



# DXN Marketing India Private Limited

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## **Subject: Announcement of Price Revision for 2024**

Dear Valued Distributors,

Good Morning.

Firstly, we extend our sincere greetings to all DXN members who have been an integral part of DXN's success. Your unwavering dedication and commitment, combined with the efficacy of DXN products, have propelled us to new heights.

We are pleased to share that DXN India witnessed remarkable growth in sales volume in 2023, a testament to the continuous support from our esteemed Distributors. As DXN continues to evolve, introducing a diverse range of new products, we anticipate your ongoing efforts to further enhance the prosperity of our business.

In light of the prevailing economic conditions, marked by increases in the cost of raw materials, production, fuel, and shipping & handling charges, we find it necessary to announce a Price Revision for 2024. While every effort has been made to avoid this adjustment, we are unwavering in our commitment to maintaining the quality of our products.

**The revised prices will come into effect from 1st January 2024.**

**Understanding the concerns raised by our Distributors in the past, we have decided to maintain the Distributor Price (DP) and Maximum Retail Price (MRP) until old stocks lasts.**

We trust that you will comprehend the necessity of this price revision, and we seek your utmost cooperation in ensuring a seamless transition in the market.

Thank you for your continued support, and we look forward to achieving even greater milestones together in the coming year.

Best Regards,

K.M.RABIQUE

INTERNATIONAL MARKETING DIRECTOR



**DXN**  
**MEMO**

Code	Product Name	Price revision EXISTING 2023				Price revision NEW 2024			
		DP	MRP	SV	PV	DP	MRP	SV	PV
		Incl. Tax	Incl. Tax			Incl. Tax	Incl. Tax		
		INR	INR			INR	INR		
HF157	DXN Ashwagandha	250	315	110	90	270	340	120	90
HF202	DXN Asvagandha 50g	355	445	160	125	380	475	170	125
HF162	DXN Black Cumin	450	565	205	160	485	610	220	160
HF161	DXN Brahmi	250	315	110	90	270	340	120	90
HF204	DXN Brahmi 50g	355	445	160	125	380	475	170	125
HF159	DXN Giloy	220	275	100	80	240	300	110	80
HF193	DXN Healthy Bones 30's	250	315	110	90	270	340	120	90
HF158	DXN Neem	250	315	110	90	270	340	120	90
HF194	DXN Panax-Ginseng 60's	500	625	215	180	535	670	230	180
HF195	DXN Seabuckthorn 60's	580	725	245	210	625	780	265	210
HF160	DXN Triphala	250	315	110	90	270	340	120	90
HF151	GL 30	380	475	155	85	410	515	165	85
HF003	GL 90	1050	1315	425	245	1125	1410	455	245
HF098	GL 90	1050	1315	425	245	1125	1410	455	245
HF178	GL 90	1050	1315	425	245	1125	1410	455	245
HF035	GL 360	4025	5035	1650	1300	4310	5390	1765	1300
HF099	GL 360	4025	5035	1650	1300	4310	5390	1765	1300
HF179	GL 360	4025	5035	1650	1300	4310	5390	1765	1300
HF148	GL Powder 30g	710	885	290	170	760	950	310	170
HF150	RG 30	500	625	205	140	535	670	220	140
HF001	RG 90	1365	1710	560	380	1465	1835	600	380
HF100	RG 90	1365	1710	560	380	1465	1835	600	380
HF180	RG 90	1365	1710	560	380	1465	1835	600	380



