



**Pfizer Limited**

The Capital, 1802 / 1901,  
Plot No. C - 70, G Block, Bandra Kurla Complex,  
Bandra (East), Mumbai 400 051.  
Tel : +91 22 6693 2000 Fax : +91 22 2654 0274

January 5, 2018

To,  
All CFAs & Stockiests

Dear Sirs,

**Sub.: Goods & Services Tax (GST) Price Implementation for our product "Becosules Women 15's and Becosules Performance 15's"**

Please find attached the revised price list for our product Becosules Women 15's and Becosules Performance 15's with immediate effect. In line with the directions of the Government of India Pfizer Limited has passed on the benefit of GST to the consumers and have revised the MRP downwards from Rs.145.20 to Rs 138.37 per Strip for Becosules Performance and from Rs.175.00 to Rs.166.77 for Becosules Women.

It is our endeavor to have stocks with new MRP printed on pack as soon as possible and release it in the market. Our next dispatches will be invoiced to you at Rs. 84.43 per Strip for Becosules Performance and Rs.101.75 for Becosules Women. You need to sell these dispatches as well as the existing stock available with you to your customers (retailers) at the revised price to retailer of Rs.93.81 per Strip for Becosules Performance and Rs.113.06 for Becosules Women

We have also uploaded the revised price on our website - [www.pfizerindia.com](http://www.pfizerindia.com). The revised price list in respect of Becosules Performance and Becosules Women are also being published in the newspapers.

In view of the above, please ensure that effective January 5, 2018, you invoice Becosules Performance and Becosules Women at the revised Price to the Retailers

Please acknowledge acceptance of this communication and confirm due compliance.

It is our endeavor to ensure continued availability of all our products in the market place. We seek your continued support in our business and assure you of full support and cooperation.

Thanking you,

Yours Truly,  
**For Pfizer Limited**

**Prajeet Nair**  
Company Secretary

CIN : L24231MH1950PLC008311

✉ [contactus.india@pfizer.com](mailto:contactus.india@pfizer.com)

🌐 [www.pfizerindia.com](http://www.pfizerindia.com)