

## Pricing

Our products are designed to cater various income groups irrespective of their earning range. Pricing of any product is dependent on cost of manufacturing, overheads, other expenses and taxes. Currently IMC is offering more than 300 products to its customers in eight categories namely Skin Care, Personal Care, Baby Care, Food Products, Health & Nutrition, Home Care, Agriculture & Veterinary, Garments & Apparels. Costing parameters are varied across all categories and hence justification of each product may not be practically possible. However, at IMC, we have a uniform pricing mechanism across all states and have adopted zero tolerance policy for deceptive or misleading pricing; therefore what we offer is what we promise and what we deliver.

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