



DXN Marketing India Private Limited

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CIN : U15490TN2014PTC095516 GSTIN : 33AAFCD0036M1ZW

MEMO

Ref.No : DMI/PR/012022/002
Attn : All India Distributors
From : Mr.Rafique, International Marketing Director.
Cc : All HOD's, State In-charge/PIC's.
Date : 22.12.2021
Subject : Price revision for DXN Products, India.

Dear Distributors,

Good Morning.

First of all, We are very thankful to all the Distributors, who have made our DMI stand strong during the Pandemic situation. It had been possible only because of the relentless effort of each and every Distributor, who supported us and had continued business with our company.

DXN always thrives to keep up the product quality at its best, by getting constant feedback from our Customers. We have brought the best quality products suitable for all Customers, after strenuous assessment to concur market advocacy. We have introduced many new products in this year, which is well endorsed by our Customers.

As the situation warrants, to meet the inflation of money value, cost of raw material, Administration and Transport costs, we are forced to revise the price of our products. However, the revision is kept at the minimum to shoulder the burden of the customer. Many products are retained at the same cost without any revision.

The revised prices shall be effective from 1st January 2022.

At this juncture, keeping in mind the requests from our Distributors in the previous year, we have considered to maintain the DP and MRP difference until 28th February 2022. All the stocks purchased with old MRP will be sold at old DP until 28th Feb 2022 until stocks last and from 1st March 2022 Revised prices will apply for all the products (old or new stock). However the products purchased with new MRP will be sold at new DP only.

Please find below, Product list with existing and New Price.

Thanks and Regards,



By Management

DXN MARKETING INDIA PRIVATE LIMITED.



New prices with effect from 1st January 2022.

Code	Product	Unit	Content	Existing				Revised			
				DP	MRP	SV	PV	DP	MRP	SV	PV
				Incl. Tax	Incl. Tax			Incl. Tax	Incl. Tax		
				INR	INR	INR		INR	INR	INR	
	<u>Ayurvedic Medicaments/Supplement</u>										
HF157	DXN Ashwagandha	BTL	60 tablets x 500mg	250.00	315.00	110.00	90.00	250.00	315.00	110.00	90.00
HF162	DXN Black Cumin	BTL	60 tablets x 500mg	450.00	565.00	205.00	160.00	450.00	565.00	205.00	160.00
HF161	DXN Brahmi	BTL	60 tablets x 500mg	250.00	315.00	110.00	90.00	250.00	315.00	110.00	90.00
HF159	DXN Giloy	BTL	60 tablets x 400mg	220.00	275.00	100.00	80.00	220.00	275.00	100.00	80.00
HF158	DXN Neem	BTL	60 tablets x 350mg	250.00	315.00	110.00	90.00	250.00	315.00	110.00	90.00
HF160	DXN Triphala	BTL	60 tablets x 500mg	250.00	315.00	110.00	90.00	250.00	315.00	110.00	90.00
HF151	GL 30	BTL	30 capsules x 450mg	335.00	420.00	135.00	85.00	360.00	450.00	145.00	85.00
HF003	GL 90	BTL	90 capsules x 450mg	935.00	1,170.00	380.00	245.00	1,000.00	1,250.00	405.00	245.00
HF098	GL 90	BTL	90 capsules x 450mg	935.00	1,170.00	380.00	245.00	1,000.00	1,250.00	405.00	245.00
HF035	GL 360	BTL	360 capsules x 450mg	3,550.00	4,440.00	1,455.00	1,300.00	3,830.00	4,790.00	1,570.00	1,300.00
HF099	GL 360	BTL	360 capsules x 450mg	3,550.00	4,440.00	1,455.00	1,300.00	3,830.00	4,790.00	1,570.00	1,300.00
HF148	GL Powder 30g	BTL	30g	625.00	780.00	255.00	170.00	675.00	840.00	275.00	170.00
HF150	RG 30	BTL	30 capsules x 270mg	455.00	570.00	185.00	140.00	475.00	595.00	195.00	140.00
HF001	RG 90	BTL	90 capsules x 270mg	1,245.00	1,560.00	510.00	380.00	1,300.00	1,630.00	535.00	380.00
HF100	RG 90	BTL	90 capsules x 270mg	1,245.00	1,560.00	510.00	380.00	1,300.00	1,630.00	535.00	380.00
HF034	RG 360	BTL	360 capsules x 270mg	4,690.00	5,870.00	1,915.00	1,700.00	4,900.00	6,135.00	2,000.00	1,700.00

