



For the kind attention of all consumers and dealers of P&G India products

This document shares the updated Maximum Retail Price (MRP)* of products from the portfolio of Procter & Gamble India, in scope of the changes in GST rate slabs recently announced by the Government of India, effective September 22, 2025.

For full list of updated MRP* of products from portfolio of Procter & Gamble India, please click here: <https://in.pg.com/updated-gst-pricing/>

For the detailed list of Pantene SKUs, please scroll down.

Note: *It is possible that our products may be available in the market with old packaging that may reflect either the old MRP (pre-GST rate change), or the old as well as new MRP. Consumers are advised to check for the new (lower) MRP before purchase, as consumers are entitled to purchase these products at the new MRP (post revised GST slabs) from September 22, 2025.*

*MRP reduction post GST rate revisions, effective 22 September 2025. Please keep checking this list for updates, if any.

*MRP mentioned here is in Indian Rupees, inclusive of all taxes

PANTENE

P&G India's Shampoo portfolio from Pantene is in purview of the GST rate revision, going from 18% GST to 5% GST, effective September 22, 2025.

With this, the benefit of the GST reduction will be passed on to the end consumer as per the following details.

Name of SKU	Old MRP	New MRP*
Pantene 2in1 Shampoo & Conditioner Hair Fall Control 180 ml	249	210
Pantene 2in1 Shampoo & Conditioner Hair Fall Control 340 ml	495	435
Pantene 2in1 Shampoo & Conditioner Hair Fall Control 650 ml	1149	1020
Pantene 2in1 Shampoo & Conditioner Hair Fall Control 1L	1499	1333
Pantene 2in1 Shampoo & Conditioner Silky Smooth 180 ml	249	210
Pantene 2in1 Shampoo & Conditioner Silky Smooth 340 ml	495	435
Pantene 2in1 Shampoo & Conditioner Silky Smooth 650 ml	1149	1020
Pantene 2in1 Shampoo & Conditioner Silky Smooth 1L	1499	1333
Pantene 2in1 Shampoo & Conditioner Deep Repair 180 ml	249	210
Pantene 2in1 Shampoo & Conditioner Deep Repair 340 ml	495	435
Pantene 2in1 Shampoo & Conditioner Deep Repair 650 ml	1149	1020
Pantene Shampoo Silky Smooth 75 ml	86	75
Pantene Shampoo Silky Smooth 180 ml	214	175
Pantene Shampoo Silky Smooth 340 ml	410	355
Pantene Shampoo Silky Smooth 500 ml Special Promo Pack	449	360
Pantene Shampoo Silky Smooth 650 ml	1020	899
Pantene Shampoo Silky Smooth 1L	1431	1273
Pantene Shampoo Hair Fall Control 80 ml	86	75
Pantene Shampoo Hair Fall Control 180 ml	214	175
Pantene Shampoo Hair Fall Control 340 ml	410	355
Pantene Shampoo Hair Fall Control 500 ml Special Promo Pack	449	360
Pantene Shampoo Hair Fall Control 650 ml	1020	899
Pantene Shampoo Hair Fall Control 1L	1431	1273
Pantene Shampoo Deep Repair 75 ml	86	75
Pantene Shampoo Deep Repair 180 ml	214	175
Pantene Shampoo Deep Repair 340 ml	410	355
Pantene Shampoo Deep Repair 650 ml	1020	899
Pantene Shampoo Deep Repair 1L	1431	1273
Pantene Shampoo Luscious Thick 180 ml	214	175
Pantene Shampoo Luscious Thick 340 ml	410	355
Pantene Shampoo Luscious Thick 650 ml	1020	899
Pantene Shampoo Healthy Shine 180 ml	214	175
Pantene Shampoo Healthy Shine 340 ml	410	355
Pantene Shampoo Healthy Shine 650 ml	1020	899
Pantene Shampoo Lively Clean 200 ml	214	175
Pantene Shampoo Lively Clean 340 ml	410	355
Pantene Shampoo Lively Clean 75 ml	86	75
Pantene Shampoo Lively Clean 650 ml	1020	899

*MRP reduction post GST rate revisions, effective 22 September 2025. Please keep checking this list for updates, if any.

*MRP mentioned here is in Indian Rupees, inclusive of all taxes