



**HiMedia Implements
“Not for Retail Sale”
Labelling in Compliance with
Legal Metrology Rules, 2011**

Hi there!



We're making some changes in our labels and here's everything you need to know.

Effective immediately, HiMedia Laboratories Pvt. Ltd. will no longer display the **“Maximum Retail Price (MRP)”** on its product labels.

Instead, you'll see
the declaration: -----

**“Not
for Retail
Sale”**

Why the Change?

We're aligning with the Legal Metrology Rules (2011)-Amendment Rules (2021), which state that MRP labelling is not required for products meant for:



Industrial Consumers – Those purchasing directly from the manufacturer/importer/wholesaler for use in industry.



Institutional Consumers – Institutions buying for internal use (not for resale or trade).

Both categories will now receive packages labelled: “Not for Retail Sale”

Key Benefits for you :



Simplified Labels – Product packaging will now clearly state “Not for Retail Sale”, eliminating confusion about pricing.



Full Compliance – We're fully aligned with government regulations to ensure transparency and trust.



Streamlined Purchasing – Designed specifically for industrial and institutional buyers like you no retail pricing, no unnecessary details.

**We appreciate you for being
a part of the HiMedia family.**

**Let's keep innovating together.
– Team HiMedia Laboratories Pvt Ltd.**