Code	Product	Unit	Content	Existing				Revised			
				DP	MRP	SV	PV	DP	MRP	SV	PV
				Incl. Tax	Incl. Tax			Incl. Tax	Incl. Tax		
				INR	INR	INR		INR	INR	INR	
HF101	RG 360	BTL	360 capsules x 270mg	4,690.00	5,870.00	1,915.00	1,700.00	4,900.00	6,135.00	2,000.00	1,700.00
HF147	RG Powder 15g	BTL	15g	695.00	870.00	280.00	220.00	730.00	915.00	295.00	220.00
	<i>Nature Health Food Supplement</i>										
FB251	DXN Gano Extra Virgin Coconut Oil	BTL	500ml	645.00	815.00	275.00	245.00	695.00	880.00	295.00	245.00
FB184	DXN Nonizhi 250ml	BTL	250ml	615.00	765.00	280.00	200.00	660.00	820.00	300.00	200.00
FB185	DXN Nonizhi 600ml	BTL	600ml	1,295.00	1,620.00	580.00	480.00	1,395.00	1,745.00	625.00	480.00
FB154	DXN Noni	BTL	450ml	705.00	880.00	335.00	215.00	760.00	950.00	360.00	215.00
FB203	DXN Roselle Juice 250ml	BTL	250ml	410.00	515.00	185.00	175.00	440.00	555.00	200.00	175.00
HF077	DXN Spirulina Capsule 120's	BTL	120 capsules x300mg	415.00	515.00	230.00	160.00	440.00	545.00	245.00	160.00
HF078	DXN Spirulina Capsule 360's	BTL	360 capsules x300mg	1,200.00	1,495.00	615.00	500.00	1,260.00	1,570.00	645.00	500.00
HF149	DXN Spirulina Powder 50g	BTL	50g	555.00	685.00	295.00	235.00	595.00	735.00	315.00	235.00
HF079	DXN Spirulina Tablet 120's	BTL	120 tablets x300mg	415.00	515.00	230.00	160.00	440.00	545.00	245.00	160.00
HF080	DXN Spirulina Tablet 360's	BTL	360 tablets x300mg	1,200.00	1,495.00	615.00	500.00	1,260.00	1,570.00	645.00	500.00
	<i>Food and Beverage Series</i>										
FB183	DXN Cocozhi	BAG	20 sachets x 25g	630.00	785.00	225.00	190.00	680.00	845.00	250.00	190.00
FB241	DXN Cordyceps Cereal	BAG	20 sachets x 25g	820.00	1,030.00	345.00	265.00	885.00	1,110.00	375.00	265.00
FB225	DXN Cordyceps Coffee	BAG	25 packs x 20g	755.00	945.00	305.00	230.00	815.00	1,020.00	330.00	230.00
FB342	DXN Himalayan Pink Salt 200 grams	BTL	200g	90.00	115.00	36.00	35.00	90.00	115.00	36.00	35.00
FB343	DXN Himalayan Pink Salt 800 grams	BTL	800g	260.00	325.00	104.00	100.00	260.00	325.00	104.00	100.00
FB235	DXN Lemonzhi	BAG	25 sachets x 20g	430.00	535.00	160.00	135.00	460.00	570.00	170.00	135.00
FB233	DXN Lingzhi Tea Latte	BAG	20 sachets x 25g	805.00	1,005.00	300.00	255.00	865.00	1,080.00	320.00	255.00
FB112	DXN Reishi Gano Tea	BTL	250gm	345.00	430.00	185.00	135.00	360.00	450.00	195.00	135.00
FB240	DXN Spirulina Cereal	BAG	20 sachets x 25g	720.00	900.00	300.00	235.00	775.00	970.00	325.00	235.00
FB234	DXN White Coffee Zhino	BAG	20 sachets x 25g	785.00	980.00	295.00	245.00	845.00	1,055.00	320.00	245.00
FB236	DXN Zhi Mocha	BAG	25 sachets x 20g	730.00	915.00	295.00	230.00	785.00	985.00	315.00	230.00
FB156	Lingzhi Coffee 2 in 1	BAG	20 sachets x 5g	620.00	765.00	225.00	190.00	645.00	795.00	235.00	190.00
FB157	Lingzhi Coffee 3 in 1	BAG	25 sachets x 20g	670.00	835.00	245.00	200.00	695.00	865.00	255.00	200.00
FB165	Lingzhi Green Dip Tea	BOX	25 sachets x 2g	195.00	235.00	105.00	80.00	205.00	245.00	110.00	80.00
FB164	Lingzhi Masala Dip Tea	BOX	25 sachets x 2g	195.00	235.00	105.00	70.00	205.00	245.00	110.00	70.00
FB186	Lingzhi Spices Black Tea	BOX	10 sachets x 10g	330.00	415.00	155.00	125.00	350.00	440.00	165.00	125.00
	<i>Cookies</i>										
FB114	Bajral/ Pearl Millet Coffee GL	BOX	2 packs x 45g	145.00	175.00	55.00	45.00	155.00	185.00	60.00	45.00
FB115	Bajral/ Pearl Millet Spirulina	BOX	2 packs x 45g	145.00	175.00	55.00	45.00	155.00	185.00	60.00	45.00
FB116	Ragi/ Finger Millet GL	BOX	2 packs x 45g	175.00	210.00	65.00	55.00	185.00	220.00	70.00	55.00
FB117	Bajral/ Pearl Millet Coffee GL (Family Pack)	BAG	10 small boxes of FB114	1,280.00	1,540.00	485.00	400.00	1,380.00	1,660.00	535.00	400.00
FB118	Bajral/ Pearl Millet Spirulina (Family Pack)	BAG	10 small boxes of FB115	1,280.00	1,540.00	485.00	400.00	1,380.00	1,660.00	535.00	400.00
FB119	Ragi/ Finger Millet GL (Family Pack)	BAG	10 small boxes of FB116	1,630.00	1,950.00	605.00	500.00	1,720.00	2,060.00	650.00	500.00