HF034	RG 360	5145	6440	2100	1700	5510	6895	2250	1700
HF101	RG 360	5145	6440	2100	1700	5510	6895	2250	1700
HF181	RG 360	5145	6440	2100	1700	5510	6895	2250	1700
HF147	RG Powder 15g	770	965	310	220	825	1035	330	220
FB367	DXN Gano Extra Virgin Coconut Oil 250ml	415	525	175	140	445	560	190	140
FB251	DXN Gano Extra Virgin Coconut Oil	730	925	310	245	785	985	335	245
FB154	DXN Noni	760	950	360	215	815	1020	385	215
FB184	DXN Nonizhi 250ml	695	865	315	200	745	935	340	200
FB424	DXN Morinzhi 250ml	695	865	315	200	745	935	340	200
FB185	DXN Nonizhi 600ml	1465	1835	655	480	1570	1965	700	480
FB425	DXN Morinzhi 600ml	1465	1835	655	480	1570	1965	700	480
FB203	DXN Roselle Juice 250ml	465	585	210	175	500	625	225	175
HF176	DXN Spirulina Capsule 90's	365	455	185	135	395	495	200	135
HF077	DXN Spirulina Capsule 120's	465	575	260	160	500	625	280	160
HF184	DXN Spirulina Capsule 120's	465	575	260	160	500	625	280	160
HF078	DXN Spirulina Capsule 360's	1325	1650	680	500	1420	1775	730	500
HF185	DXN Spirulina Capsule 360's	1325	1650	680	500	1420	1775	730	500
HF149	DXN Spirulina Powder 50g	625	770	330	235	670	840	355	235
HF079	DXN Spirulina Tablet 120's	465	575	260	160	500	625	280	160
HF186	DXN Spirulina Tablet 120's	465	575	260	160	500	625	280	160
HF080	DXN Spirulina Tablet 360's	1325	1650	680	500	1420	1775	730	500
HF187	DXN Spirulina Tablet 360's	1325	1650	680	500	1420	1775	730	500
FB386	DXN Aloe Vita 250ml	135	170	50	45	145	185	55	45
FB183	DXN Cocozhi	715	890	265	190	770	965	285	190
FB391	DXN Cocozhi	715	890	265	190	770	965	285	190
FB241	DXN Cordyceps Cereal	930	1165	395	265	1000	1255	425	265
FB225	DXN Cordyceps Coffee	860	1075	350	230	925	1160	375	230
FB441	DXN Cut Chilli Vinegar	220	275	80	80	260	325	95	95
FB342	DXN Himalayan Pink Salt 200 grams	95	120	38	35	100	125	40	35
FB426	DXN Himalayan Pink Salt 200 grams	95	120	38	35	100	125	40	35
FB343	DXN Himalayan Pink Salt 800 grams	275	345	110	100	295	370	120	100
FB427	DXN Himalayan Pink Salt 800 grams	275	345	110	100	295	370	120	100
FB380	DXN Jaggery Powder 500 grams	185	230	75	75	200	250	80	75
FB235	DXN Lemonzhi	485	600	180	135	520	650	195	135
FB448	DXN Lemonzhi	485	600	180	135	520	650	195	135



FB346	DXN Masala Tea	375	470	205	135	405	510	220	135
FB112	DXN Reishi Gano Tea	360	450	195	135	375	470	200	135
FB240	DXN Spirulina Cereal	815	1020	340	235	875	1095	365	235
FB236	DXN Zhi Mocha	825	1035	330	230	885	1110	355	230
FB156	Lingzhi Coffee 2 in 1	680	840	250	190	730	915	270	190
FB157	Lingzhi Coffee 3 in 1	730	910	270	200	785	985	290	200
FB390	DXN Lingzhi Coffee 3 in 1	730	910	270	200	785	985	290	200
FB165	Lingzhi Green Dip Tea	205	245	110	80	220	265	120	80
FB164	Lingzhi Masala Dip Tea	205	245	110	70	220	265	120	70
FB186	Lingzhi Spices Black Tea	370	465	175	125	400	500	190	125
FB114	Bajral/ Pearl Millet Coffee GL	170	205	65	45	185	225	70	45
FB115	Bajral/ Pearl Millet Spirulina	170	205	65	45	185	225	70	45
FB116	Ragi/ Finger Millet GL	195	235	75	55	210	255	80	55
FB117	Bajral/ Pearl Millet Coffee GL (Family Pack)	1495	1800	580	400	1600	1925	620	400
FB118	Bajral/ Pearl Millet Spirulina (Family Pack)	1495	1800	580	400	1600	1925	620	400
FB119	Ragi/ Finger Millet GL (Family Pack)	1810	2170	685	500	1940	2325	735	500
HP022	DXN Dyna Wash 1L	310	390	135	135	340	425	145	135
HP025	DXN Mosquito Repellent	90	115	31	30	95	120	33	30
HP026	DXN 7 Wonders Natural Incense Sticks	320	400	122	120	345	430	132	120
SC020	DXN Aloe. V Cleansing Gel	310	375	133	70	340	410	145	70
SC024	DXN Aloe. V Hand & Body Lotion	360	430	125	90	395	475	135	90
PC066	DXN Bamboo Toothbrush (Adults)	85	105	40	35	90	110	42	35
SC012	DXN Chubby Baby Oil	380	455	155	95	415	500	170	95
PC004	DXN Ganozhi Shampoo	350	425	95	90	385	465	105	90
PC046	DXN Ganozhi Soap	120	145	69	45	130	155	75	45
PC050	DXN Neeli Tailam - Hair Oil	380	475	190	135	410	515	205	135
PC015	DXN Talcum Powder	345	415	145	88	375	450	155	88
PC007	Gano Massage Oil	405	485	160	100	445	535	175	100
PC064	Ganozhi Plus Toothpaste 40g	105	125	50	35	115	140	55	35
PC065	Ganozhi Plus Toothpaste (6 x 40g)	630	750	300	210	690	840	330	210
PC063	Ganozhi Plus Toothpaste 75g	180	215	85	60	195	235	92	60
PC047	Ganozhi Plus Toothpaste	285	345	135	90	310	375	145	90
PC014	Tea Tree Cream	380	455	165	90	415	500	180	90
AP022	DXN Facemask	460	580	165	145	495	620	180	145

