABHA
UNSTARRED QUESTION NO.4362 (OIH)
TO BE ANSWERED ON 26.03.2025**

ELIMINATION OF DIFFERENCE IN MRP

4362. SHRI SHER SINGH GHUBAYA:
(OIH)

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

- (a) whether the Government proposes to eliminate the difference in Maximum Retail Price (MRP) between the big malls and other shops in market in the country;
- (b) if so, the time by which it is likely to be done along with the manner of achieving the same;
- (c) whether the pricing policy of the Government is proposed to be implemented; and
- (d) if so, the details thereof?

ANSWER

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

(a) to (d): Rule 18(2) of the Legal Metrology (Packaged Commodities) Rules, 2011, provides that commodities in packaged form cannot be sold at a price higher than the Maximum Retail Price (MRP) to protect the interests of consumers. Section 36 of the Legal Metrology Act, 2009, prescribes penalty provisions for violations of the Act and the Legal Metrology (Packaged Commodities) Rules, 2011.

Under the provisions of the Legal Metrology Act, 2009 and the Legal Metrology (Packaged Commodities) Rules, 2011, State Governments are empowered to take action against the sale of packaged commodities at prices higher than the MRP in various States and Union Territories (UTs). State Governments conduct inspections and impose penalties for non-compliance of provisions of the Legal Metrology Act, 2009 and Rules made thereunder.

Rule 18(2A) of the said Rules stipulates that no manufacturer, packer, or importer can declare different MRPs for an identical pre-packaged commodity.

The Department of Consumer Affairs has been generating consumer awareness by undertaking country-wide multimedia awareness campaigns under the aegis of "Jago Grahak Jago" to reach out to every consumer across the country by utilizing traditional media like All India Radio, Doordarshan, fairs & festivals, etc. as well as social media. Through simple messages and jingles, consumers are made aware about the consumer rights, unfair trade practices, consumer issues and the mechanism to seek redressal. The Department has also been releasing grant-in-aid to States/UTs for generating consumer awareness at local level. During the current financial year, the department, under consumer awareness scheme, undertook campaigns through All India Radio (AIR) during T20 World Cup, IVRS (Interactive Voice Response System) campaign, Pan-India interaction session with panchayats (ongoing), for generating awareness about consumer rights, standards, redressal mechanism, etc.