	<i>Household Product Series</i>										
Code	Product	Unit	Content	Existing				Revised			
				DP	MRP	SV	PV	DP	MRP	SV	PV
				Incl. Tax	Incl. Tax			Incl. Tax	Incl. Tax		
				INR	INR			INR	INR		
HP024	DXN Utensil Care 500ml	BTL	500ml	185.00	230.00	80.00	80.00	185.00	230.00	80.00	80.00
	<i>Cosmetics & Toiletries</i>										
SC020	DXN Aloe. V Cleansing Gel	TUB	100ml	260.00	315.00	110.00	70.00	280.00	340.00	120.00	70.00
SC024	DXN Aloe. V Hand & Body Lotion	BTL	250ml	300.00	360.00	105.00	90.00	325.00	390.00	115.00	90.00
PC066	DXN Bamboo Toothbrush (Adults)	Unit	1 unit	85.00	105.00	40.00	35.00	85.00	105.00	40.00	35.00
SC012	DXN Chubby Baby Oil	BTL	200ml	320.00	385.00	132.00	95.00	345.00	415.00	142.00	95.00
PC004	DXN Ganozhi Shampoo	BTL	250ml	305.00	370.00	80.00	90.00	325.00	395.00	88.00	90.00
PC046	DXN Ganozhi Soap	BAG	1 bar x 75g	105.00	125.00	60.00	45.00	120.00	145.00	69.00	45.00
PC050	DXN Neeli Tailam - Hair Oil	BTL	100ml	365.00	455.00	180.00	135.00	380.00	475.00	190.00	135.00
PC015	DXN Talcum Powder	BTL	250g	285.00	345.00	120.00	88.00	305.00	370.00	128.00	88.00
PC007	Gano Massage Oil	BTL	75ml	350.00	420.00	140.00	100.00	375.00	450.00	150.00	100.00
PC047	Ganozhi Plus Toothpaste	TUB	150g	275.00	335.00	130.00	90.00	285.00	345.00	135.00	90.00
PC063	Ganozhi Plus Toothpaste 75g	TUB	75g	170.00	205.00	80.00	60.00	180.00	215.00	85.00	60.00
PC065	Ganozhi Plus Toothpaste (6 x 40g)	SET	6 tubes x 40g	600.00	720.00	288.00	210.00	630.00	750.00	300.00	210.00
PC014	Tea Tree Cream	TUB	30ml	315.00	380.00	138.00	90.00	340.00	410.00	149.00	90.00
	<i>Apparel</i>										
Code	Product	Unit	Content	Existing				Revised			
				DP	MRP	SV	PV	DP	MRP	SV	PV
				Incl. Tax	Incl. Tax			Incl. Tax	Incl. Tax		
				INR	INR			INR	INR		
AP016	DXN Kimono (Blue) - 7-8 Years	SET		1,850.00	2,220.00	555.00	540.00	1,850.00	2,220.00	555.00	540.00
AP017	DXN Kimono (Blue) - 11-12 Years	SET		1,850.00	2,220.00	555.00	540.00	1,850.00	2,220.00	555.00	540.00
AP022	DXN Facemask	BOX	5 packs	430.00	540.00	165.00	145.00	460.00	580.00	165.00	145.00
AP023	DXN Kimono (Dark Blue) - size S	SET		3,700.00	4,440.00	1,110.00	1,080.00	3,700.00	4,440.00	1,110.00	1,080.00
AP024	DXN Kimono (Dark Blue) - size M	SET		3,700.00	4,440.00	1,110.00	1,080.00	3,700.00	4,440.00	1,110.00	1,080.00
AP025	DXN Kimono (Dark Blue) - size L	SET		3,700.00	4,440.00	1,110.00	1,080.00	3,700.00	4,440.00	1,110.00	1,080.00
AP026	DXN Kimono (Dark Blue) - size XL	SET		3,700.00	4,440.00	1,110.00	1,080.00	3,700.00	4,440.00	1,110.00	1,080.00