



Please refer to the details below for the MRP (₹) effective Sept. 22, 2025, of products from Brand JORDAN, in line with the GST reduction on applicable categories. ORKLA INDIA LIMITED is committed to passing the benefit of this reform to its consumers through revised pricing.

Note: During the GST MRP transition, packs with both old and new MRPs may be available in the market. For any queries, please write to: feedback@orklaindia.com

This notice is published in compliance with statutory requirements. In case of any error, oversight, or discrepancy in the displayed MRP or GST applicability, we remain committed to rectifying the same in accordance with the law.

MRP stands for Maximum Retail Price (Inclusive of all taxes)

Select products from JORDAN portfolio will now attract a revised GST rate of 5%, reduced from the earlier 18%, effective September 22, 2025. In line with this revision, the benefit of the reduced GST will be passed on to our consumers. Please find the details below.

Product Name	Existing MRP (₹)	MRP (₹) effective Sept. 22, 2025
Step by Step 0-2 S	149.00	133.00
Step by Step 6-9 S	149.00	133.00
Step by Step 3-5 S	149.00	133.00
Step by Step 3-5 S	109.00	97.00
Step by Step 0-2 S	79.00	70.00
Target Teeth & Gums H	85.00	76.00
Baby Buddy 1-4	45.00	40.00